

IPSOS B&A CONSUMER CONFIDENCE

August 2025

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& Pooja Sankhe



INTRODUCTION



Introduction

1

This report presents the findings of Ipsos B&A's latest Consumer Confidence Barometer, covering August 2025.



3

All interviewing was conducted via Ipsos B&A's Acumen Online Barometer.



2

Survey results are based on a sample of 1,018 adults aged 16+, quota controlled in terms of age, gender, socio-economic class, and region to reflect the profile of the adult population of the Republic of Ireland.



4

Fieldwork on the latest wave was conducted from the 29th July – 10th August 2025.





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KEY HIGHLIGHTS





As we leave the summer months behind, there is a sense of gloominess in the air

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 29th July – 10th August 2025.

Consumer confidence has slipped again in August, with a net rating of -53 (those feeling downbeat versus those feeling more upbeat). This compares with -46 last month.

63% believe that the country will be **worse off** in the year ahead, with a mere 10% expecting the country's economy to improve. However, this is in the context of an economy currently in quite rude health.

Relatively speaking, Dubliners continue to be most upbeat. As seen previously, confidence is lowest among females and C2DEs. The net difference is at its lowest since April, when Tariffs were first mooted.

Those households who claim to be "**coping**" with the cost-of-living now stands at 65% similar to the figures seen in July. Many are resilient, but one in five households (20%) continue to struggle. Inflation has crept up, driven largely by the essentials; Food and Non-Alcoholic drink purchases are more than twice the overall rate of inflation.

Nearly two in five (38%) expect their net income to **decline** in the next 12 months, with just over one in five (22%) being upbeat about the year ahead.

In total, over two in five half (44%) think they will **spend less** over the year ahead, with just one in eight (13%) planning to spend more.

This mirrors saving intentions – 45% plan **to save less**, compared to just over one in five planning to boost their savings over the next 12 months (21%).

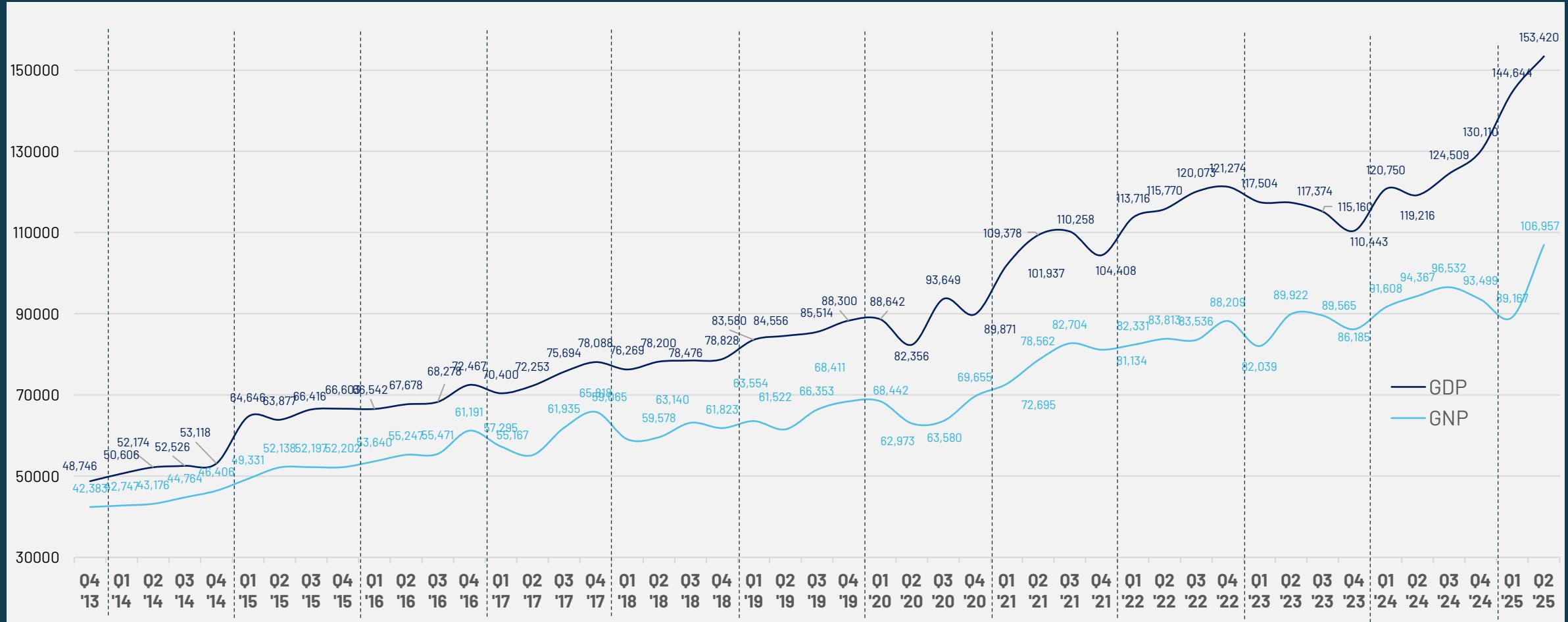
Householders in general do believe that their net asset wealth will increase over the next year. **Projected asset growth over the next 12 months remains broadly optimistic**, with one-third believing that the value of their personal assets will increase. The gap (those who think their asset value will increase minus those anticipating a decrease) stands at +15%; albeit it down six points from July.

Again, this is largely driven by Dubliners – at 41%, they are significantly more likely to have a positive outlook for the value of their personal assets over the year ahead.

MACRO CONTEXT



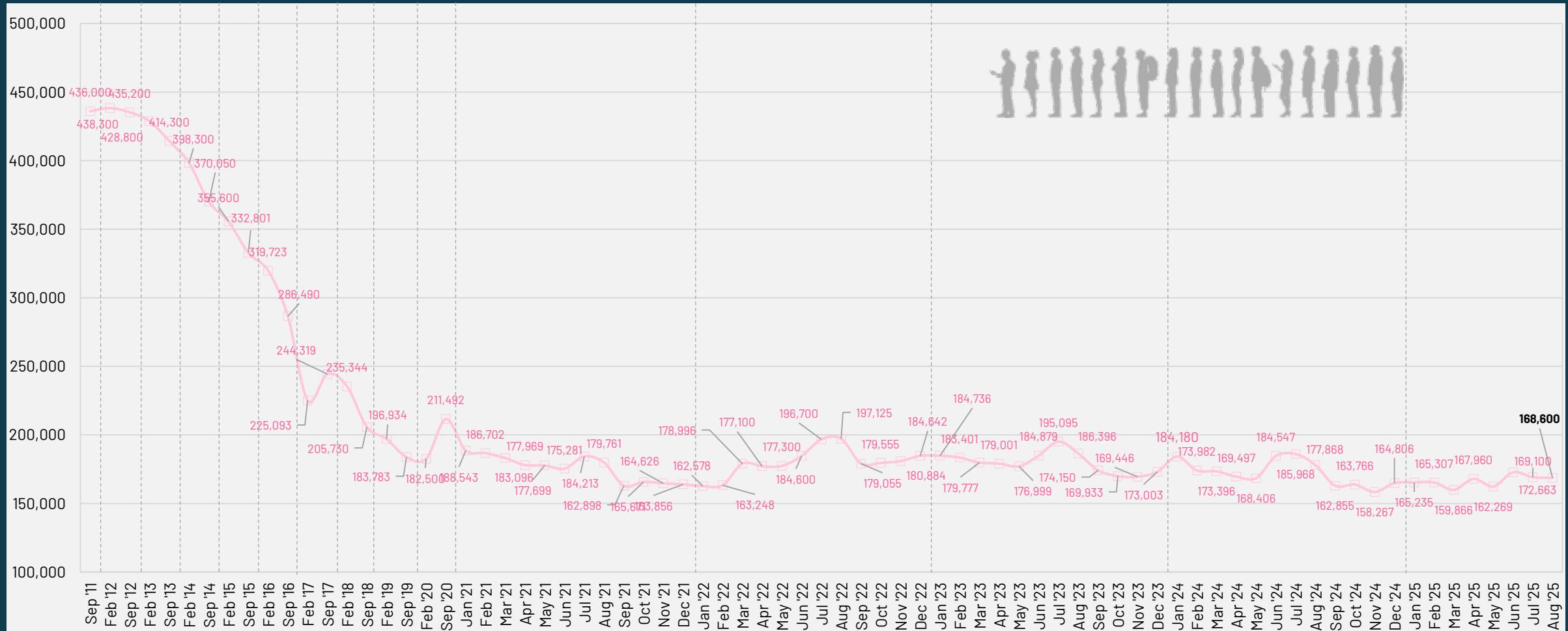
The most recent data reveals a continued upward trajectory in both GDP and GNP during Q2 2025, fuelled by the Pharma sector in particular.



Note: Qtr 2 data still to be finalised

Source: www.CSO.ie Quarterly National Accounts

In August 2025, the unadjusted Live Register figures held relatively steady at 168,600, compared to 169,100 in July 2025.

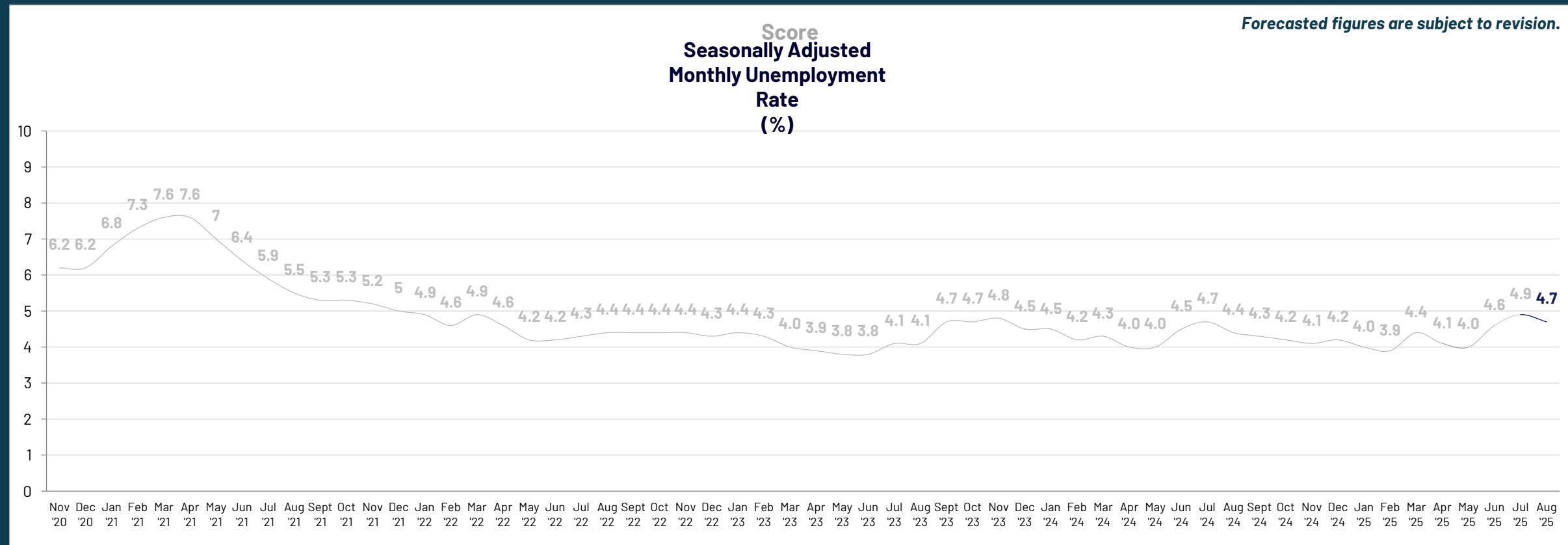


*The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.
Note: Based on unadjusted data.

Source: www.CSO.ie Quarterly National Accounts

The provisional seasonally adjusted monthly unemployment rate has fallen back by 0.2 percentage points and is now estimated to be 4.7%. We are still close to a full employment rate.

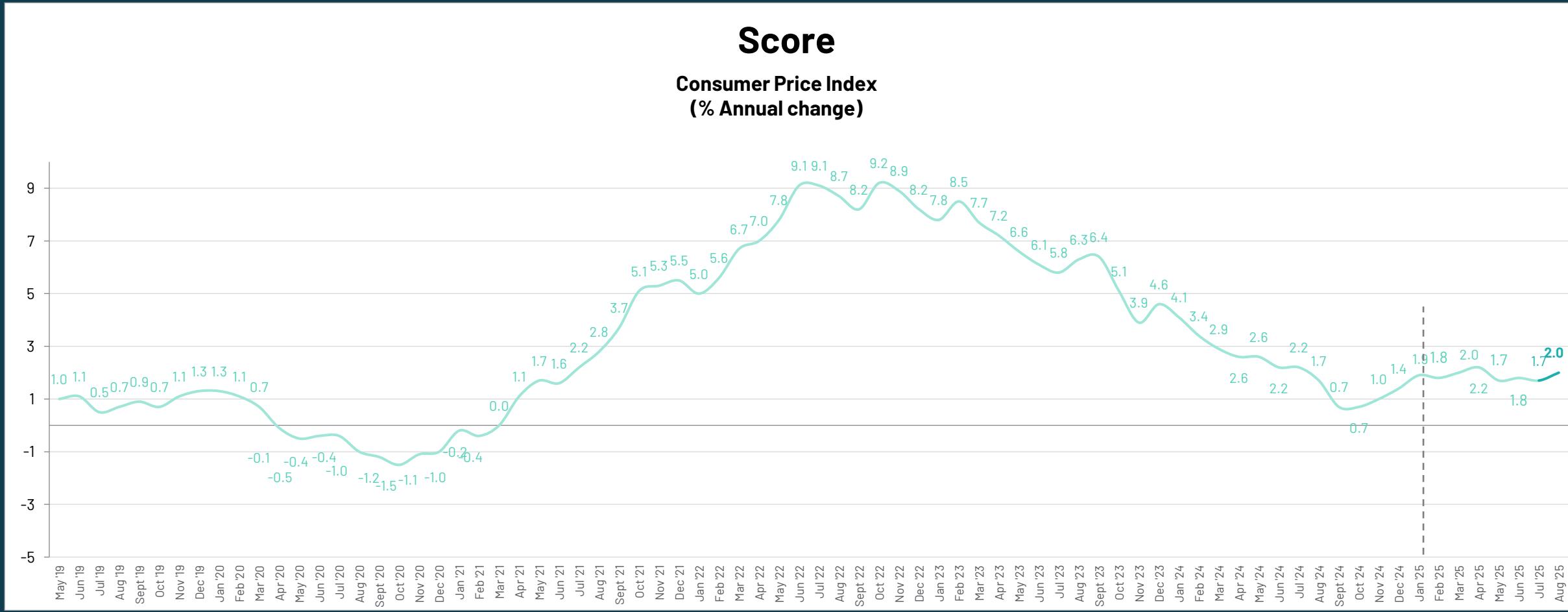
Seasonally Adjusted Monthly Unemployment Rate



Source: www.CSO.ie Seasonally Adjusted Monthly Unemployment Rate

Inflation has shifted upwards to 2.0% in August and is above the levels witnessed during the same period last year.

Consumer Price Index(% Annual change)

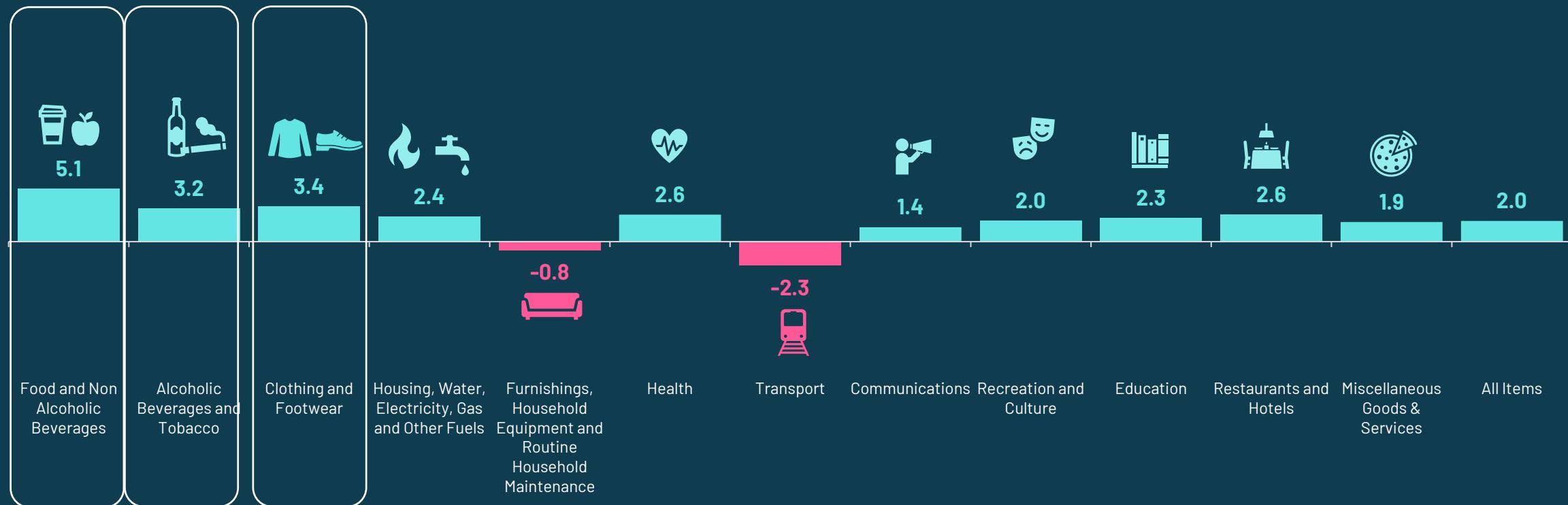


Source: www.CSO.ie

Consumer Price Index(% Annual change)

Inflation is highest within Food & Non-Alcoholic Beverages (+5.1%), Clothing and Footware (3.4%) and Alcoholic Beverages and Tobacco (+3.2%) sectors. Transport (-2.3%) remains in negative territory, as does household furnishings (-0.8%).

Consumer Price Index by Sector (% Annual change)



Ongoing tariff conflicts, economic instability and potential economic headwinds looms heavily on consumer's minds

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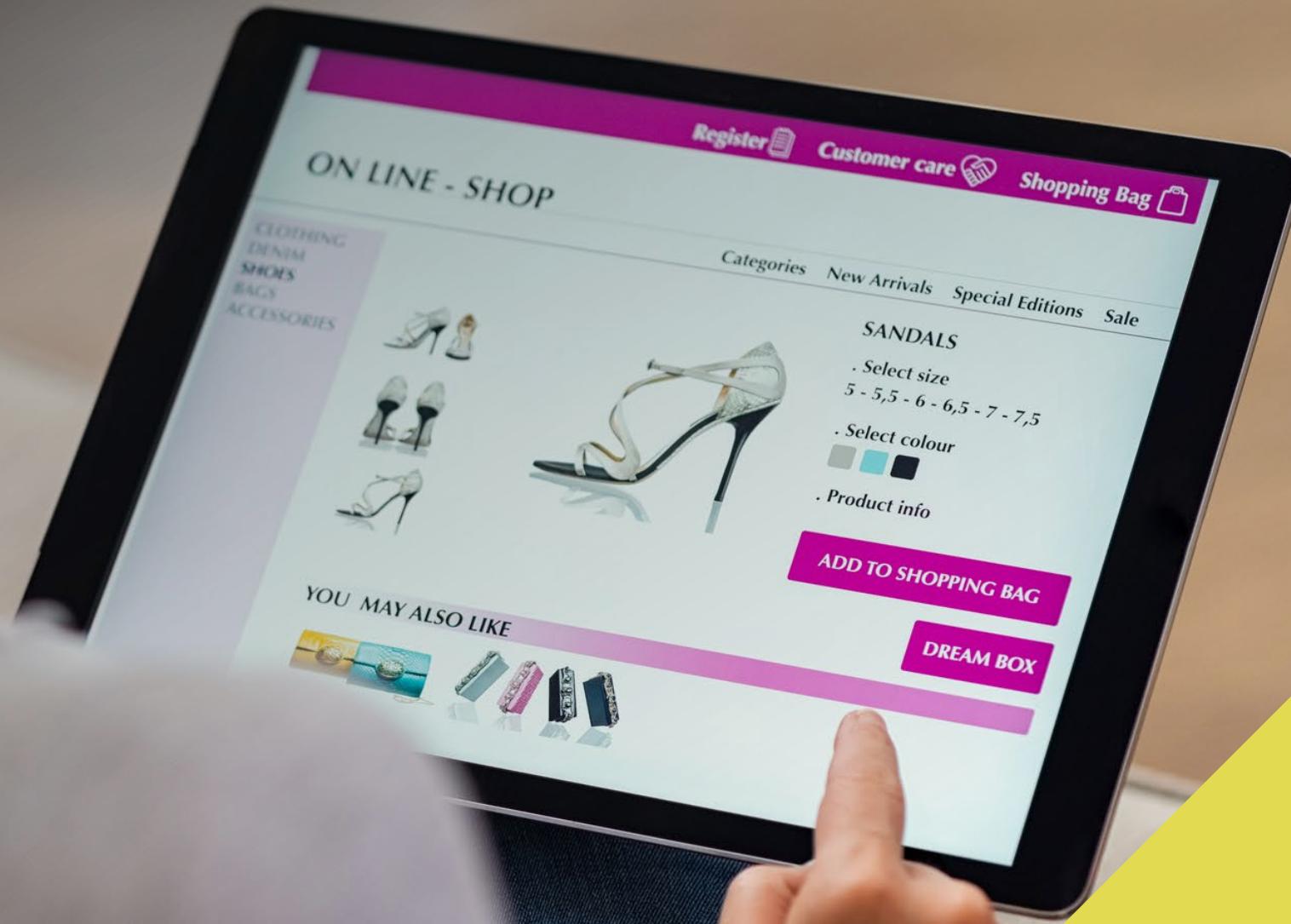
Economy
World economy yet to feel full force of Trump tariffs, OECD says
Organisation raised its 2025 outlook for world growth, but decline anticipated in 2026
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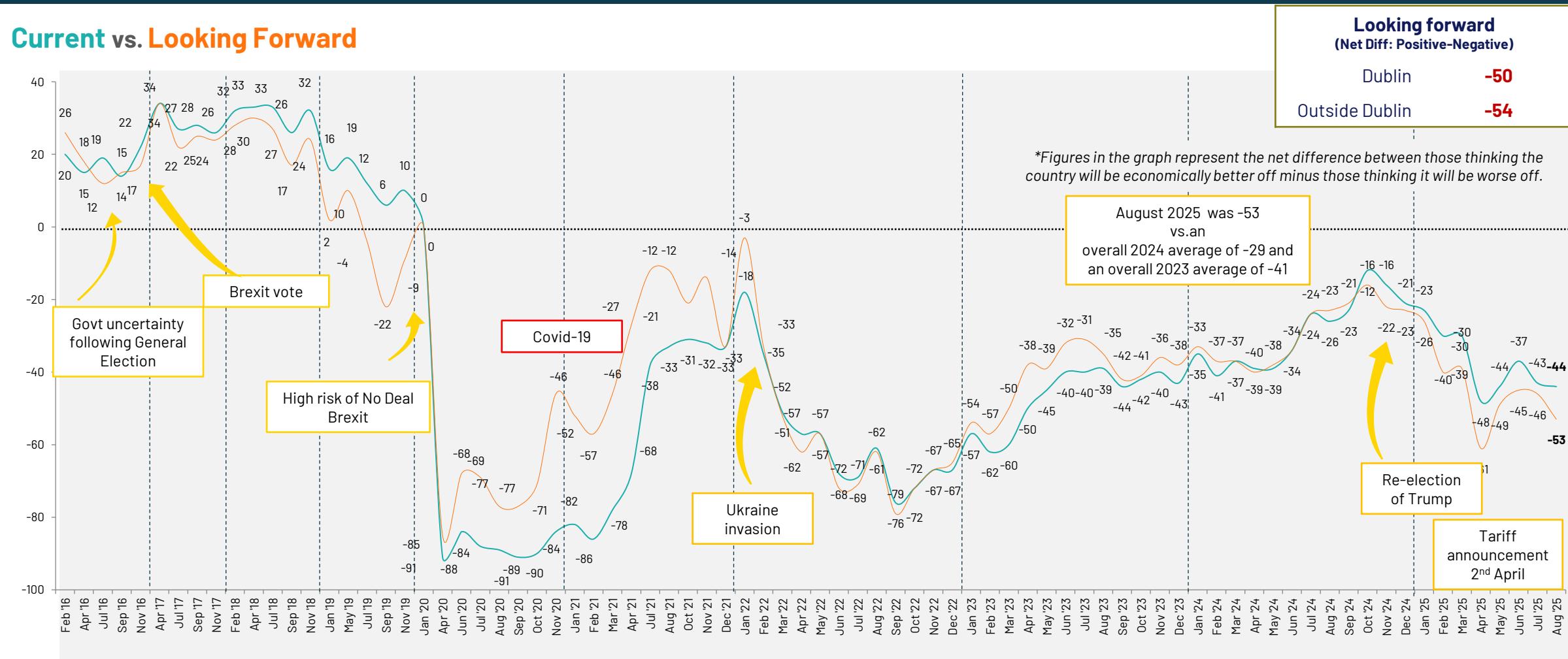


Home / Irish News
Minister Jack Chambers warns Budget will have limited room for tax cuts, with priority on housing

CONSUMER CONFIDENCE FINDINGS



Consumer confidence has slipped this month and now stands at -53 in August compared to -46 in July.



- Q.1 Thinking about the economy as a whole, do you think that the country is better off, worse off, or about the same as last year?
 Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Pessimism about the year ahead is consistently higher among females, C2DEs and those living outside of Dublin. Those aged 35+ are most downbeat.

NET DIFF	-53	-44	-62	-42	-53	-62	-50	-56	-50	-54	-54	-50
	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
Jul '25	-46%	-34%	-58%	-38%	-51%	-47%	-48%	-44%	-35%	-50%	-47%	-42%
Jun '25	-45%	-38%	-52%	-30%	-54%	-49%	-41%	-50%	-33%	-50%	-46%	-42%
May '25	-49%	-42%	-56%	-24%	-56%	-64%	-45%	-54%	-35%	-55%	-51%	-43%
Apr '25	-61%	-55%	-67%	-61%	-66%	-42%	-64%	-75%	-57%	-65%	-54%	-64%
Mar '25	-39%	-30%	-48%	-24%	-41%	-50%	-36%	-43%	-27%	-44%	-42%	-29%
Feb '25	-40%	-33%	-47%	-35%	-45%	-39%	-35%	-46%	-31%	-44%	-43%	-32%
Jan '25	-26%	-7%	-38%	-21%	-34%	-21%	-23%	-30%	-15%	-31%	-29%	-16%
Dec '24	-23%	-15%	-31%	-26%	-22%	-22%	-18%	-29%	-11%	-28%	-23%	-23%
Nov '24	-22%	-11%	-33%	-23%	-24%	-19%	-18%	-27%	-9%	-28%	-25%	-14%
Oct '24	-16%	-7%	-24%	-4%	-24%	-17%	-8%	-24%	0	-22%	-14%	-23%
Sep '24	-21%	-9%	-33%	-19%	-30%	-14%	-15%	-28%	-15%	-24%	-21%	-22%
Aug '24	-23%	-10%	-35%	-15%	-32%	-21%	-17%	-30%	-11%	-28%	-24%	-21%
Jul '24	-24%	-8%	-39%	-24%	-30%	-17%	-16%	-33%	-12%	-29%	-24%	-24%
Jun '24	-34%	-23%	-46%	-39%	-38%	-26%	-30%	-39%	-26%	-38%	-34%	-35%
May '24	-38%	-30%	-46%	-31%	-50%	-32%	-35%	-41%	-27%	-42%	-37%	-42%
Apr '24	-40%	-24%	-55%	-35%	-50%	-33%	-34%	-46%	-30%	-44%	-39%	-41%
Mar '24	-37%	-28%	-45%	-37%	-41%	-32%	-29%	-45%	-25%	-42%	-37%	-36%
Feb '24	-37%	-29%	-46%	-33%	-46%	-33%	-31%	-44%	-28%	-41%	-37%	-42%
Jan '24	-33%	-21%	-44%	-17%	-40%	-38%	-22%	-44%	-23%	-37%	-33%	-30%
Dec '23	-38%	-28%	-48%	-27%	-46%	-40%	-33%	-44%	-26%	-43%	-39%	-37%
Nov '23	-36%	-26%	-46%	-27%	-46%	-34%	-28%	-45%	-23%	-42%	-37%	-33%
Oct '23	-41%	-33%	-50%	-42%	-46%	-36%	-39%	-44%	-29%	-46%	-43%	-33%
Sep '23	-42%	-28%	-55%	-40%	-50%	-34%	-38%	-45%	-32%	-46%	-41%	-45%
Aug '23	-35%	-23%	-46%	-20%	-46%	-35%	-24%	-47%	-25%	-39%	-35%	-32%
Jul '23	-32%	-15%	-48%	-33%	-38%	-24%	-30%	-34%	-23%	-35%	-31%	-35%
Jun '23	-32%	-15%	-48%	-33%	-38%	-24%	-30%	-34%	-23%	-35%	-31%	-35%
May '23	-39%	-22%	-54%	-38%	-52%	-25%	-33%	-45%	-34%	-41%	-38%	-41%
Apr '23	-38%	-23%	-52%	-30%	-43%	-39%	-34%	-42%	-26%	-43%	-38%	-36%
Mar '23	-50%	-38%	-62%	-44%	-58%	-47%	-47%	-54%	-43%	-53%	-51%	-41%
Feb '23	-57%	-51%	-63%	-57%	-60%	-55%	-51%	-63%	-50%	-60%	-58%	-50%
Jan '23	-54%	-44%	-62%	-48%	-56%	-56%	-50%	-57%	-41%	-59%	-55%	-44%
Dec '22	-65%	-61%	-69%	-65%	-65%	-65%	-62%	-68%	-57%	-68%	-66%	-55%
Nov '22	-67%	-61%	-72%	-56%	-75%	-67%	-68%	-66%	-64%	-68%	-68%	-58%

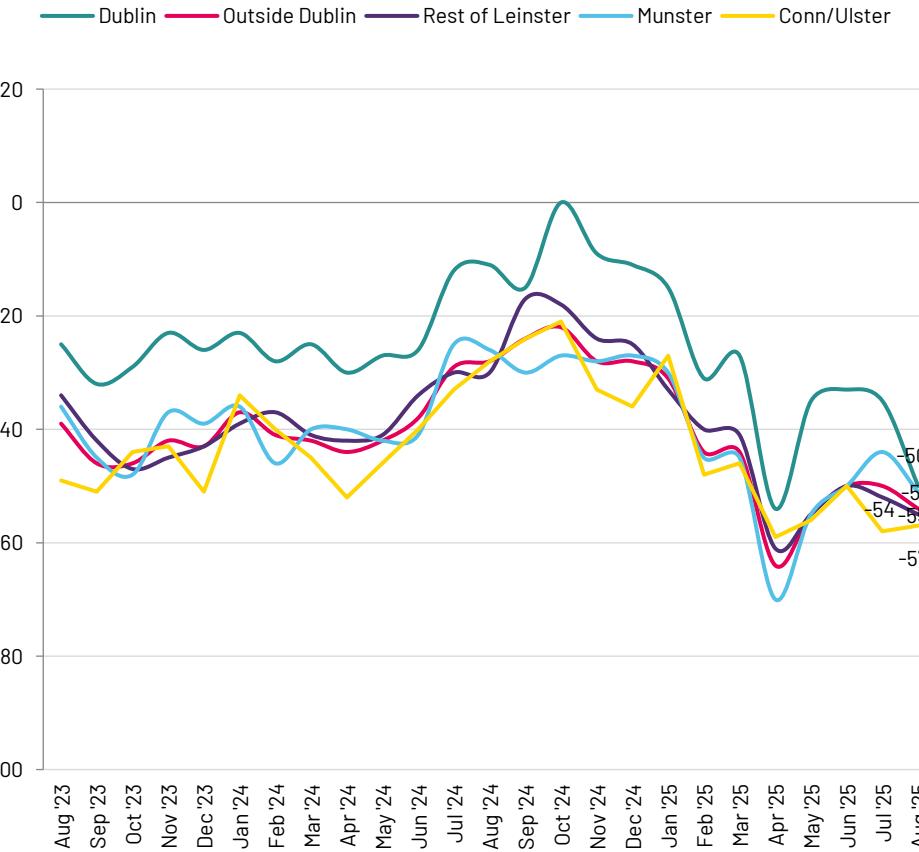
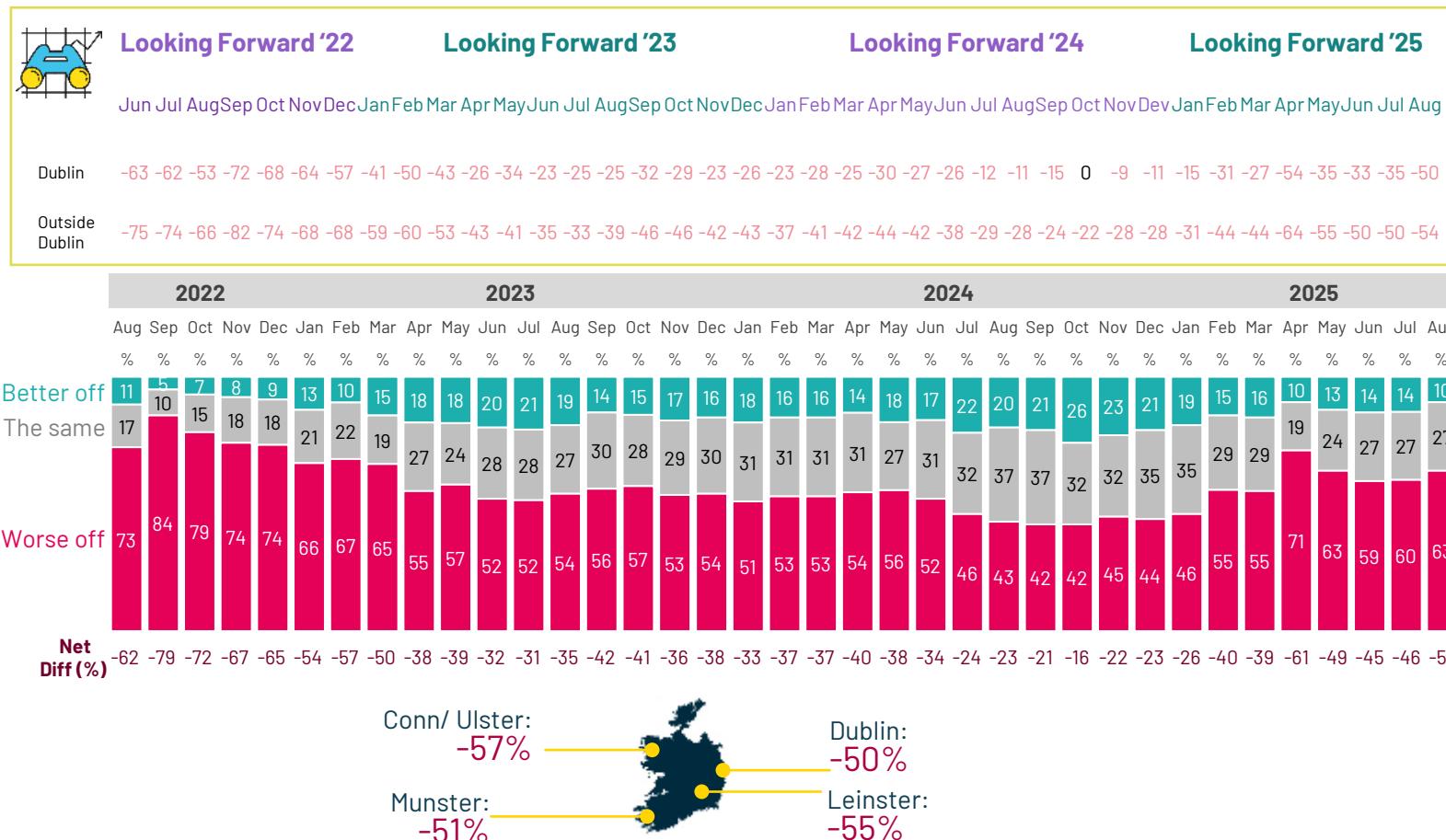
Base: All Adults 16+

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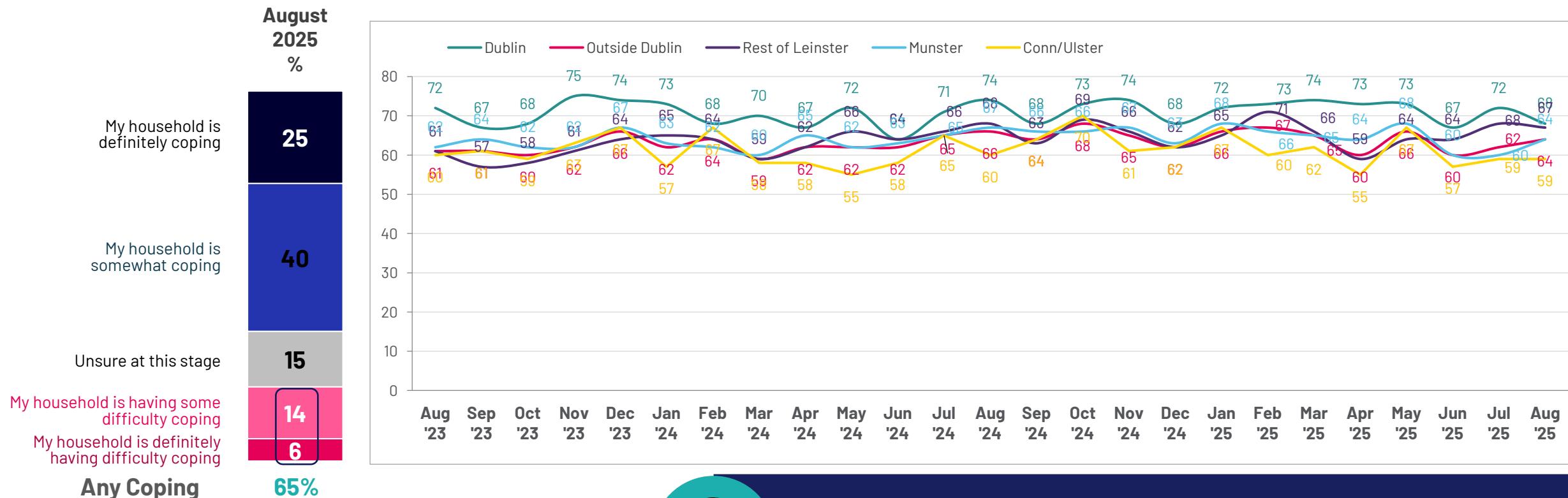
0.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Nearly two-thirds believe that the nation will be worse off over the year ahead, and just 1 in 10 are optimistic. The net difference is at its lowest since April, when Tariffs were first mooted.



2022												2023												2024												2025																
Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
-62	-57	-72	-71	-62	-79	-72	-67	-65	-54	-57	-50	-38	-39	-32	-31	-35	-42	-41	-36	-38	-33	-37	-37	-40	-38	-34	-24	-23	-21	-16	-22	-23	-26	-40	-39	-61	-49	-45	-46	-53												

Despite low consumer confidence, consumers continue to remain resilient, with two in three (65%) coping with the cost-of-living. Nevertheless, 20% are struggling.

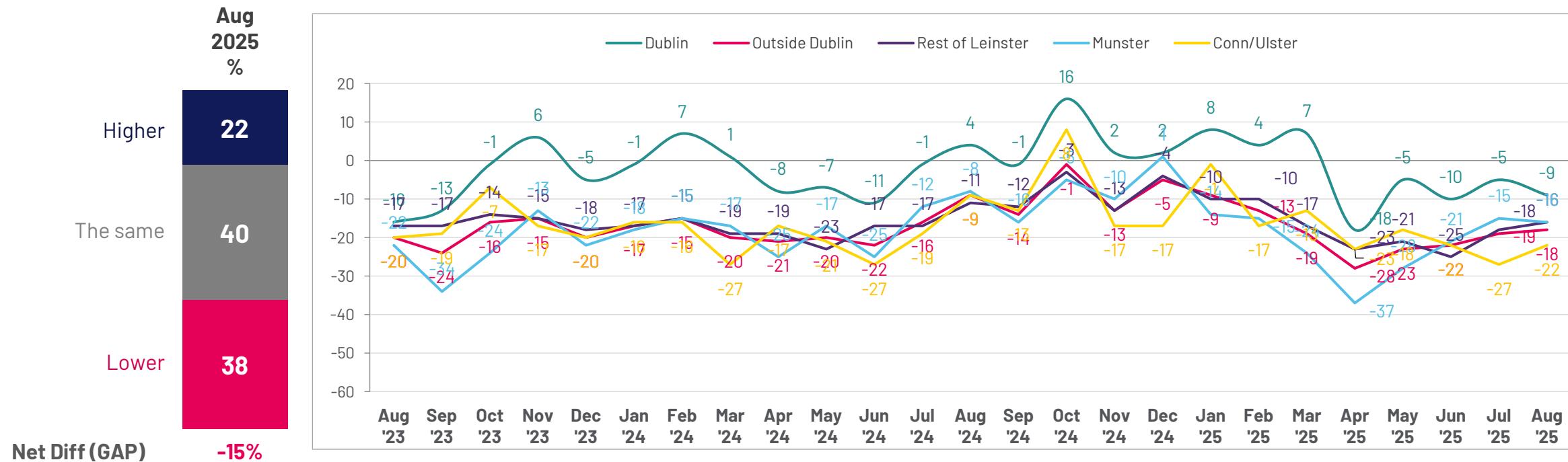


The proportion of Dubliners who are "coping" with rising prices remains marginally higher than the rest of the country.

	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25
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ANY Coping (%)	63	63	65	64	64	62	62	66	68	65	65	62	64	65	63	67	68	65	69	67	64	68	69	67	63	68	62	65	65
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Over one in five (22%) anticipate their disposable income will improve in the coming year, but the highest proportion (40%) is those who feel they will see no difference. The net gap (higher vs lower) has remained steady since July.



Dublin:
-9%
Outside Dublin:
-18%



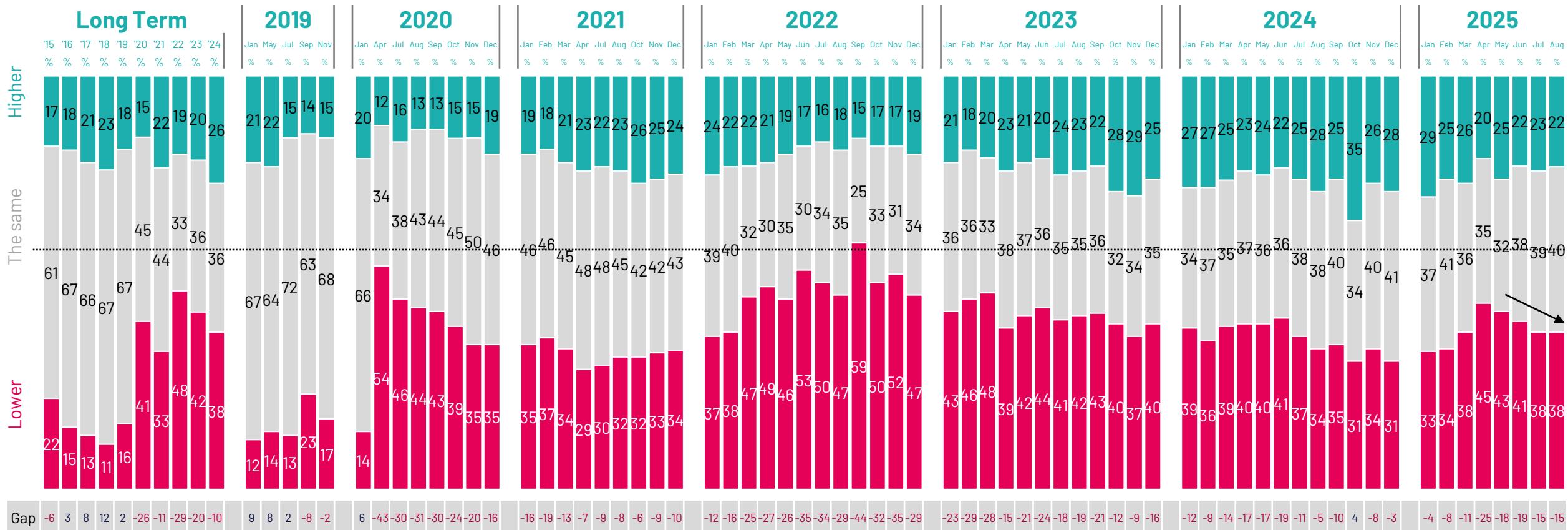
Those living outside of Dublin continue to be more pessimistic. However, 35% of younger respondents (16-34-year-olds) feel their income will increase.

2021												2022												2023												2024												2025											
Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug																						
Gap (%)	-7	-9	-8	-6	-9	-10	-12	-16	-25	-27	-34	-29	-44	-32	-35	-29	-23	-29	-28	-15	-21	-24	-18	-19	-21	-12	-9	-16	-12	-9	-14	-17	-19	-11	-5	-10	+4	-8	-3	-4	-8	-11	-25	-18	-19	-15	-15												



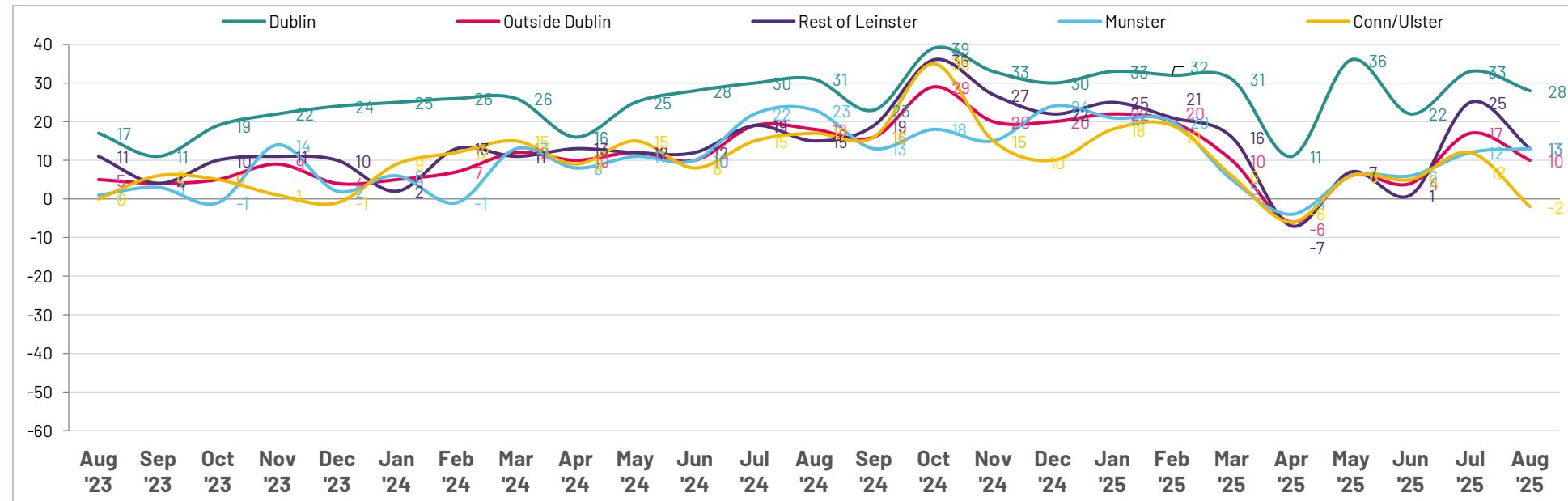
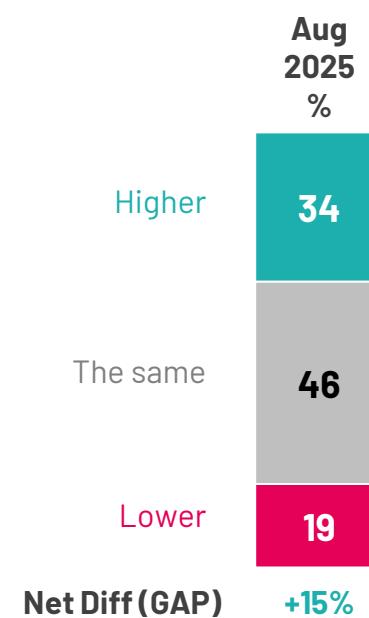
Income Projections – Looking Forward YOY

Expect it to be...



Despite signs of caution in certain indicators, sentiment towards asset value remains broadly optimistic, with one-third believing that the value of their personal assets will increase. However, this optimism has shown signs of softening in August.

Base: All Adults 16+



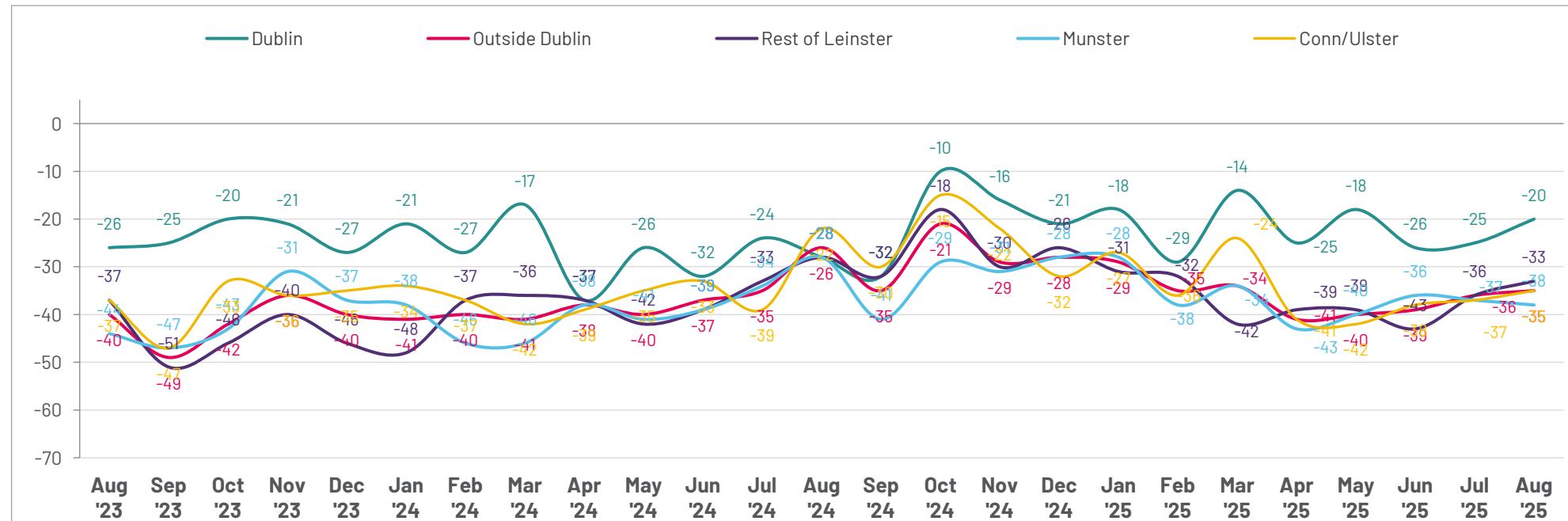
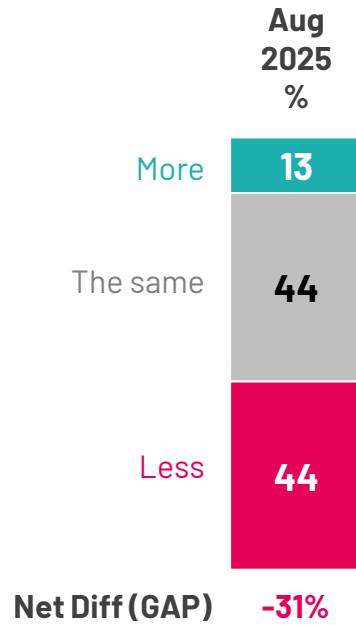
Dublin:
+28%
Outside Dublin:
+10%



Dubliners (28%) continue to have the highest net positive outlook for the value of personal assets. All regions are in positive territory except for Conn/Ulster. 16-34 year-olds (25%), ABC1s (23%) and Males (21%) are most upbeat.

2021												2022												2023												2024												2025											
Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug																						
+11	+20	+22	+21	+19	+16	+18	+13	-2	+2	+4	-14	-5	+3	-21	-11	-14	-7	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+10	+11	+13	+16	+12	+16	+22	+22	+32	+24	+22	+25	+24	+16	+11	+15	+9	+21	+15													

Future spending intentions remain largely steady, with 13% of individuals anticipating an increase in their expenditure, while over 44% foresee a reduction in their outlays.



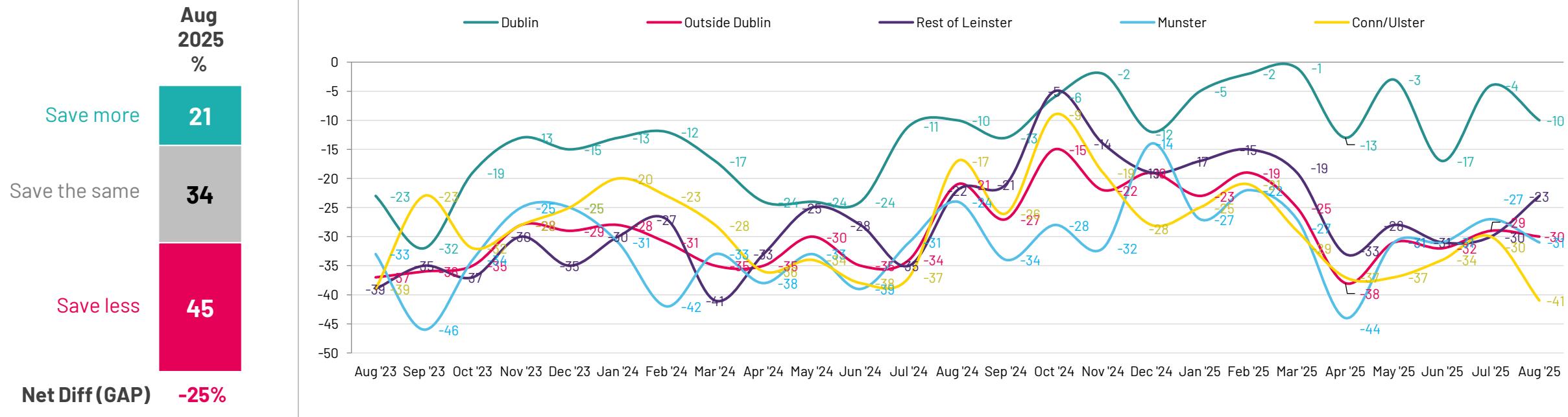
Dublin:
-20%
Outside Dublin:
-35%



Females (49%) and individuals in the C2DE (49%) are more inclined to indicate they will reduce their spending over the next 12 months.

2021												2022												2023												2024												2025							
Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug																		
Gap (%)	-2	-11	-13	-14	-14	-21	-19	-25	-35	-45	-37	-51	-48	-42	-61	-53	-55	-47	-46	-46	-50	-38	-38	-41	-36	-36	-42	-36	-31	-36	-35	-37	-34	-38	-36	-36	-32	-27	-34	-18	-25	-26	-26	-33	-29	-37	-34	-35	-33	-31					

Nearly half (45%) of individuals anticipate saving less over the next twelve months, while 21% expect to be able to increase their savings.



Dublin:
-10%
Outside Dublin:
-30%



16-34 year olds (38%) and ABC1 (26%) are more likely to save more over the next 12 months.

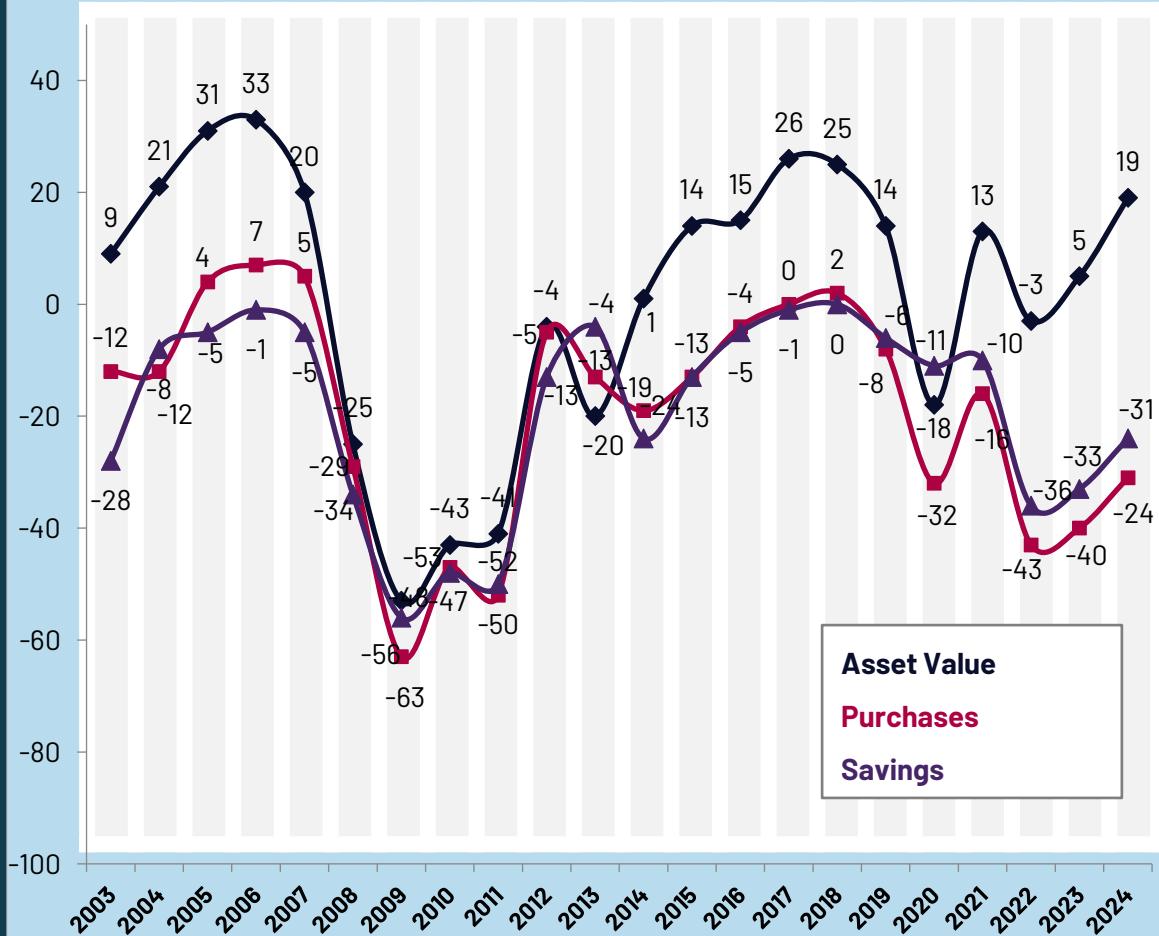
2021												2022												2023												2024												2025											
Apr	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug																						
Gap (%)	-10	-10	-8	-10	-12	-12	-18	-31	-32	-34	-44	-42	-37	-48	-44	-34	-38	-44	-29	-36	-33	-32	-33	-35	-30	-23	-25	-24	-26	-30	-32	-29	-27	-18	-23	-12	-16	-17	-18	-14	-18	-31	-23	-28	-21	-25													



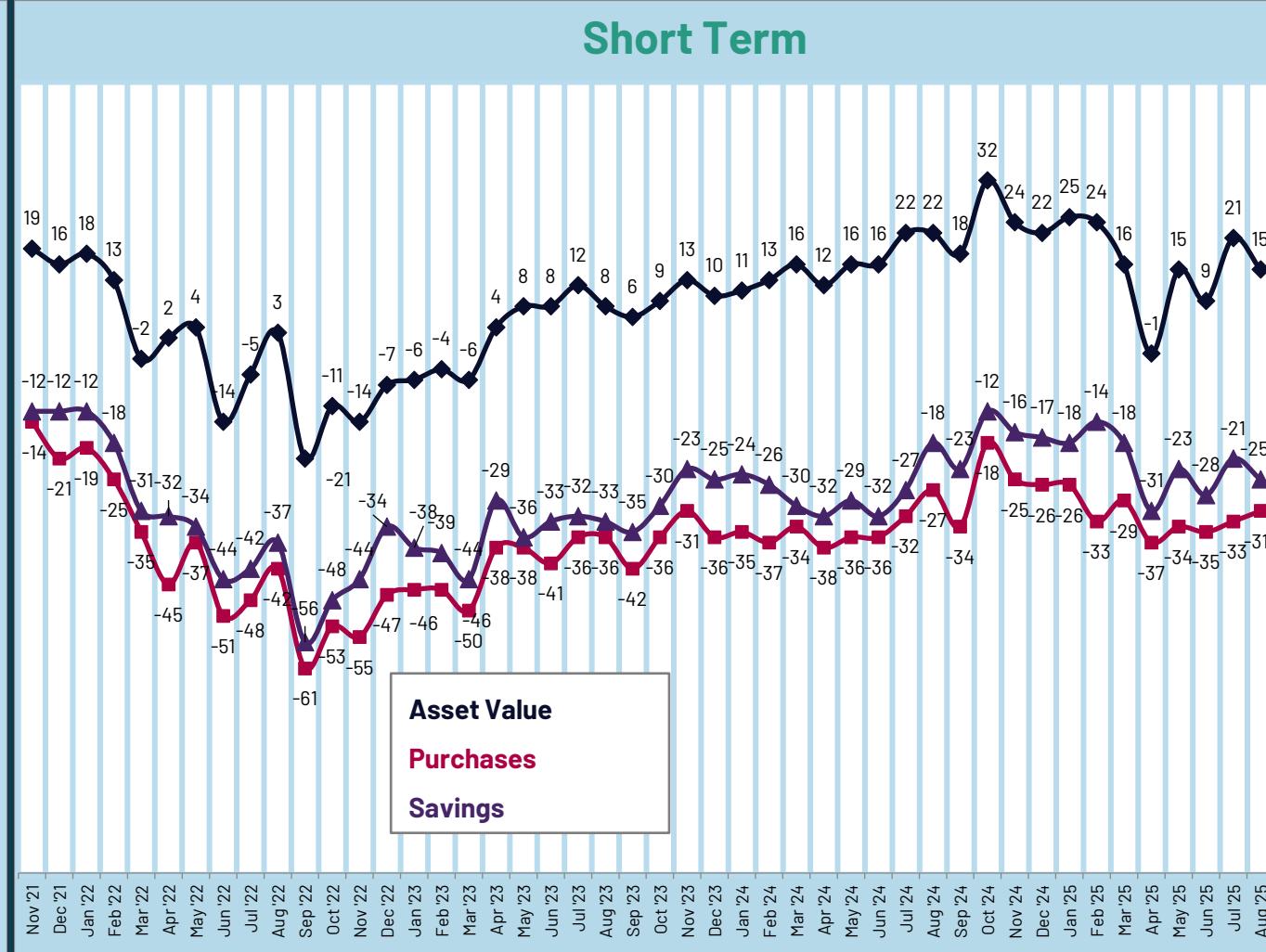
Balance Of Opinion in Summary - The Year Ahead

An overview of expectations towards asset value, purchases, and savings

Long Term



Short Term



Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) in the next year to be higher, lower or the same as in the past year?

Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?



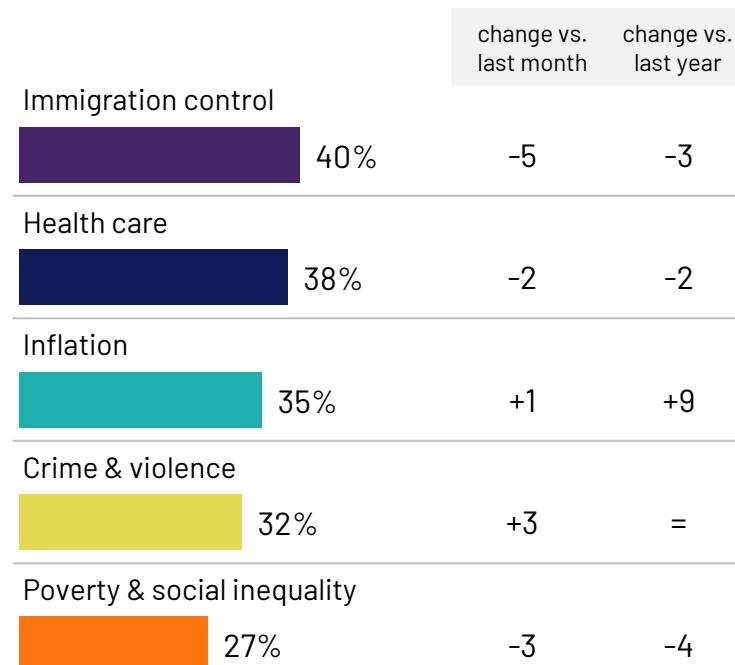
WHAT WORRIES THE WORLD?

August 2025

IRELAND SUMMARY: AUGUST 2025

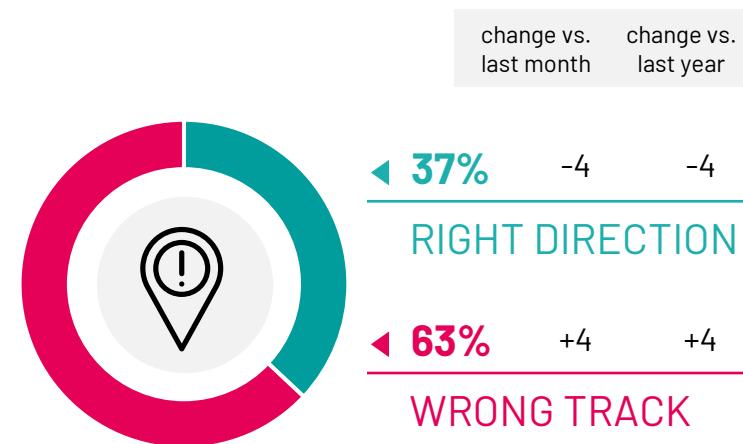
Top five worries

Q: Which three of the following topics do you find the most worrying in your country?



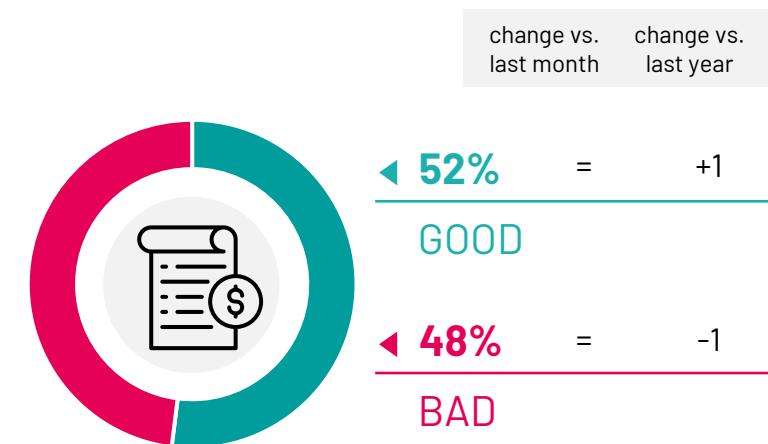
State of the country

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



State of the economy

Q: How would you describe the current economic situation in your country?



Base: Representative sample of Ireland adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. Filter: Country: Ireland | Current Wave: Aug 25

COUNTRY COMPARISONS

Right vs. Wrong Direction Monitor

Over one in three (37%) feel that the country is going in the right direction, down from 41% in July.

We are on a par with the global average in terms of our outlook, and along with Poland are most upbeat among European nations.

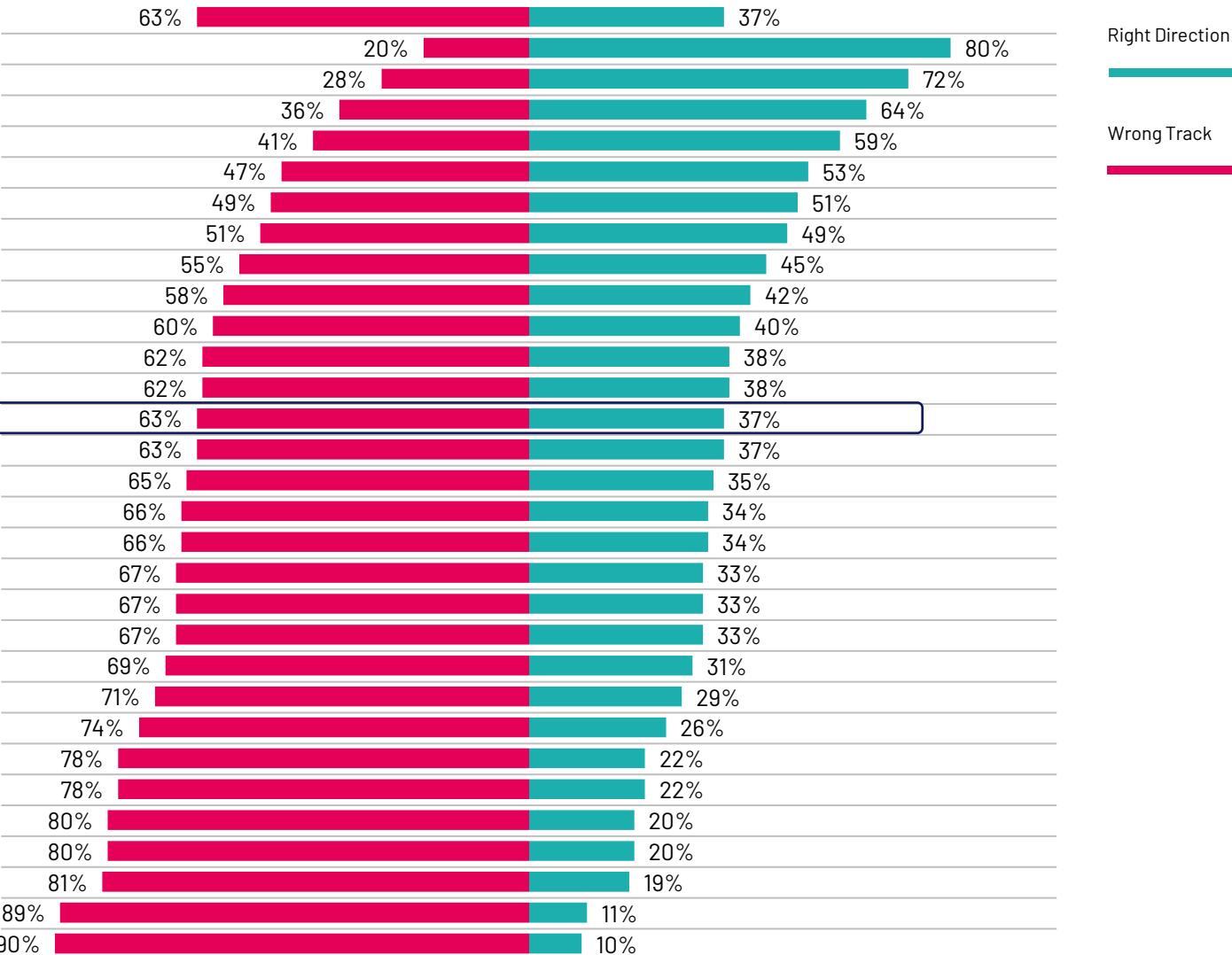
Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25

Country

World
Singapore
Malaysia
India
South Korea
Indonesia
Australia
Argentina
Thailand
Canada
Mexico
US
Brazil
Ireland
Poland
Great Britain
Colombia
Spain
Chile
Sweden
Belgium
Italy
Germany
Israel
Türkiye
Japan
South Africa
Hungary
Netherlands
France
Peru

Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (August 2025)





IRELAND'S TOP WORRIES*

World's top worries

* Please note: as this is a global study, Housing was not included on the list. However, we know from other polling conducted by Ipsos B&A that Housing is a burning issue in Ireland at this time

Ireland's Worries*

Immigration control remains in first position in terms of order of priority, ahead of healthcare. This is the second month running that this issue has come to the fore.

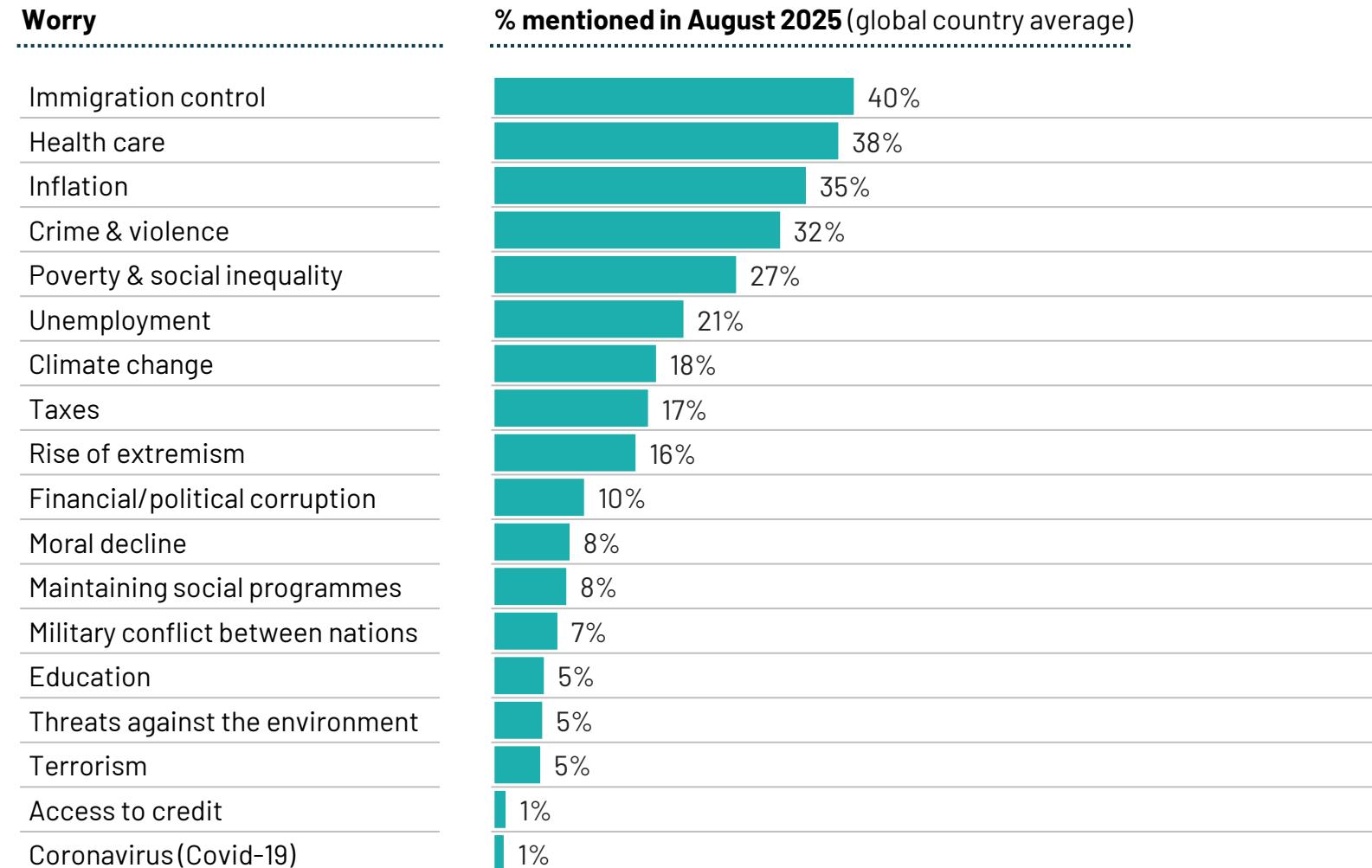
The cost of living/inflation ranks third.

Worldwide, immigration ranks seventh, and is mentioned by 17% globally, while health care is ranked sixth, being mentioned by 23%.

Base: Representative sample of Ireland adults aged 16-74. c.500 per month

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: Ireland | Current Wave: Aug 25

Q: Which three of the following topics do you find the most worrying in your country?



* Please note: as this is a global study, Housing was not included on the list. However, we know from other polling conducted by Ipsos B&A that Housing is a burning issue in Ireland at this time.

World Worries

Globally, crime and violence and inflation were the key concerns in August, closely followed by poverty/social inequality and unemployment.

These results mirror the July's findings.

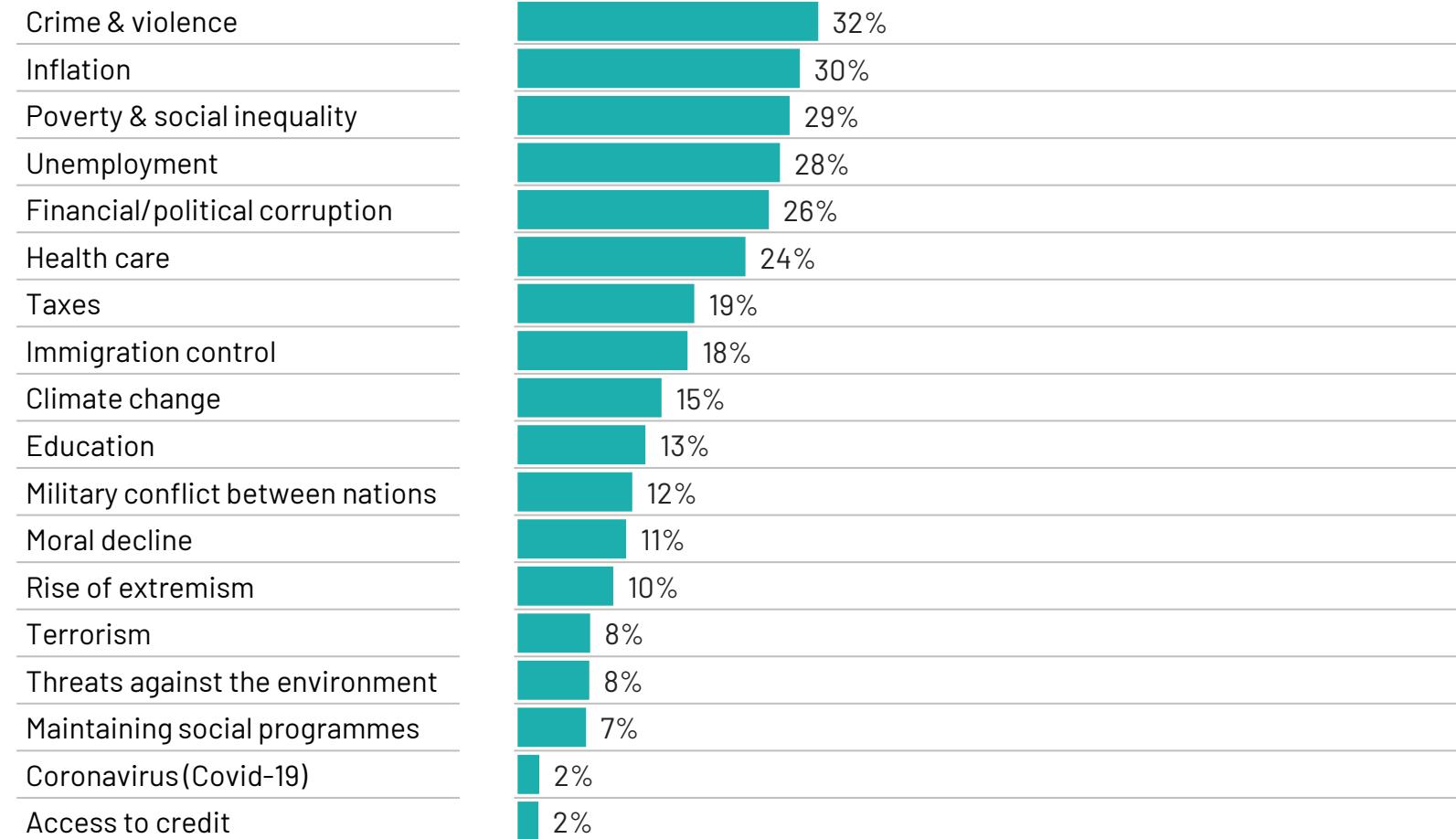
Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25

Q: Which three of the following topics do you find the most worrying in your country?

Worry

% mentioned in August 2025 (global country average)



COUNTRY COMPARISON – IRELAND VS GLOBAL

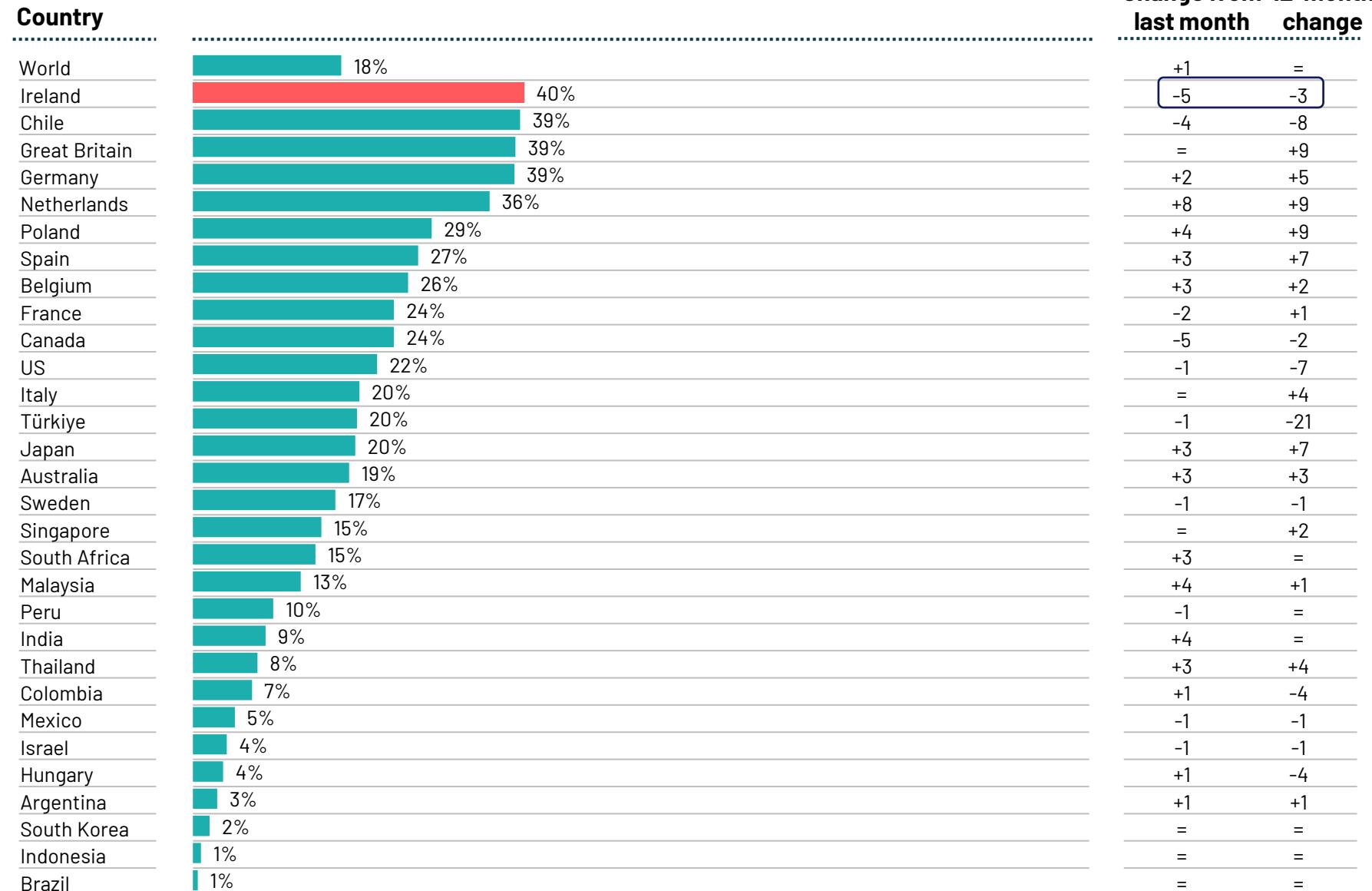
1. Immigration control

For the second month running, we are first on the global list in terms of our worries about immigration, ahead of Chile and then our nearest neighbours, Great Britain (along with Germany). We are over twice the global average.

However, this represents a decrease of five points since July, and a three-point decrease year on year.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25



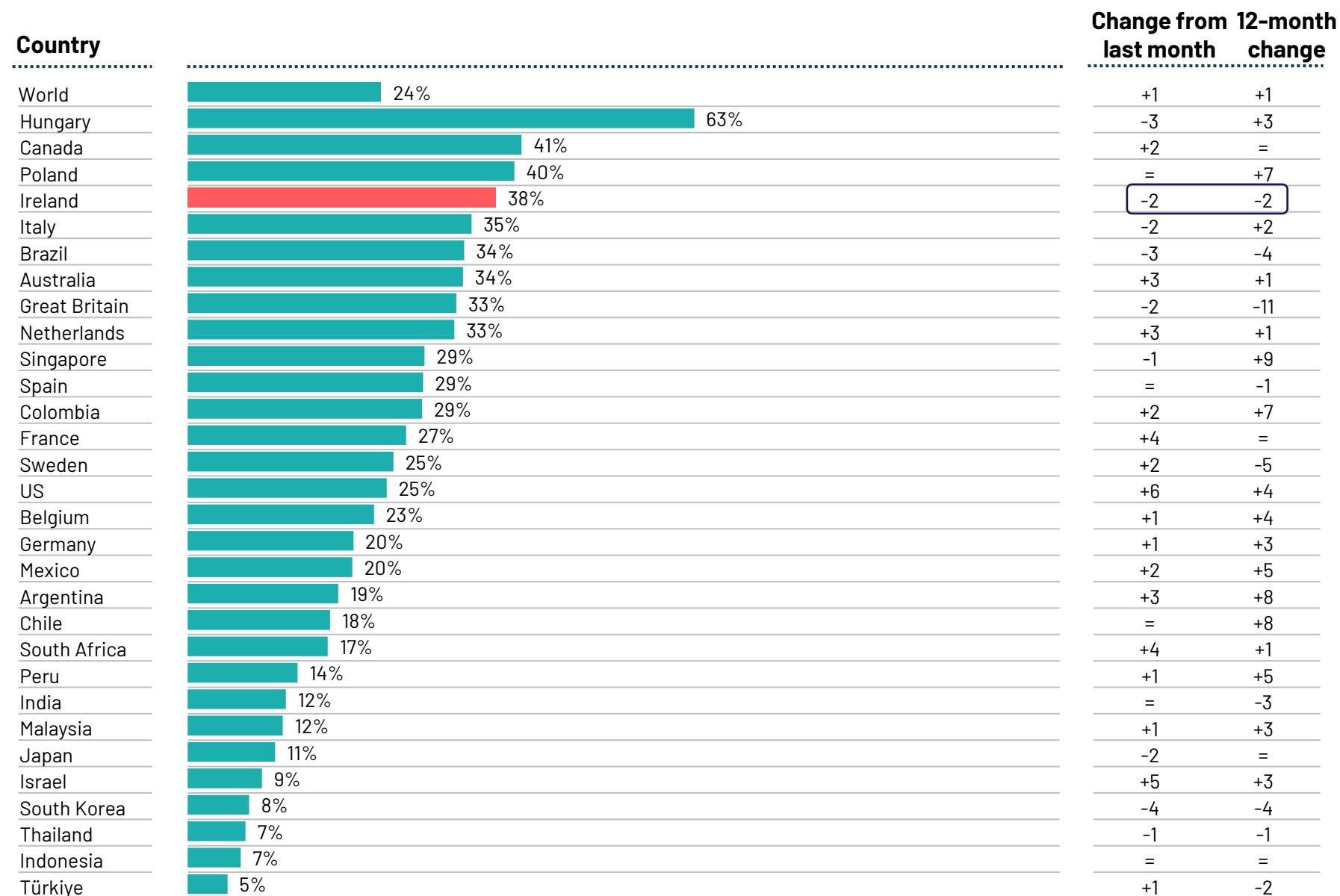
2. Health care

Healthcare is still a pressing issue in Ireland, and we exceed the global average significantly.

However, year on year the importance we attach to this issue has fallen two points.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25



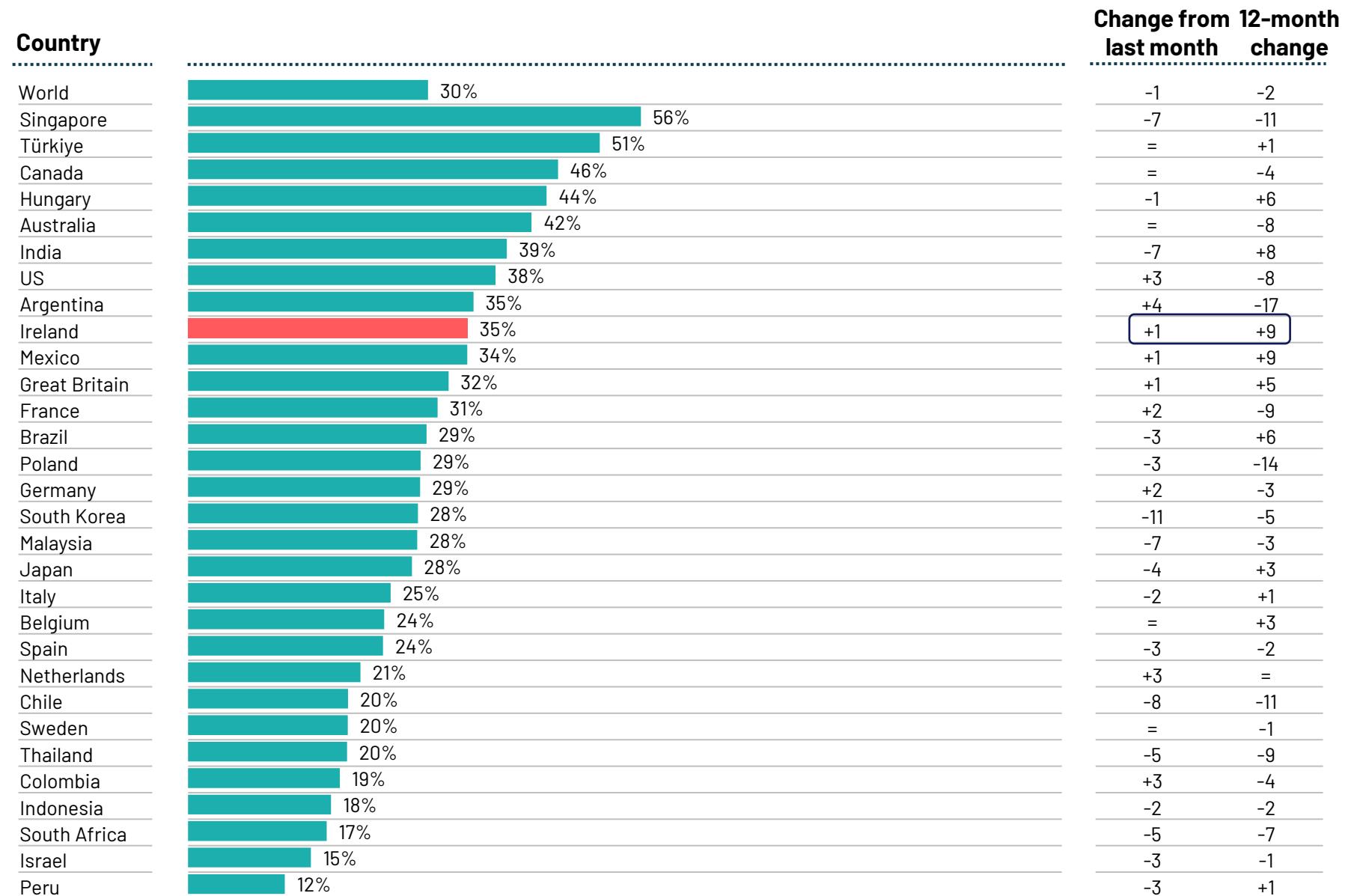
3. Inflation

We are slightly above mid-table globally with regards to our concerns about inflation/the cost of living.

However, compared to this last year, concerns about inflation have increased by nine percentage points.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25



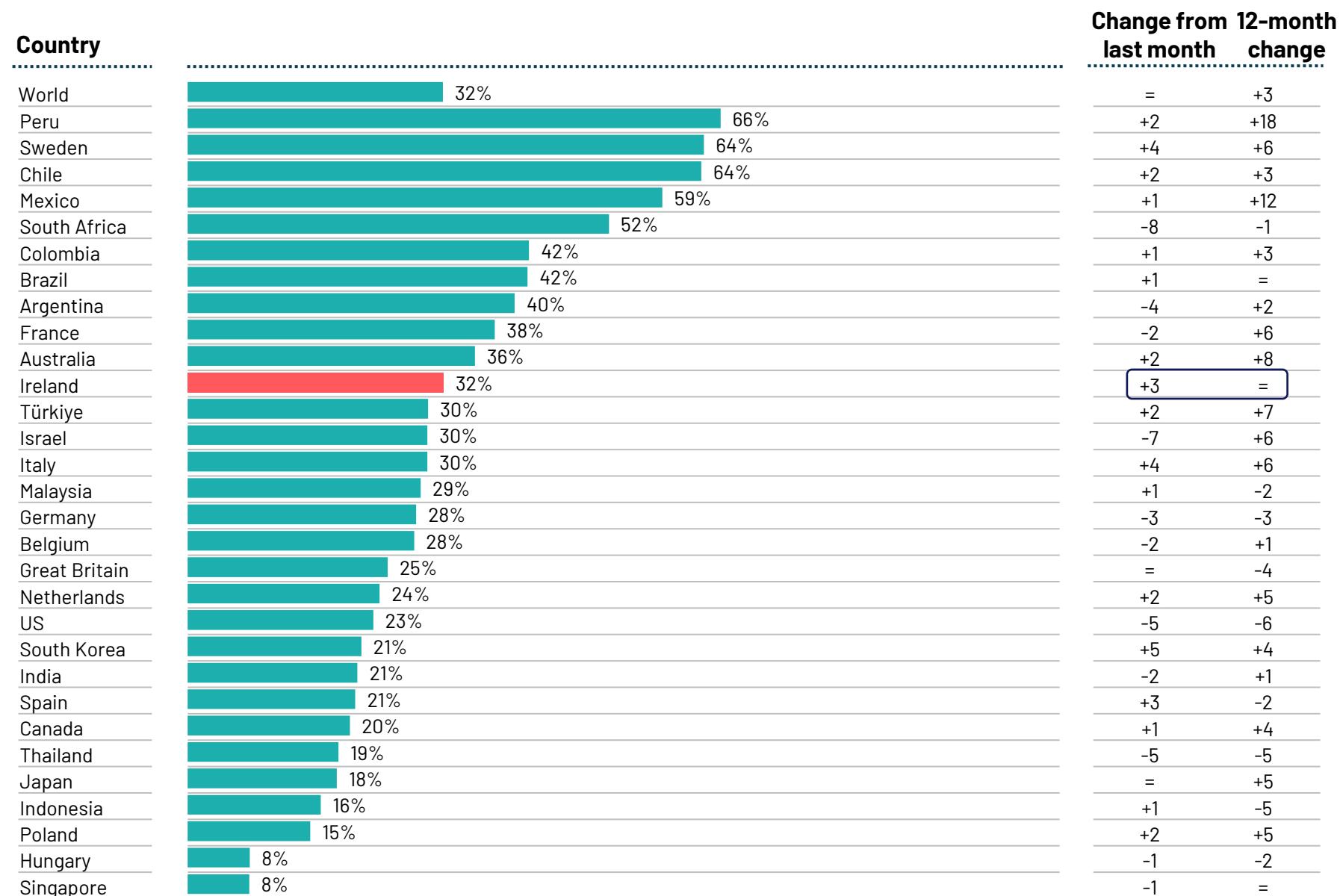
4. Crime & violence

We mirror the global average in terms of attitudes towards crime and violence.

Our concerns about crime and violence are higher than most other European nations surveyed.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25



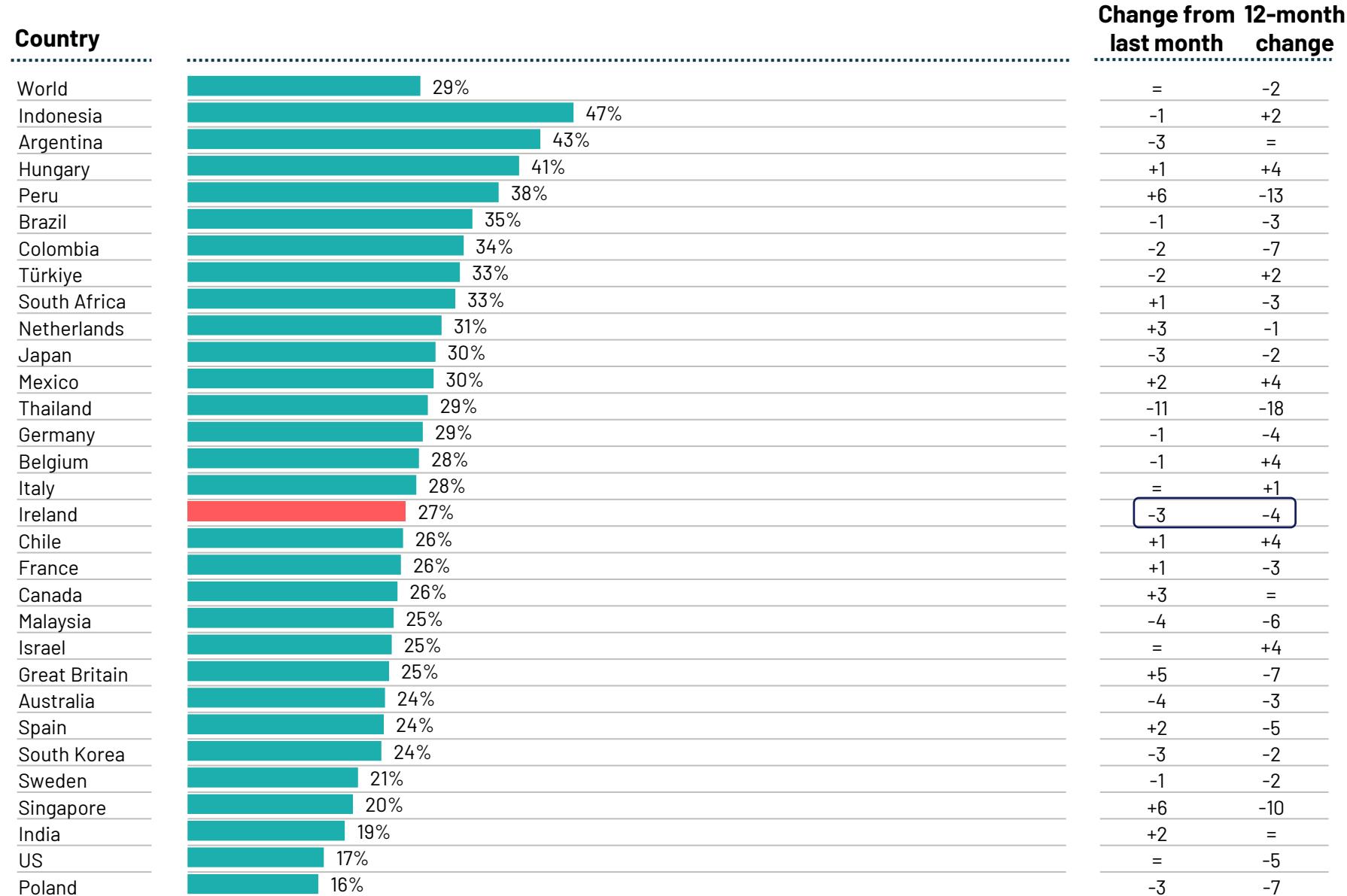
5. Poverty & social inequality

Poverty and social inequality has risen one place in the Irish ranking in July to 5th position.

Over one in four identify poverty and social inequality as a source of angst, which is marginally below the global average.

Base: Representative sample of 25,177 adults aged 16-74 in 30 participating countries, July 25th 2025 - August 8th 2025.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Aug 25



THANK YOU



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