

IPSOS B&A CONSUMER CONFIDENCE

November 2025

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Jimmy Larsen
& Pooja Sankhe



INTRODUCTION



Introduction

1

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



3

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



2

Survey results are based on a sample of 1,005 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 17th – 29th November 2025





Most awarded Irish research agency with 41 Marketing Society Research Excellence Awards, including 8 Grand Prix in 16 years.

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KEY HIGHLIGHTS





As we head towards Christmas, there are mixed messages. We feel pain, but have some signs of optimism.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 17th – 29th November 2025 .

Consumer confidence has **improved** in November, with a net rating of -47 (those feeling downbeat versus those feeling more upbeat). This compares with -54 last month.

61% believe that the country will be **worse off** in the year ahead (down four points), although 14% expect the country's economy to improve.

Relatively speaking, **Dubliners** continue to be most upbeat. As seen previously, confidence is lowest among **females** and **C2DEs**. Consumer sentiment is still in a holding pattern of "wait and see".

Those households who claim to be "**coping**" with the cost-of-living now stands at 63% . – a marginal increase since last month. That said, yet again, one in five are struggling to some extent.

Inflation has crept up, driven largely by the essentials. Leaving aside education costs (up 8.9%), food and non-

alcoholic drink purchases are outpacing the overall rate of inflation (4.3% versus 3.2% overall). Clothing and Footware stands at 4.4%. Inflation is now at a two year high.

Over two in five (41%) expect their net income to **decline** in the next 12 months, with just over one in five (22%) being positive about the year ahead.

In total, nearly half (49%) think they will **spend less** over the year ahead, with just one in seven (14%) planning to spend more.

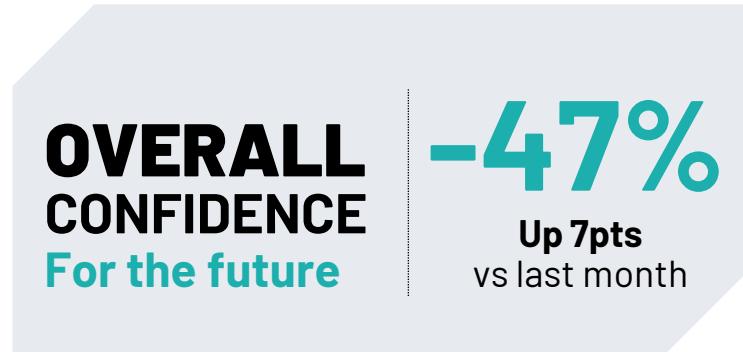
This mirrors saving intentions – 47% plan **to save less**, compared to just 21% planning to boost their savings over the next 12 months.

While householders still feel that their **net asset wealth will increase over the next year**, their sentiment toward asset growth over the next 12 months has weakened again in November – over one in three (35%) believing that the value of their personal assets will be boosted, although 22% foresee a decline.

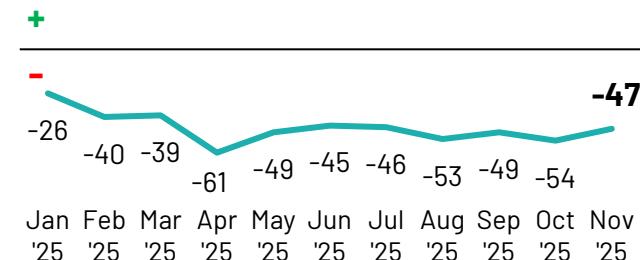
Ipsos B&A Consumer Confidence | A snapshot of the Nation

November 2025

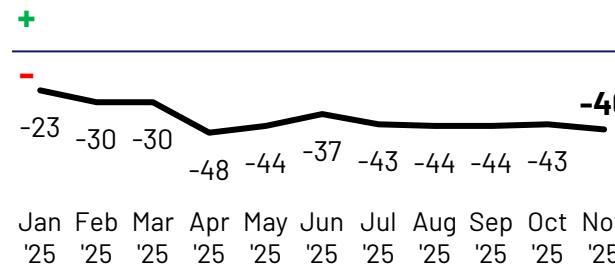
Confidence is calculated based on the NET Difference of positive and negative sentiment.



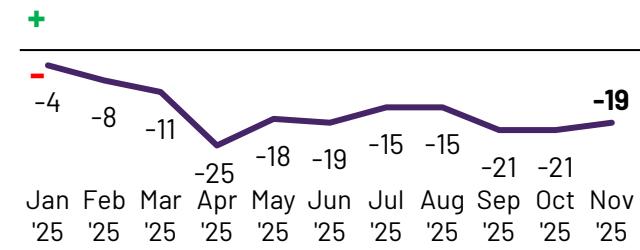
Overall confidence for the next 12 months



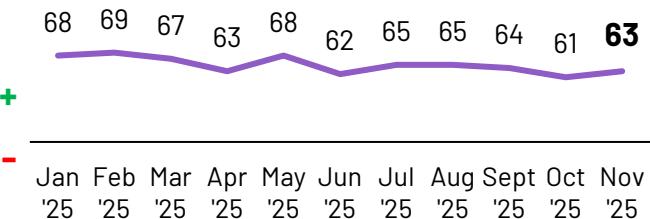
Are we better or worse off than this time last year?



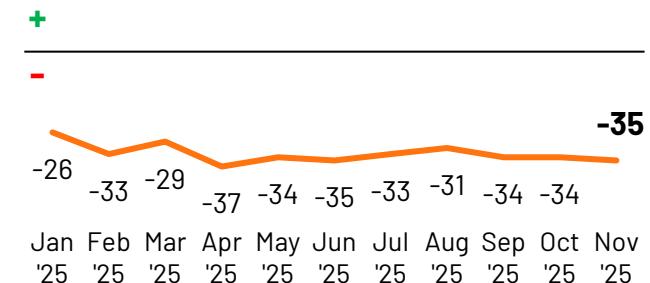
Status of disposable income for the next 12 months



Ability to cope with rising prices for the next 12 months



Spending intentions for the next 12 months



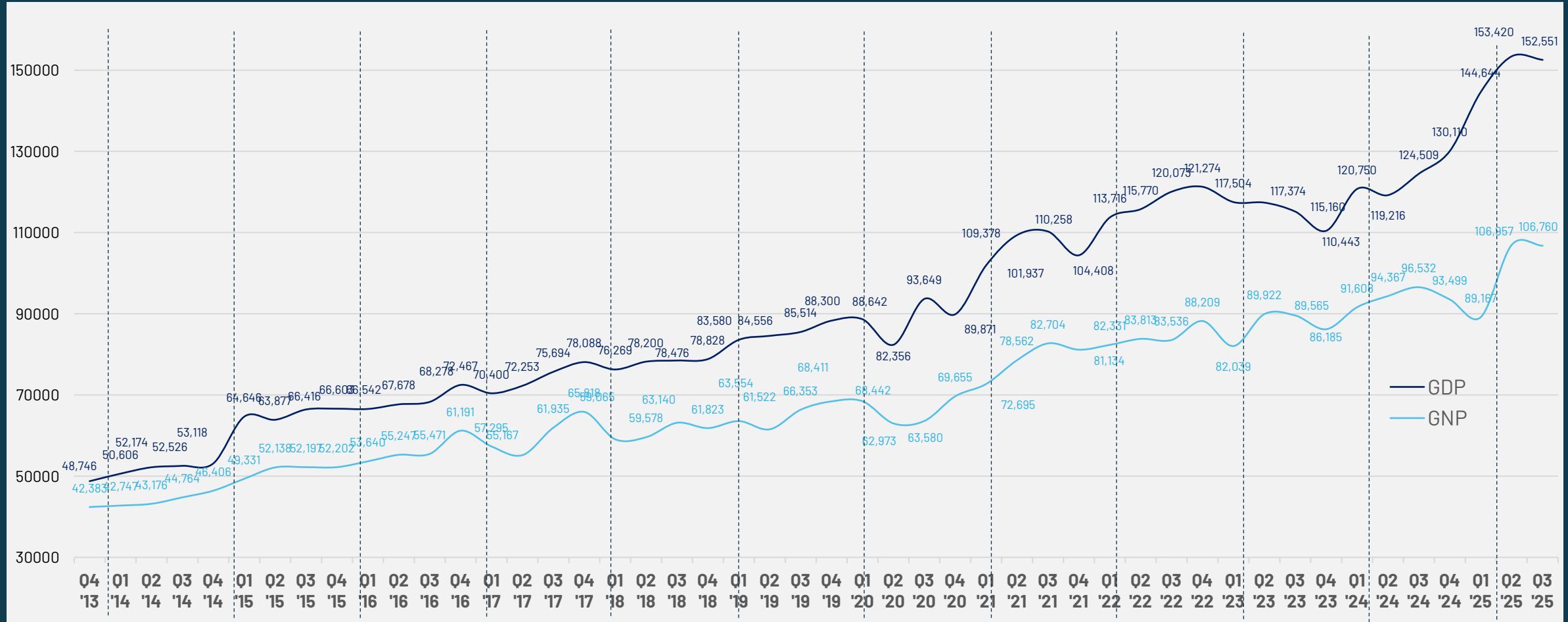
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MACRO CONTEXT



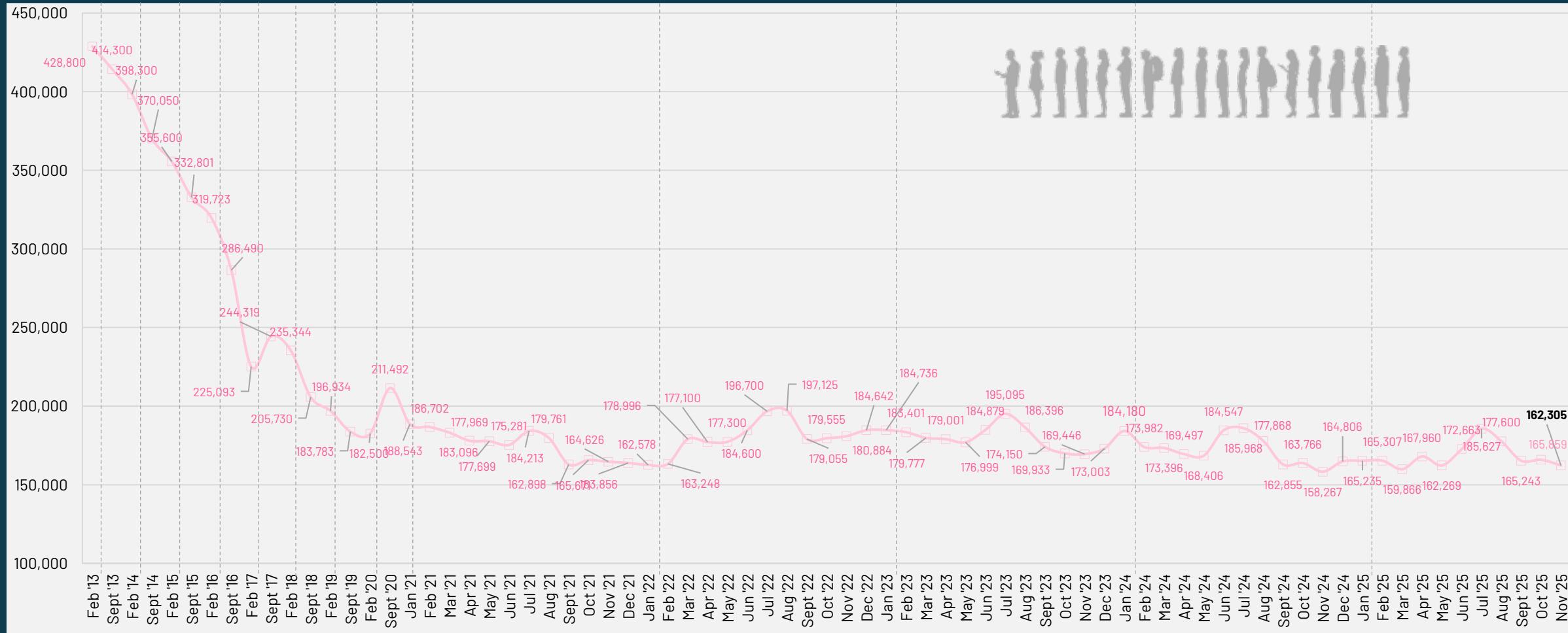
The most recent CSO data indicates a slight dip in GDP in Q3 2025 – this was to be expected given the front-loading of exports to avoid potential Tariffs in H1 2025.



Note: Qtr 2 data still to be finalised

Source: www.CSO.ie Quarterly National Accounts

Live Register figures have improved compared to October, but have increased year on year, rising from 158,267 in November 2024 to 162,305 in November 2025.

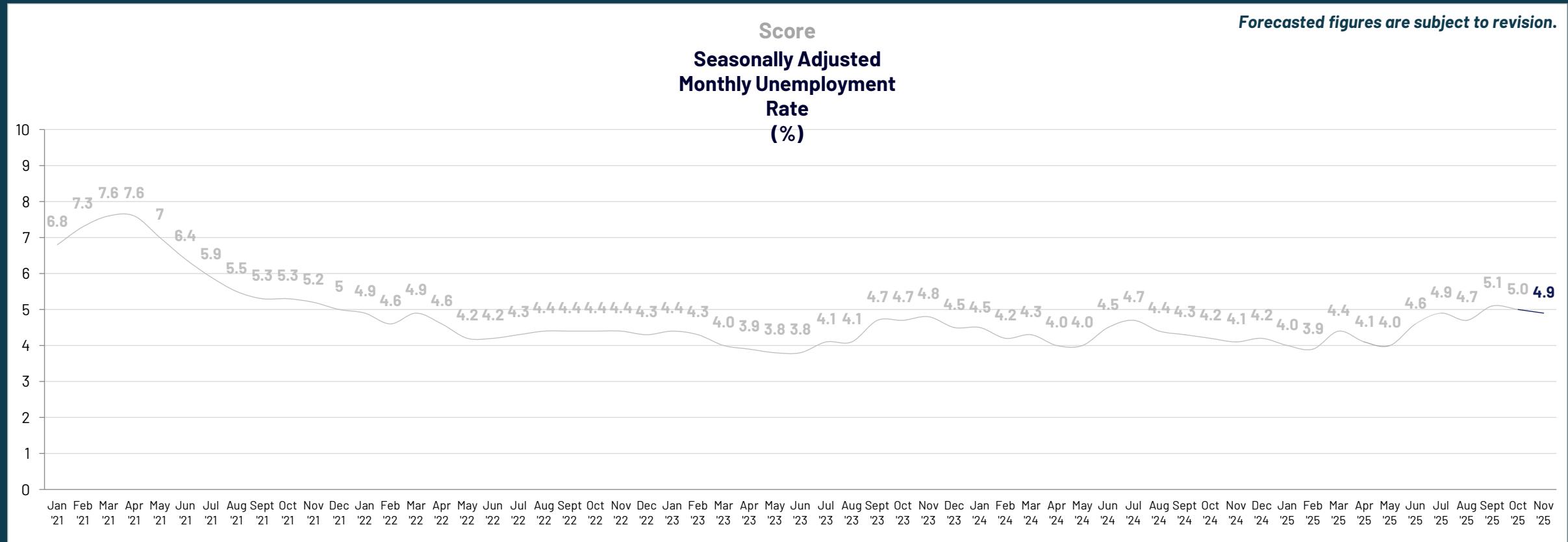


*The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.
Note: Based on unadjusted data.

Source: www.CSO.ie Quarterly National Accounts

Overall unemployment has slipped to 4.9%.

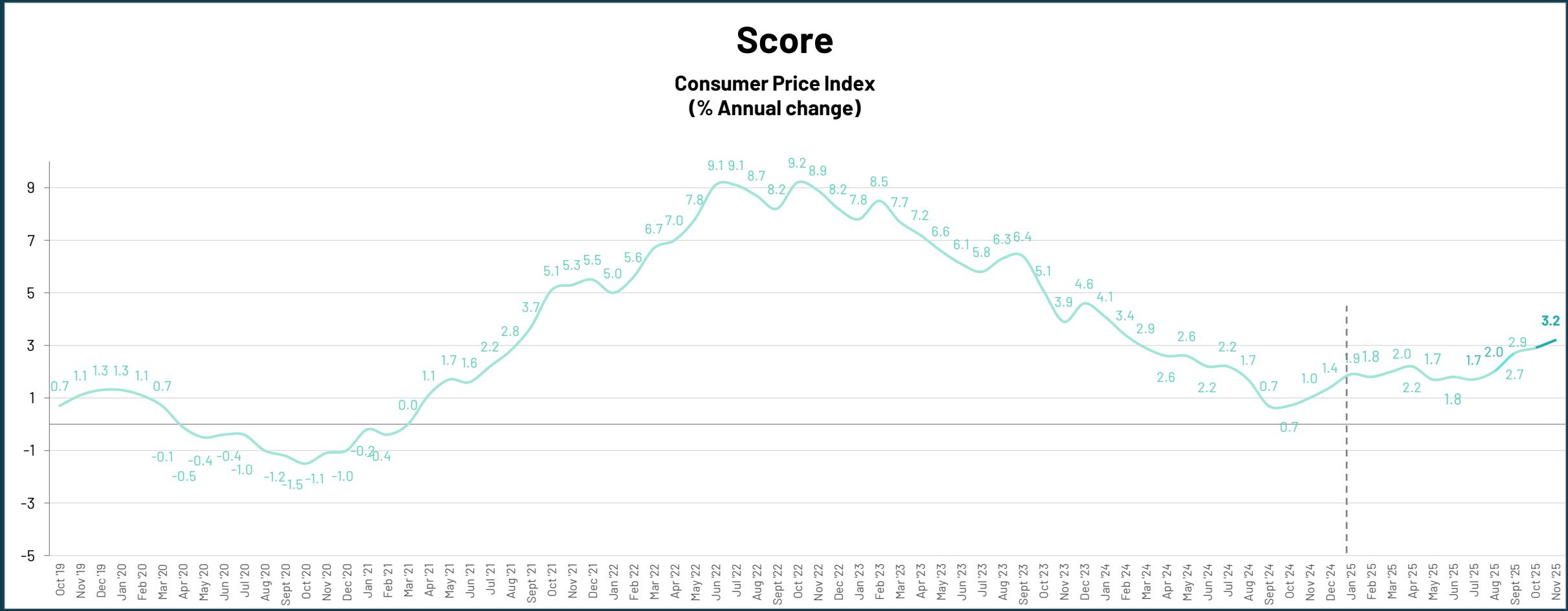
Seasonally Adjusted Monthly Unemployment Rate



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

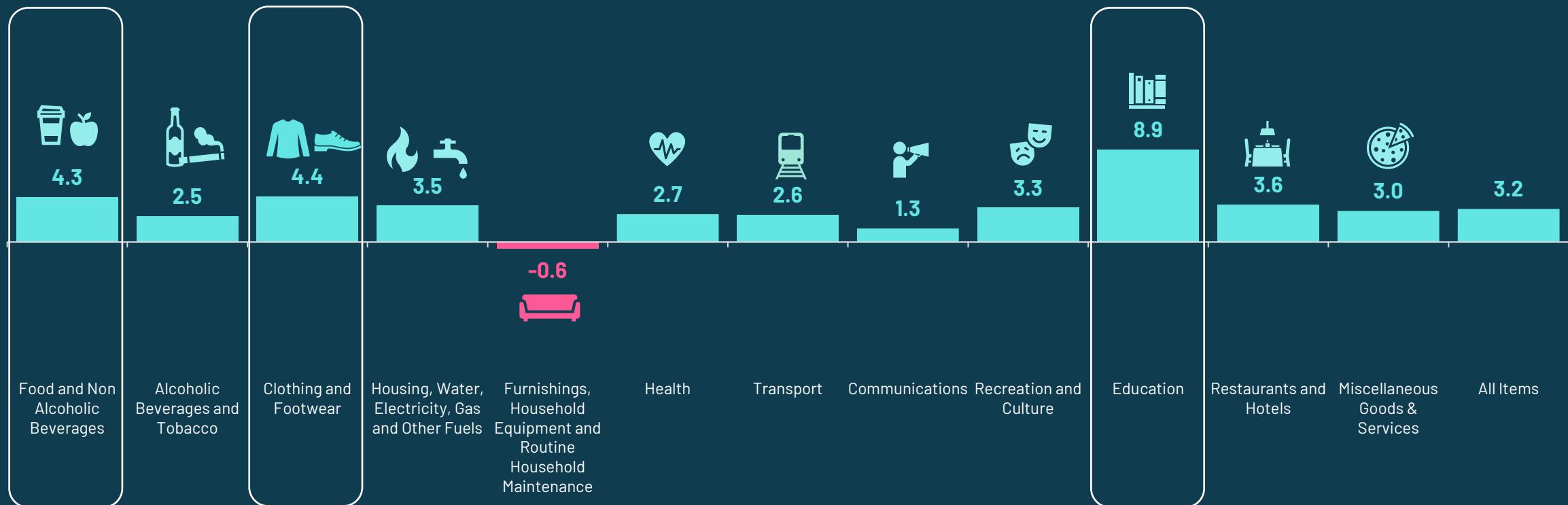
However, inflation continues to edge upwards, and now stands at 3.2%, the highest level recorded in nearly two years.

Consumer Price Index (% Annual change)



Inflation is highest within the *Education* (+8.9%) sector, followed by *Clothing and Footware* (4.4%) and *Food & Non-Alcoholic Beverages* (+4.5%). *Furnishings, Household Equipment & Routine Household Maintenance* (-0.6%) is the only division in negative territory

Consumer Price Index by Sector (% Annual change)



The cost of living continues to dictate the narrative for many.

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News > Budget 2026 > Politics Regional Ireland Middle East Climate Nuacht World P...

At a glance: Here are the key points from Budget 2026

Updated / Tuesday, 7 Oct 2025 20:20

BUDGET 2026
AT A GLANCE



HOME PAGE / NEWS / POLITICS

Parents telling children that 'even Santa is feeling the cost of living', Dáil hears

The Government decided not to include a cost-of-living package in Budget 2026, meaning that, for the first time in several years, householders did not receive energy credits



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Lack of cost-of-living supports 'risks driving more people into poverty,' warns report

Social Justice Ireland report finds more than one in every 10 people in Ireland live below the poverty line



CONSUMER CONFIDENCE FINDINGS



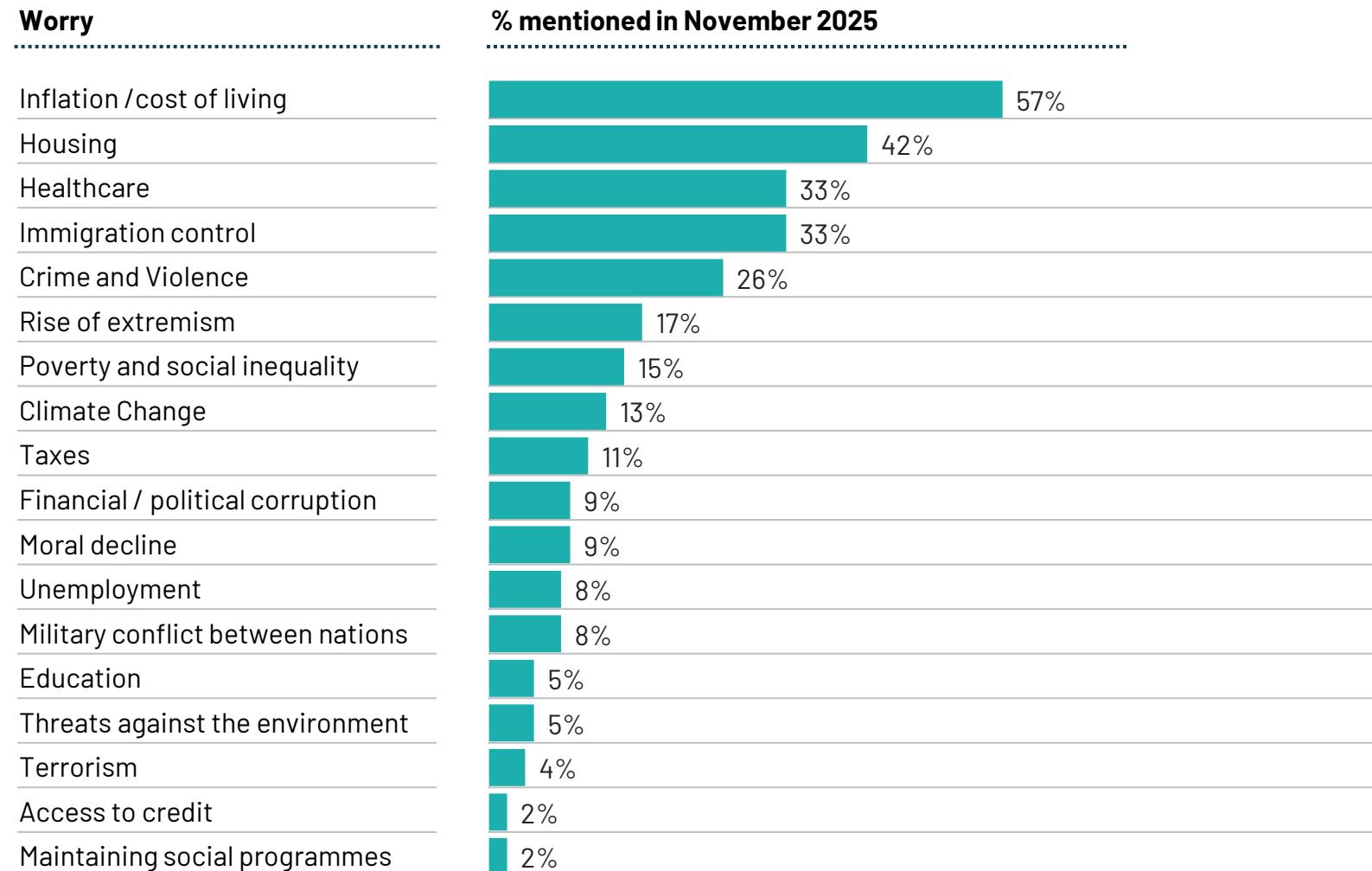
What worries Ireland?

The cost of living and housing are by far the most pertinent issues in Ireland. Both are relatively universal concerns across demographics, although the cost of living is more of an issue among rural dwellers (65%).

Base: All adults N = 1005

Source: Ipsos B&A Consumer Confidence November 2025

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



Are we going in the right or wrong direction?

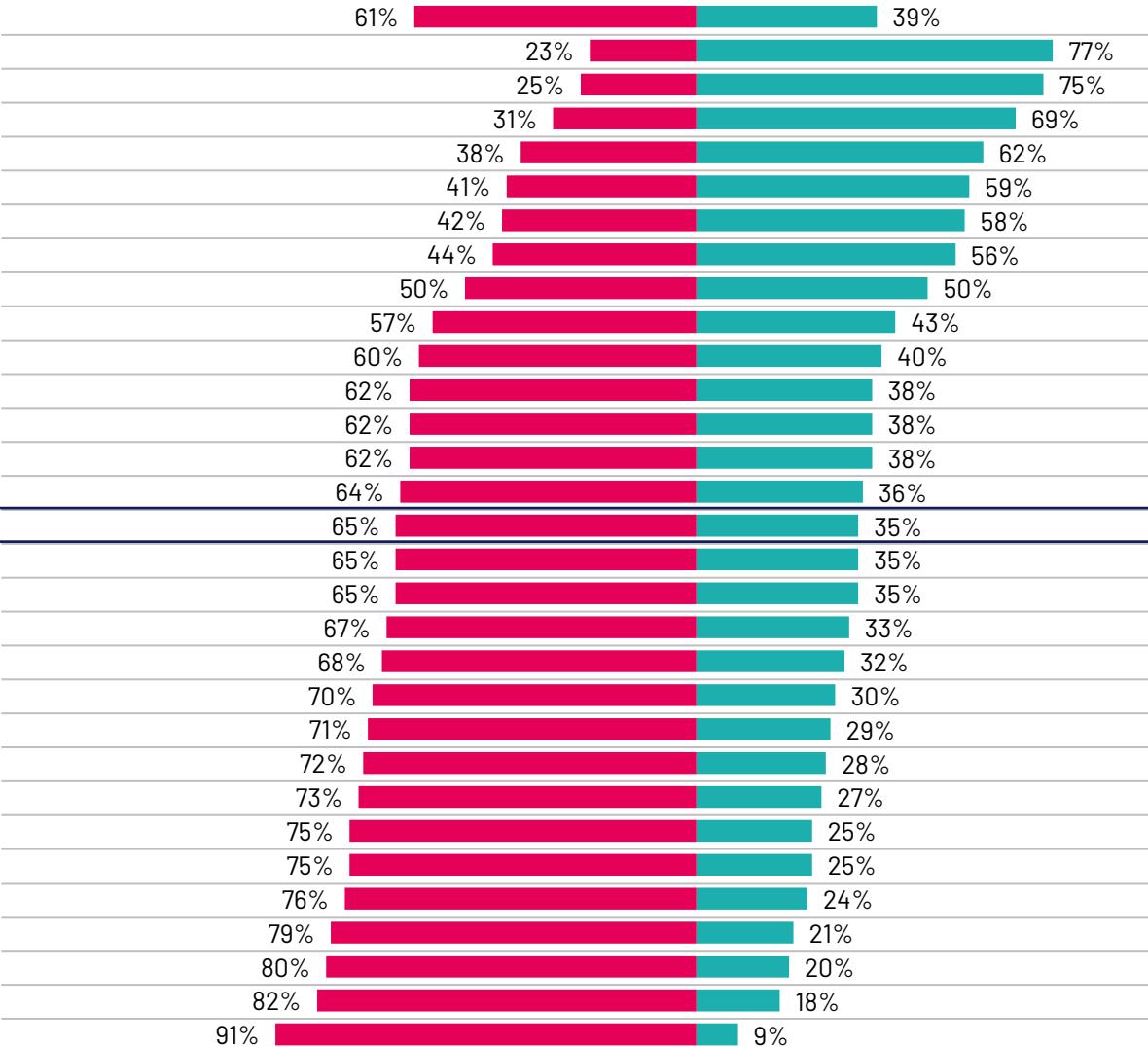
Regardless of our strong economy, we are more downbeat than the global average in general sentiment

Base: Representative sample of 25,143 adults aged 16-74 in 30 participating countries, October 24th 2025 - November 7th 2025.

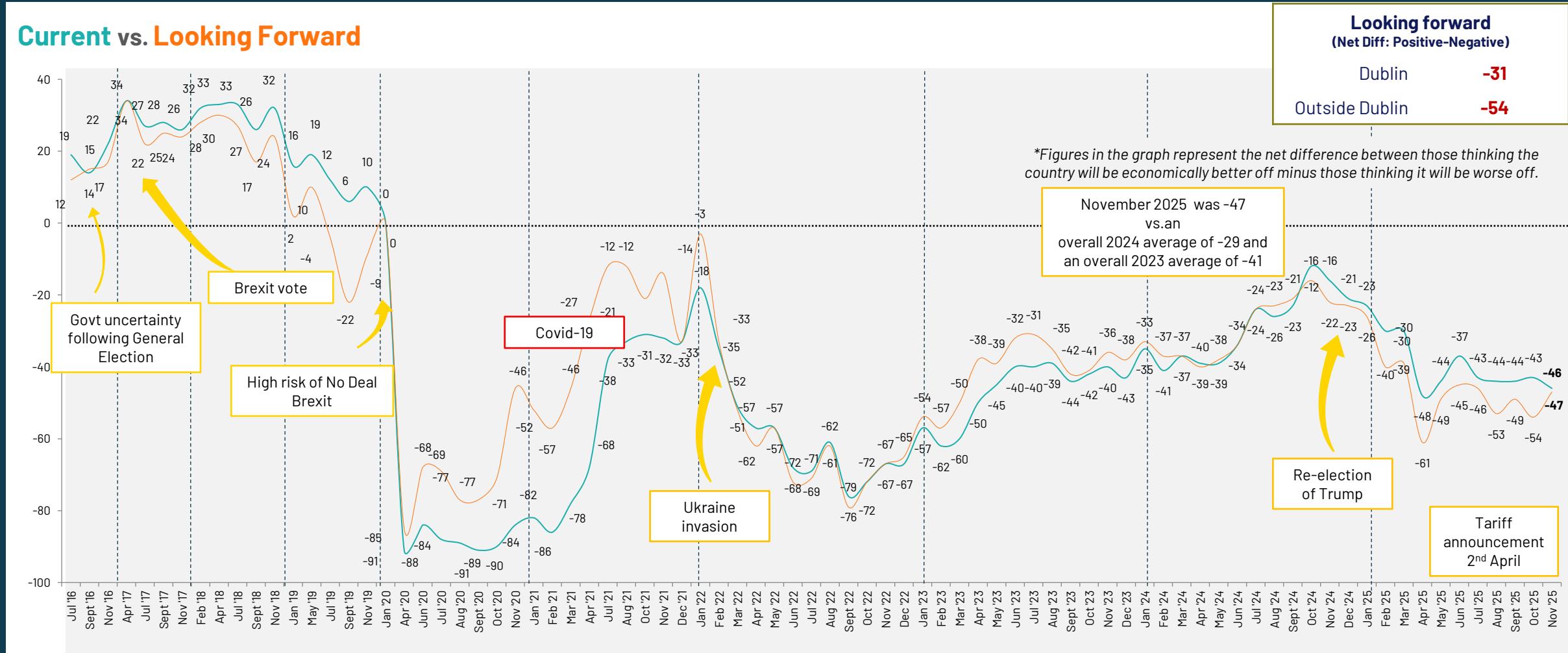
Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Nov 25

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

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



That said, we have become less negative in our outlook towards the next twelve months.



Q1 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?
 Q2 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?

Females and residents living outside the capital are the most pessimistic in their outlook. Those aged 35+ were also more downbeat in November.

NET DIFF	-47	-35	-60	-32	-54	-53	-43	-52	-31	-54	-51	-33
	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
Oct '25	-54%	-42%	-65%	-46%	-55%	-60%	-52%	-56%	-46%	-57%	-55%	-50%
Sep '25	-49%	-39%	-58%	-33%	-58%	-52%	-45%	-52%	-37%	-54%	-48%	-49%
Aug '25	-53%	-44%	-62%	-42%	-53%	-62%	-50%	-56%	-50%	-54%	-54%	-50%
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%	-48%	-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%

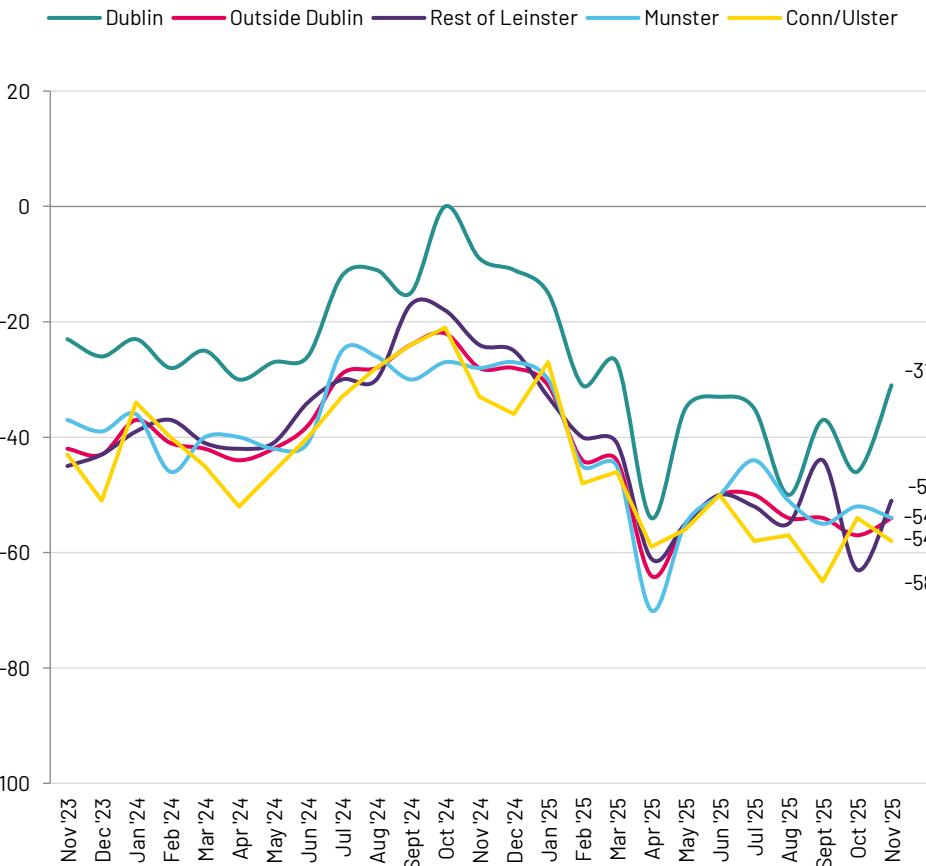
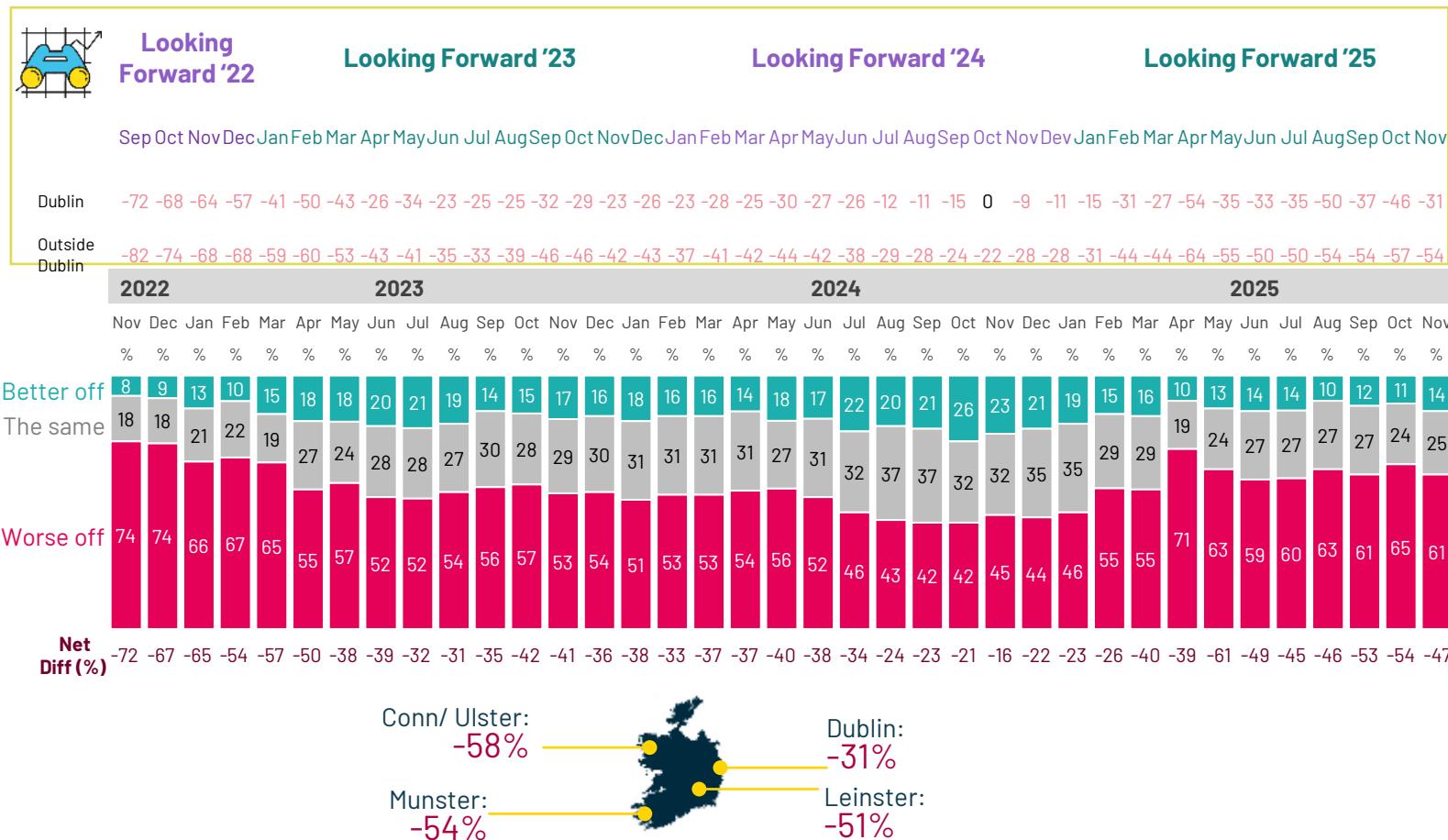
Base: All Adults 16+

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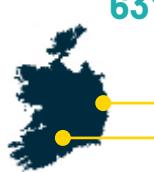
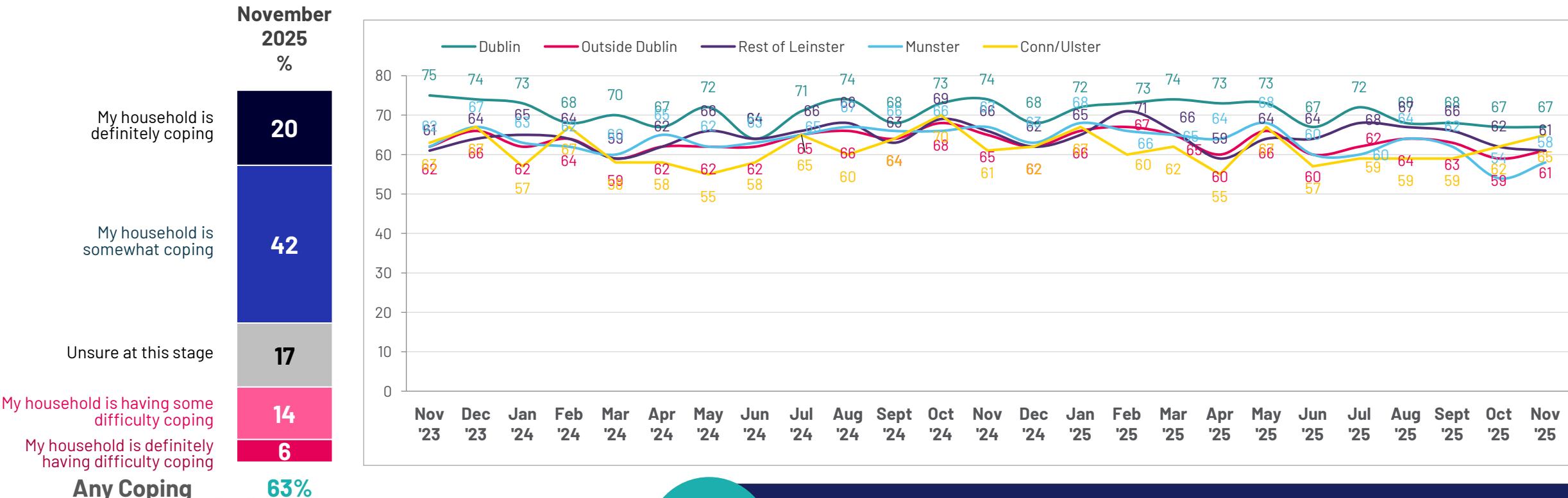
0.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Sentiment has shifted upwards in November, although still in negative territory.



2022						2023						2024						2025																								
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											
-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	-49	-54	-47

Consumers continue to be resilient, with over three in five being “coping” with rising prices. Nevertheless, there is a constant one in five struggling.



Dublin:
67%

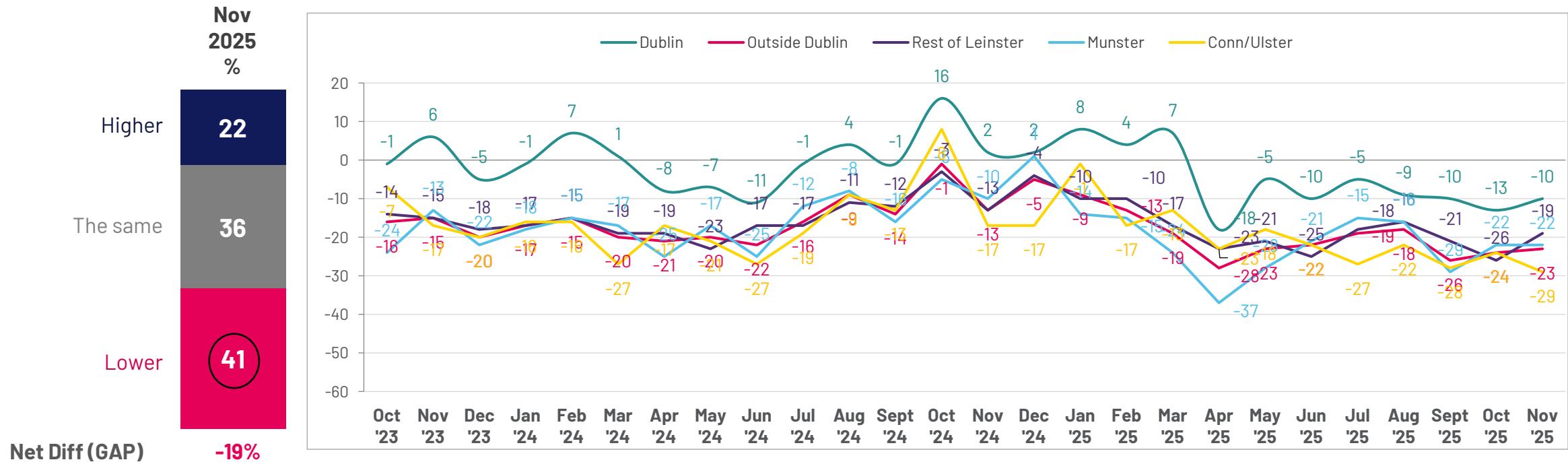
Outside Dublin:
61%



The proportion of Dubliners who are “coping” with the cost-of-living remains higher than the rest of the country. ABC1s are also more confident.

	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	Sep 25	Oct 25	Nov 25
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	64	61	63

Over one in five feel their disposable income will improve in the coming year, although twice that amount are less confident.



Dublin:
-10%

Outside Dublin:
-23%



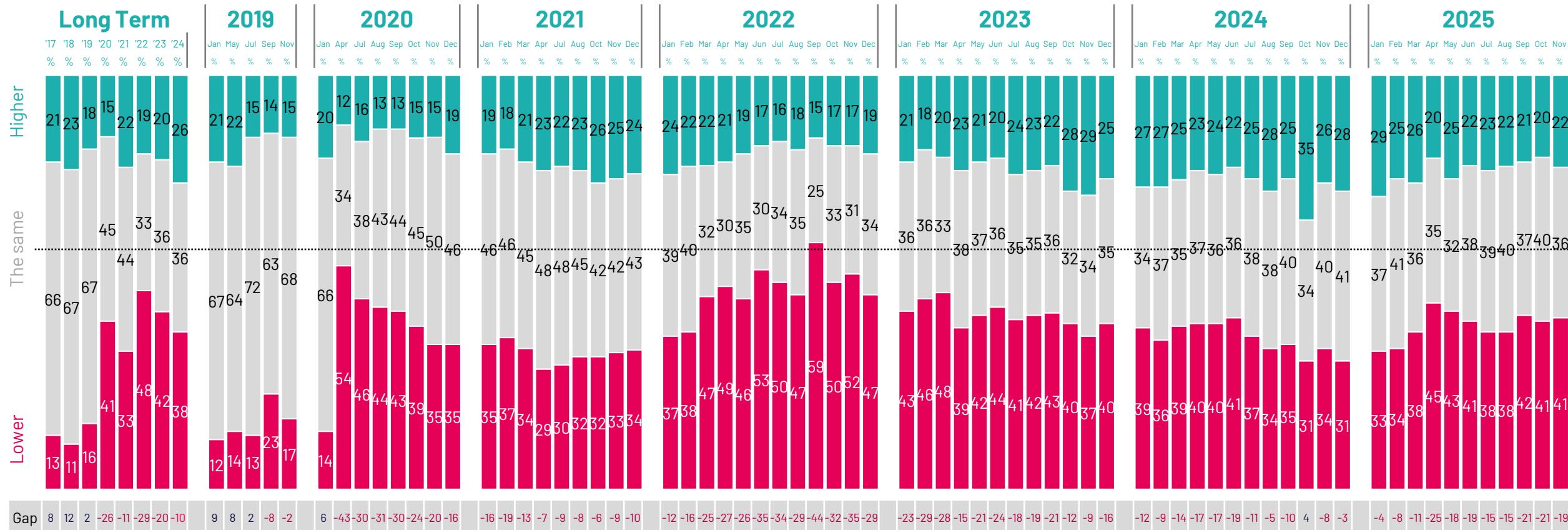
Those living outside of Dublin remain significantly more pessimistic. However, 37% of younger respondents (16-34-year-olds) are more optimistic towards their personal income situation over the coming 12 months.

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	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						
Gap (%)	-7	-9	-8	-6	-9	-10	-12	-16	-25	-27	-26	-35	-34	-29	-44	-32	-35	-29	-23	-29	-28	-15	-21	-24	-18	-19	-21	-12	-16	-9	-14	-17	-19	-11	-5	-10	+4	-8	-3	-4	-8	-11	-25	-18	-19	-15	-21	-21	-19										



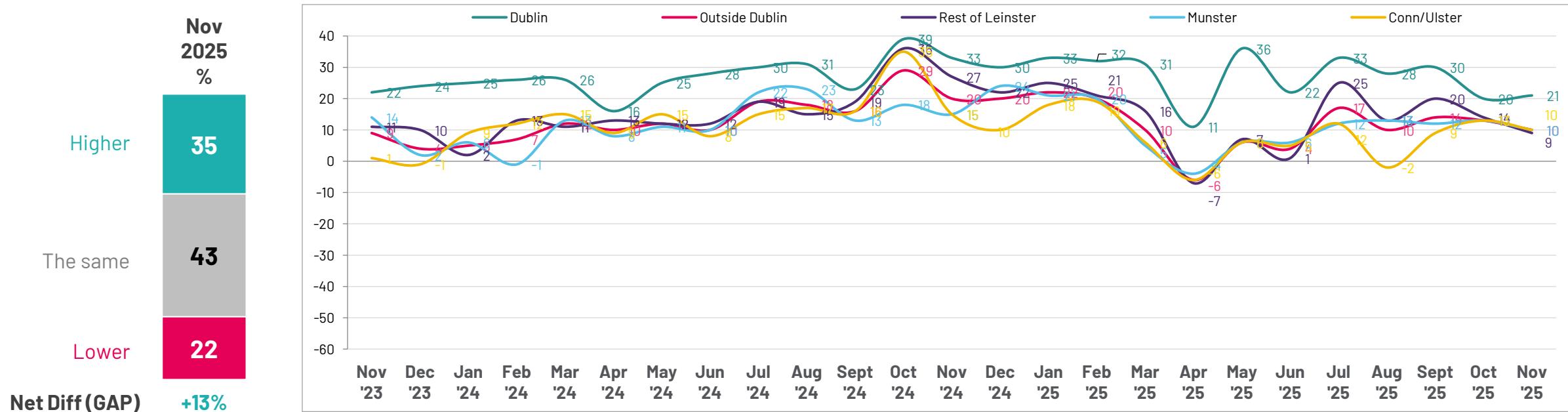
Income Projections – Looking Forward YOY

Expect it to be...



Sentiment toward asset growth over the next 12 months softened in November; while we remain in positive territory, it has been decreasing more recently.

Base: All Adults 16+



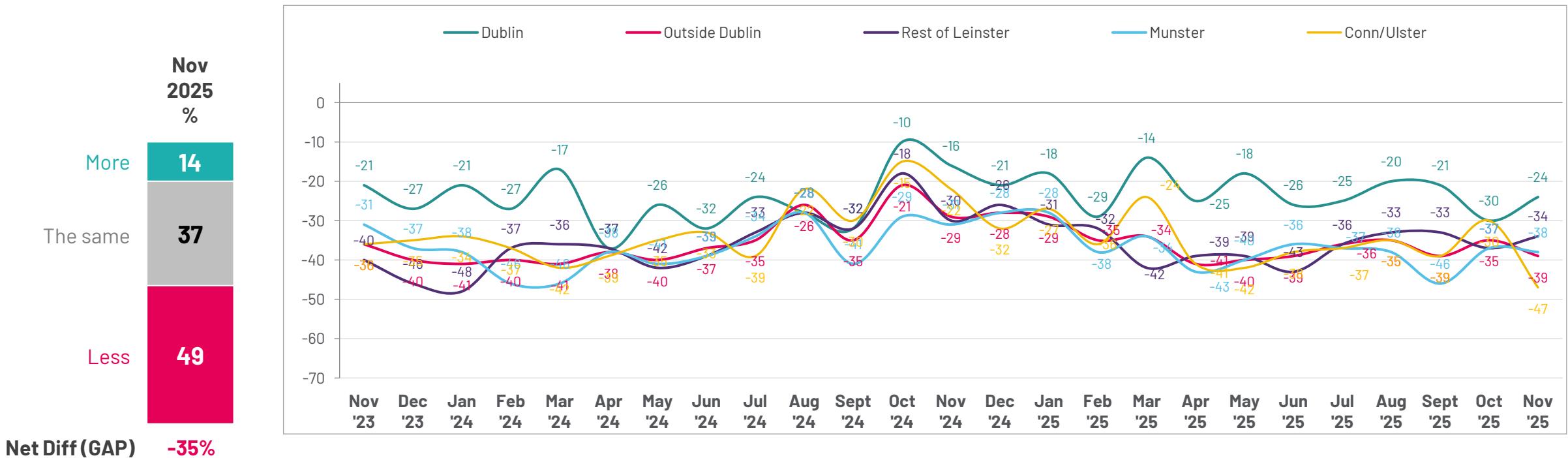
Dublin:
+21%
Outside Dublin:
+10%



Dubliners continue to hold the strongest net positive outlook for the perceived future value of their personal assets. All regions are in positive territory.

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	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						
Gap (%)	+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	+13	+10	+11	+13	+16	+12	+16	+22	+22	+32	+24	+22	+25	+24	+16	-1	+15	+9	+21	+15	+19	+15	+13								
Gap (%)	+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	+13	+10	+11	+13	+16	+12	+16	+22	+22	+32	+24	+22	+25	+24	+16	-1	+15	+9	+21	+15	+19	+15	+13								

Spending intentions remains relatively stable. However, nearly half expect to spend less in the coming year.



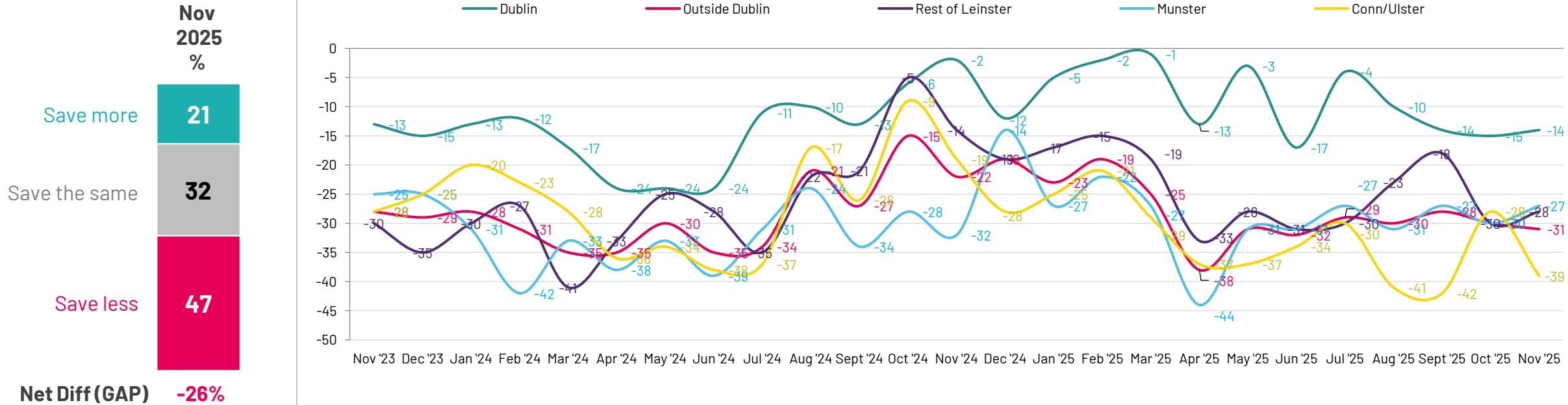
Dublin:
-24%
Outside Dublin:
-39%



Spending intentions remain lower among those living outside of Dublin.
31% of 16-34-year-olds intend to spend more.

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	Sep	Oct	Nov																			
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	-34	-34	-35						

Nearly half (47%) say they will save less, with just over one in five (21%) planning to boost their savings.



Dublin:
-14%
Outside Dublin:
-31%



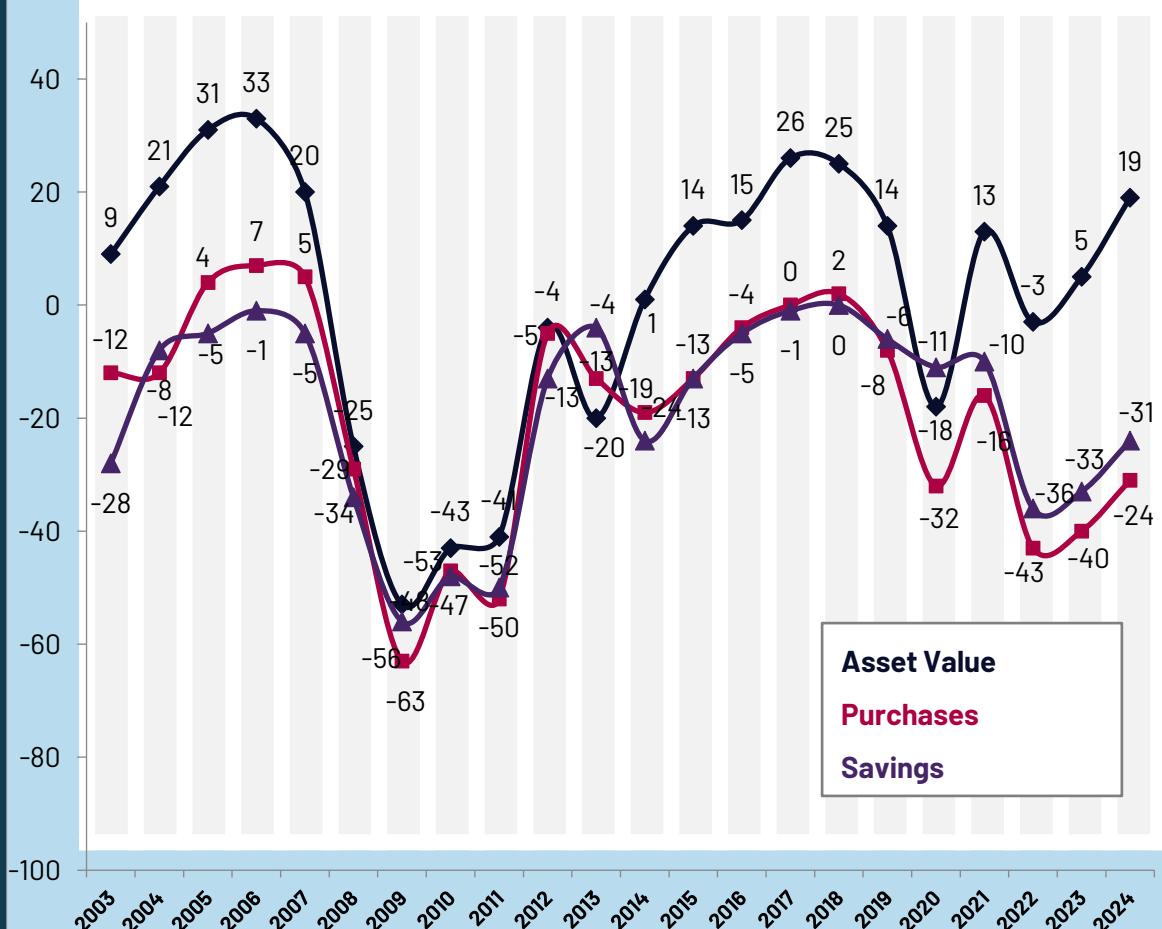
Those more likely to save more over the next 12 months are 16-34-year-olds (33%).

2021		2022												2023												2024												2025															
Gap (%)	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	Sep	Oct	Nov	Dec											
-10	-10	-8	-10	-12	-12	-12	-12	-18	-31	-32	-34	-44	-42	-37	-56	-48	-44	-34	-38	-39	-44	-36	-33	-32	-33	-35	-30	-23	-25	-24	-26	-30	-32	-29	-29	-32	-27	-18	-23	-12	-16	-17	-18	-14	-18	-31	-23	-28	-21	-25	-24	-25	-26

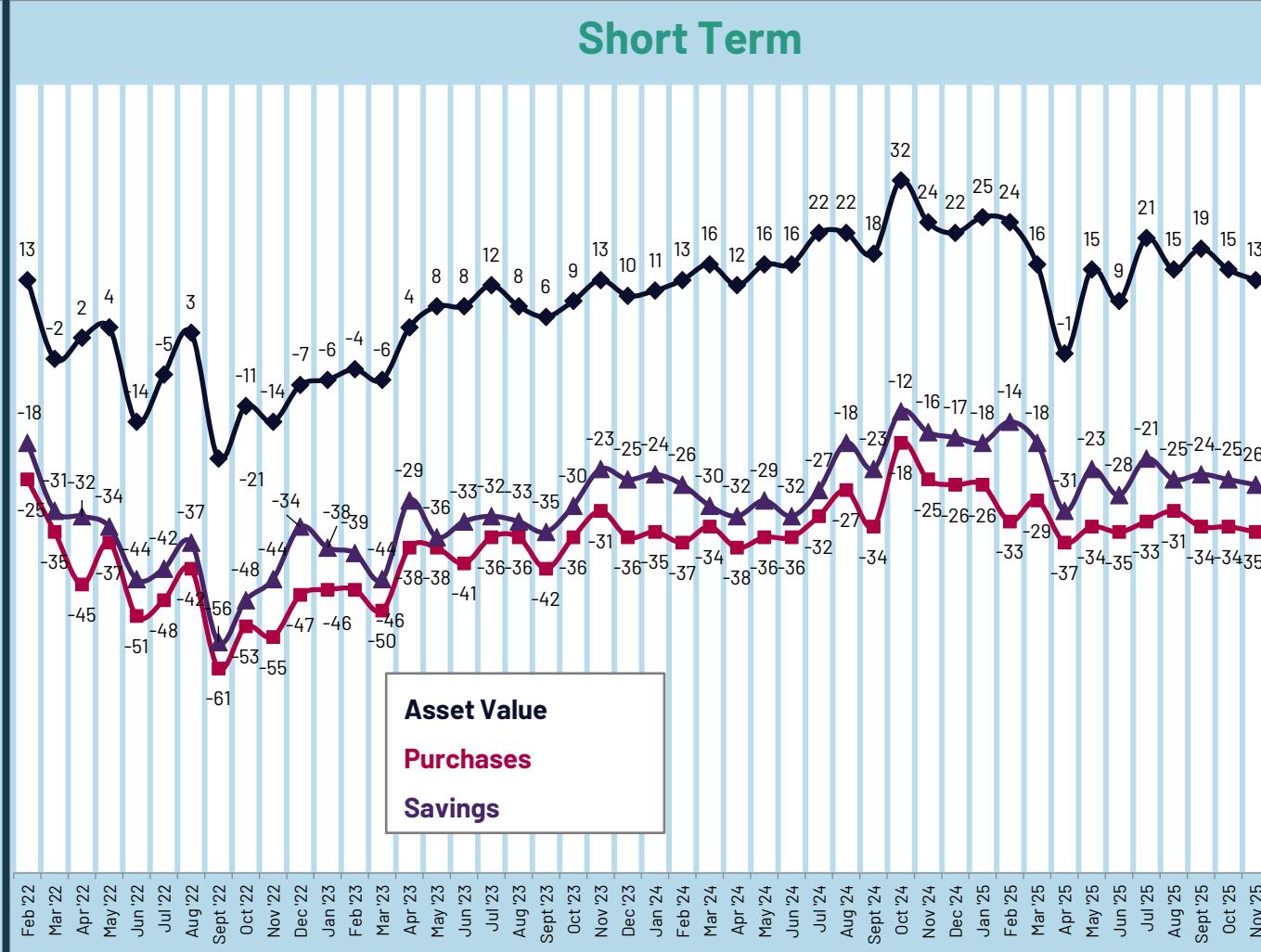
Balance Of Opinion in Summary - The Year Ahead

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?

THANK YOU



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