

# IPSOS B&A CONSUMER CONFIDENCE

February 2026

Prepared by:  
Paul Moran &  
Jimmy Larsen

# INTRODUCTION



# Introduction

1

This report presents the findings of Ipsos B&A's latest Consumer Confidence Barometer, covering February 2026



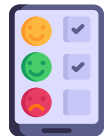
2

Survey results are based on a sample of 1,046 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.



3

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



4

Fieldwork on the latest wave was conducted from the 5<sup>th</sup> to the 20<sup>th</sup> of February.





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# KEY HIGHLIGHTS





## We are hedging our bets as we exit the Winter months.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 5<sup>th</sup> to the 20<sup>th</sup> of February.

Consumer confidence has **seen a slight recovery** in February, with a net rating of -45 (those feeling downbeat versus those feeling more upbeat). This compares with -46 in January.

59% believe that the country will be **worse off** in the year ahead (down three points), while one in seven (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.

The proportion of households who claim to be **"coping"** with the rising prices now stands at 66%. Given the war in the Middle East, March will be one to watch. Yet again, nearly one in five (19%) say that they are struggling to some extent.

**Inflation has held steady +2.7%**. The largest contributors to the February inflation figures were Education, Clothing/Footwear and the Recreation/Culture sectors.

**Unemployment remains below five per cent.** This should also be seen in the context of a rising population.

Nearly one in four (23%) believe their personal disposable income will increase over the next 12 months, although over two in five (43%) expect their net income to **decline**.

Those outside the capital are less upbeat about the next 12 months. 40% of 16-24-year-olds expect their income to increase, along with 29% of ABC1s.

In total, nearly half (48%) think they will **spend less** over the year ahead, compared to one in seven (15%) planning to spend more. 36% are holding to a steady flight path.

In terms of savings, 47% expect to save less, versus 23% planning to boost their investments.

That said, householders feel that their **net asset wealth will increase over the next year** - 38% are positive compared to 22% being more fearful.

The gap (those who think their **asset value will increase minus those anticipating a decrease**) stands at +16%. Still in very much in positive territory.

# Ipsos B&A Consumer Confidence | A snapshot of the nation – Feb 2026

February 2026

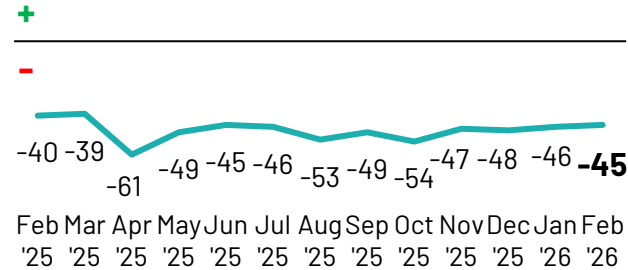
Confidence is calculated based on the NET Difference of positive and negative sentiment.

**OVERALL CONFIDENCE**  
For the future

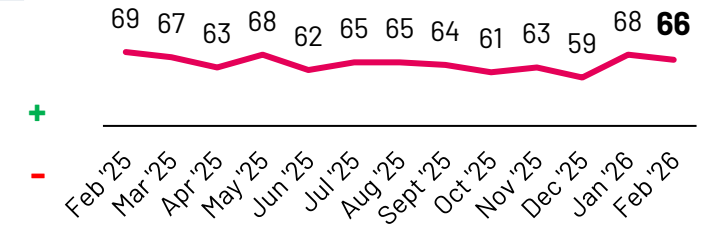
**-45%**  
1 point better vs last month



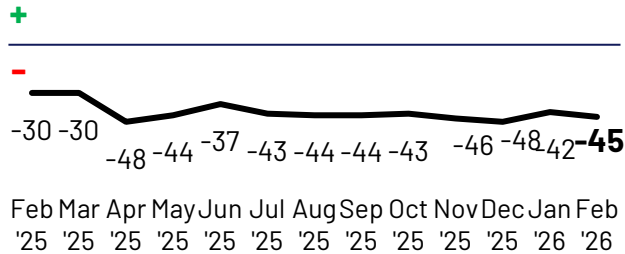
## Overall confidence for the next 12 months



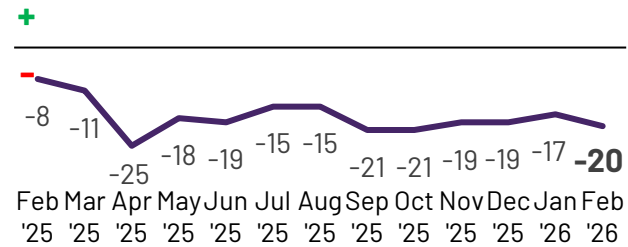
## Ability to cope with rising prices for the next 12 months



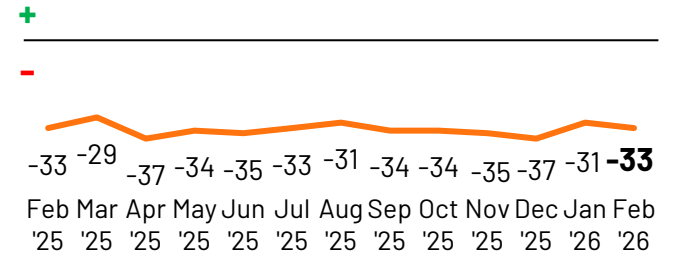
## Are we better or worse off than this time last year?



## Status of disposable income for the next 12 months



## Spending intentions for the next 12 months



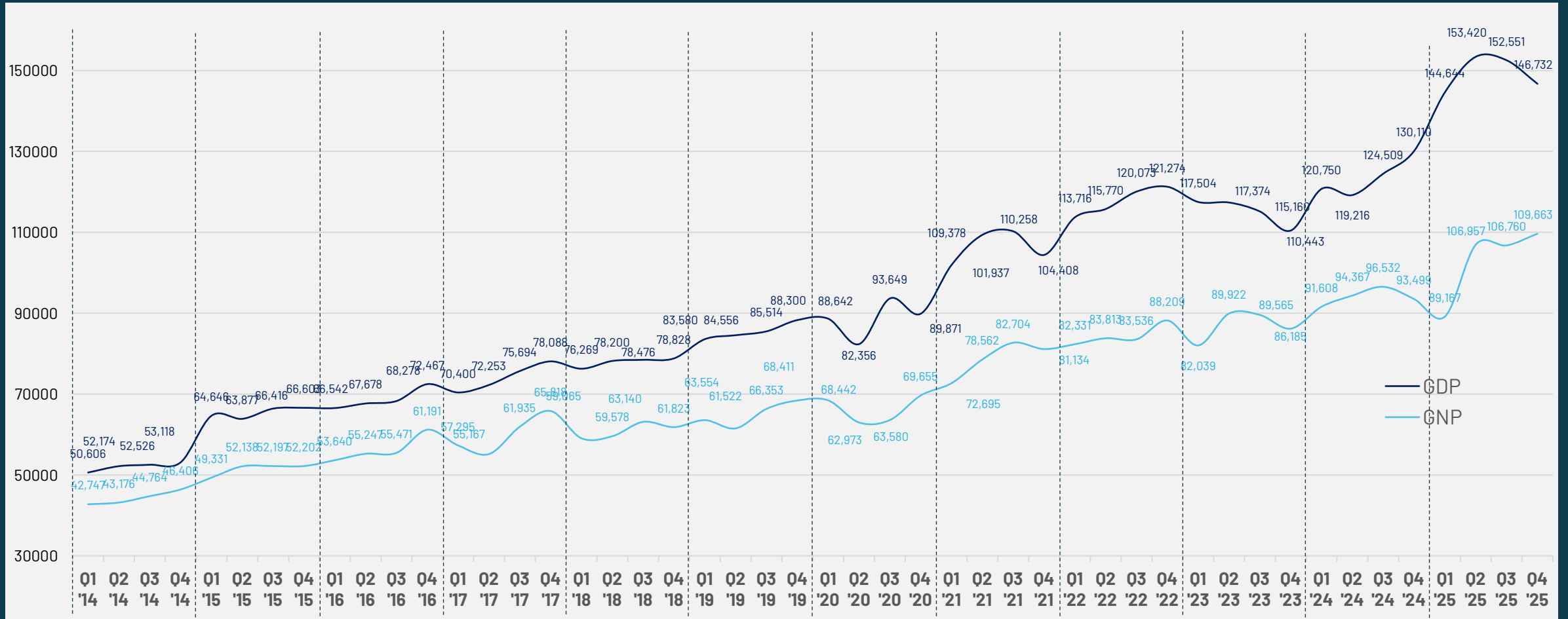
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# MACRO CONTEXT

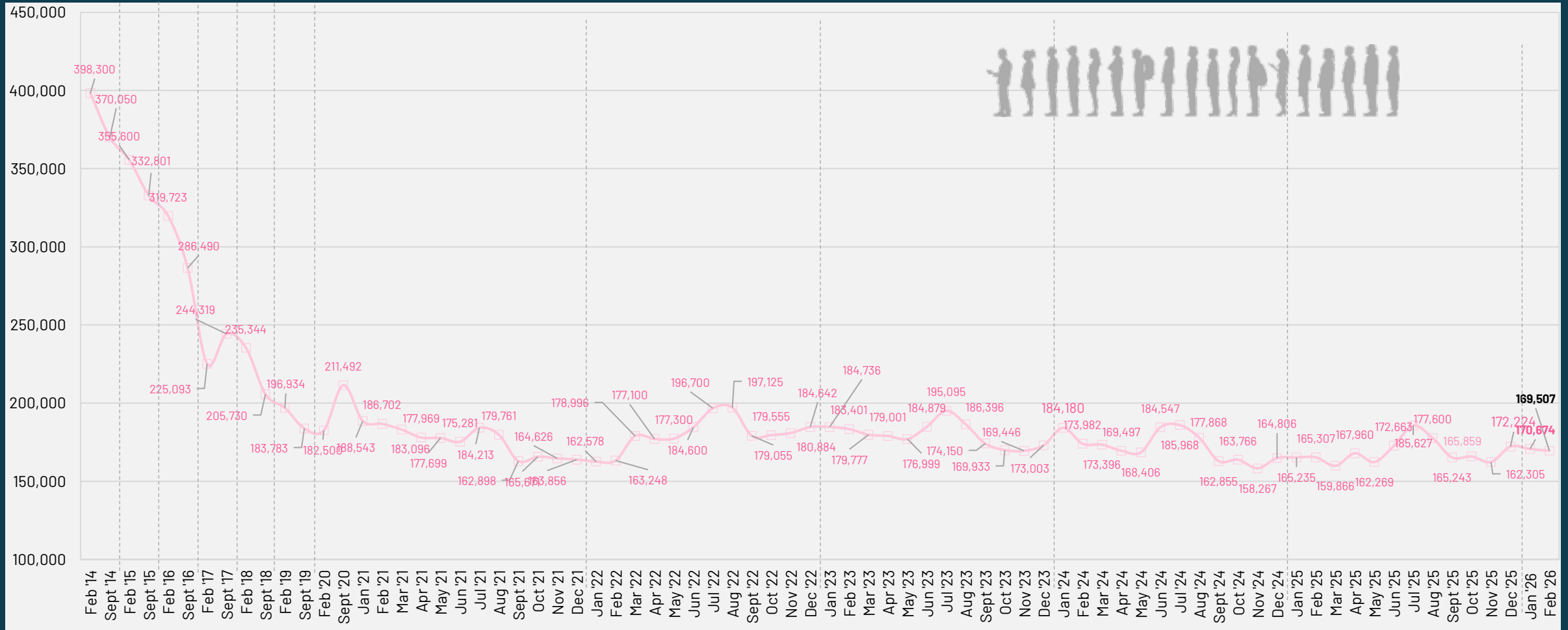


# The most recent CSO data indicates a dip in GDP in Qtr 4 2025 after a steroid-boosted acceleration to outpace tariffs in early 2025.



Source: [www.CSO.ie](http://www.CSO.ie) Quarterly National Accounts

# The unadjusted Live Register figures have decreased marginally month on month, from 170.7k in January to 169.5k in February. Year on year, the increase is 4.200, but this is against a backdrop of growing population.

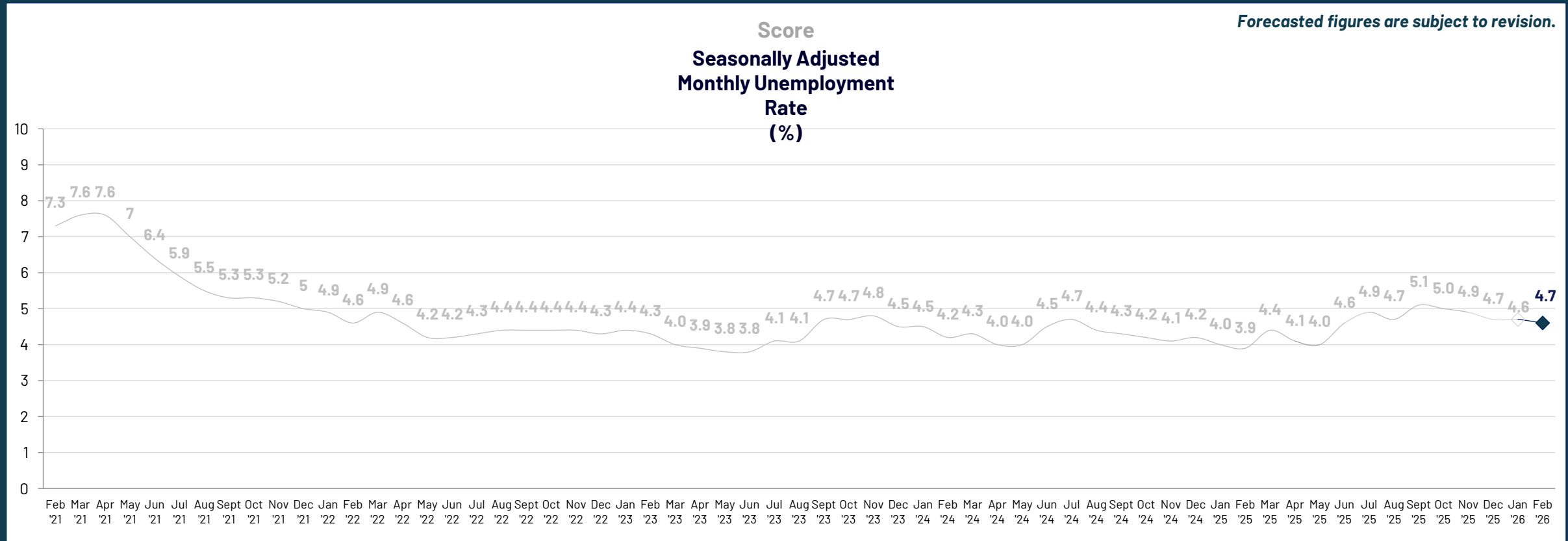


\*The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.  
Note: Based on unadjusted data.

Source: [www.CSO.ie](http://www.CSO.ie) Quarterly National Accounts

# Estimated unemployment has remained below five percent for the fourth month in a row.

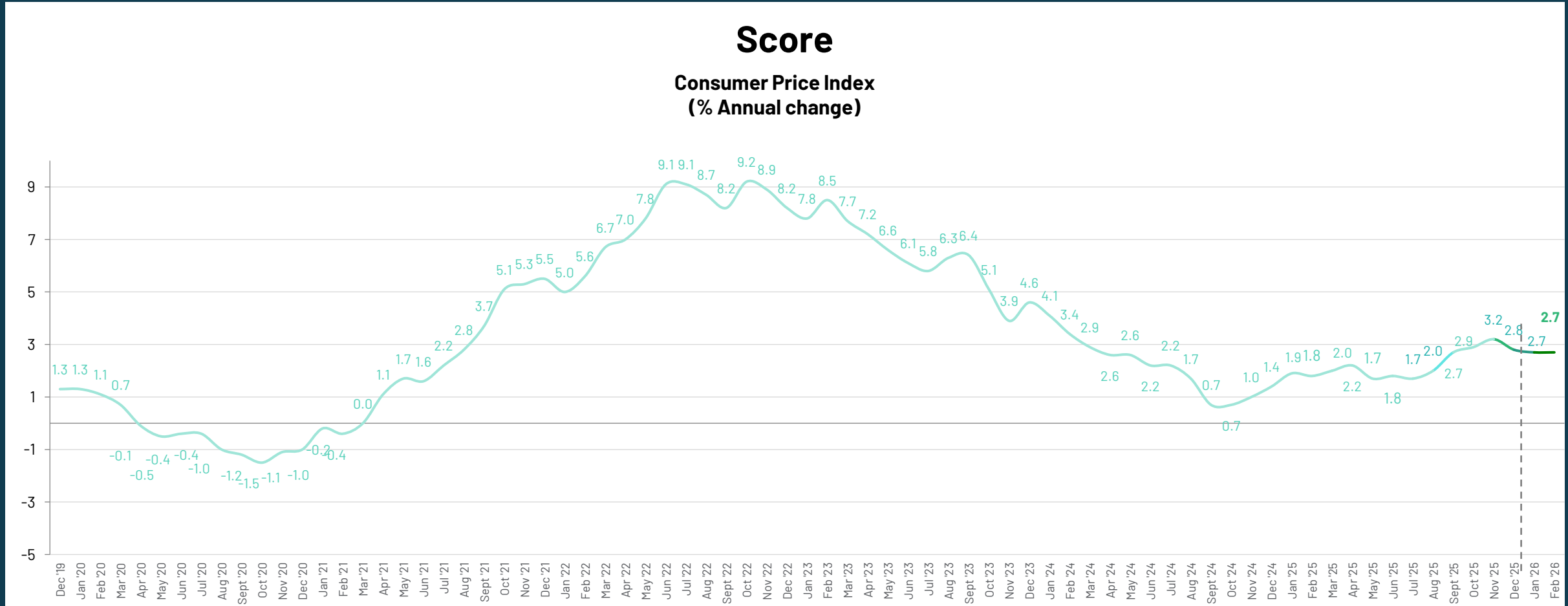
## Seasonally Adjusted Monthly Unemployment Rate



Source: [www.CSO.ie](http://www.CSO.ie) Seasonally Adjusted Monthly Unemployment Rate

# Inflation has remained steady at 2.7%.

Consumer Price Index (% Annual change)

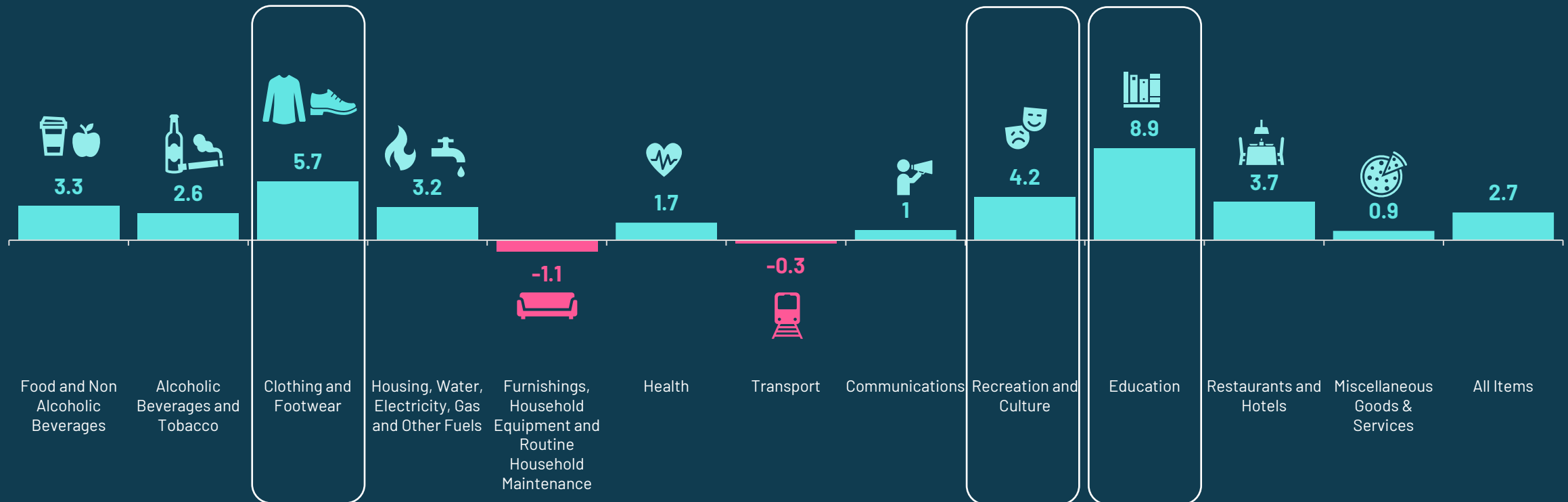


Source: [www.CSO.ie](http://www.CSO.ie)

Consumer Price Index (% Annual change)

**Inflation is highest within the *Education (+8.9%)* sector, followed by *Clothing and Footwear (5.7%)* and *Recreation and Culture (+4.2%)*. *Furnishings, Household Equipment & Routine Household Maintenance (-1.1%)* and *Transport (-0.3%)* are the only divisions in negative territory.**

Consumer Price Index by Sector (% Annual change)



# We have conflicting economic messaging so far this year. March will be the one to watch.



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2021  
2022  
2023  
2024  
2025  
2026

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Business

### Supply of homes to rent in February hits by far its lowest level in 20 years

Rents across the State increased by 4.4% last year, up from an inflation rate of 3.6% in 2024, Daft.ie report shows

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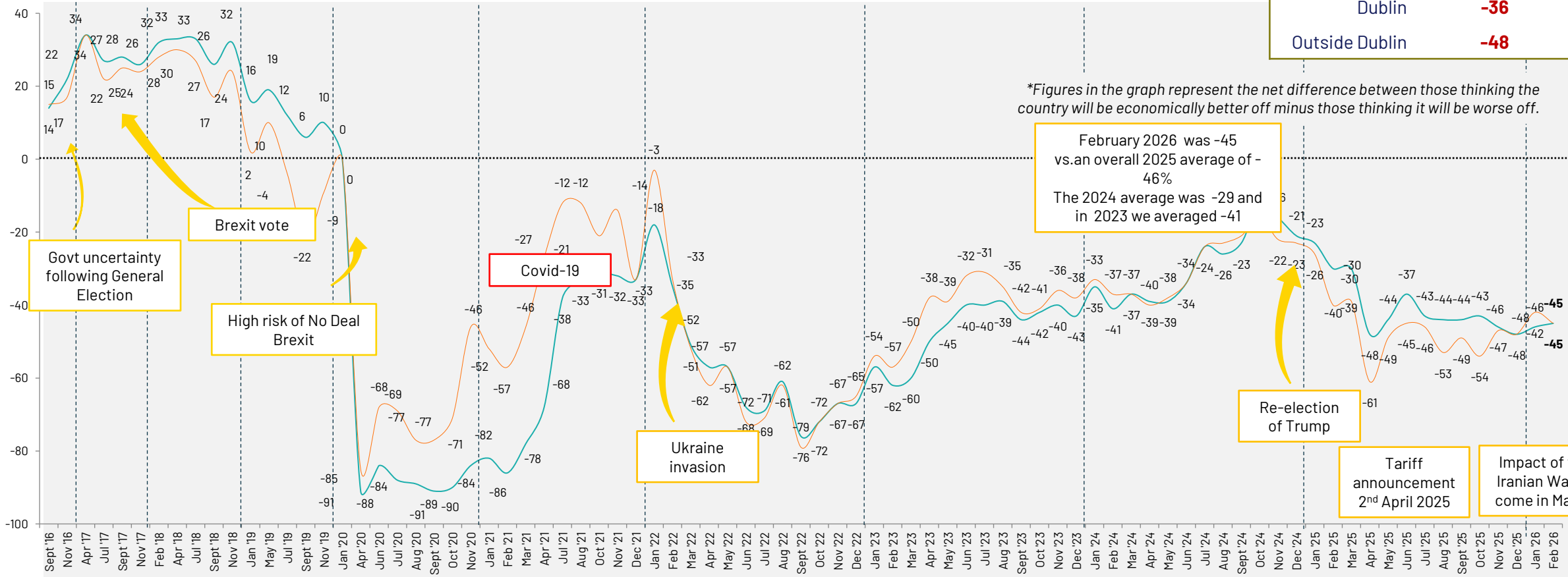
### Trump tariffs: Irish exports to US soared in 2025

# CONSUMER CONFIDENCE FINDINGS



# There has been a slight improvement in terms of our outlook over the next 12 months, but we are still downbeat.

## Current vs. Looking Forward



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?

Source: Ipsos B&A Consumer Confidence Report

# Females, C2DEs and residents living outside of Dublin are the most pessimistic in their outlook. This continues with the common theme we have seen previously.

	-45	-32	-57	-28	-53	-50	-41	-49	-36	-48	-46	-39
NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
Jan '26	-46%	-31%	-60%	-36%	-47%	-53%	-41%	-51%	-37%	-49%	-47%	-44%
Dec '25	-48%	-36%	-60%	-29%	-56%	-57%	-41%	-56%	-40%	-52%	-47%	-51%
Nov '25	-47%	-35%	-60%	-32%	-54%	-53%	-43%	-52%	-31%	-54%	-51%	-33%
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%	-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%

Base: All Adults 16+

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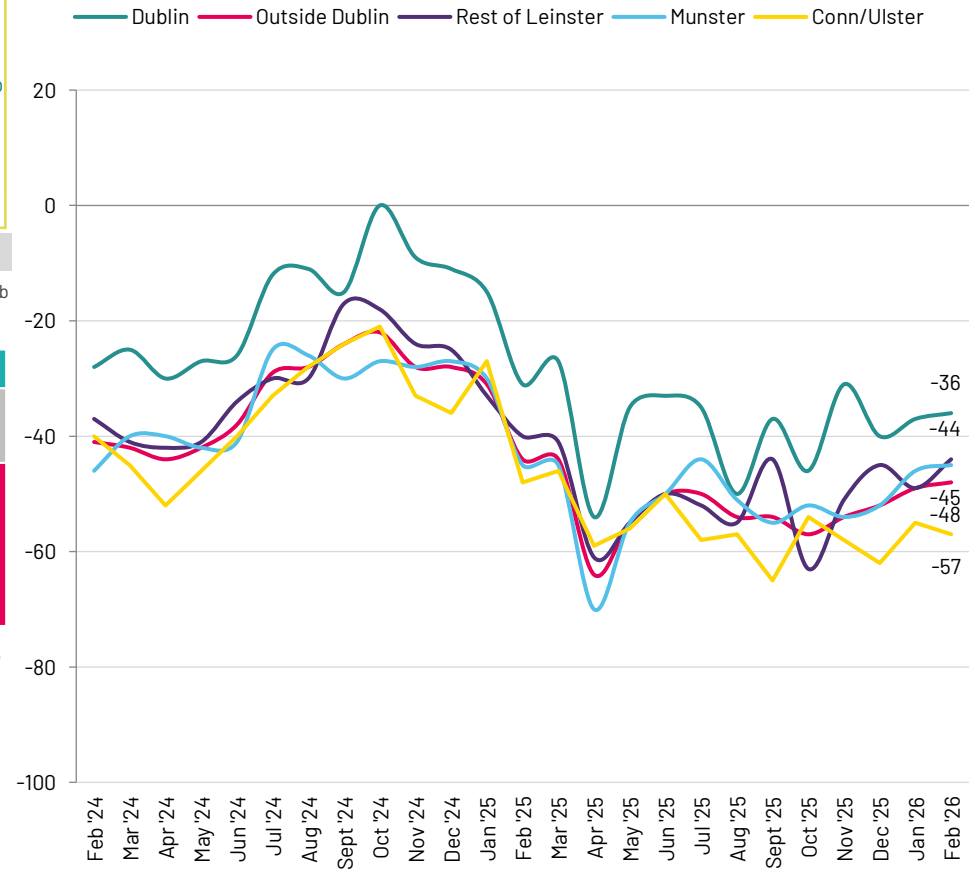
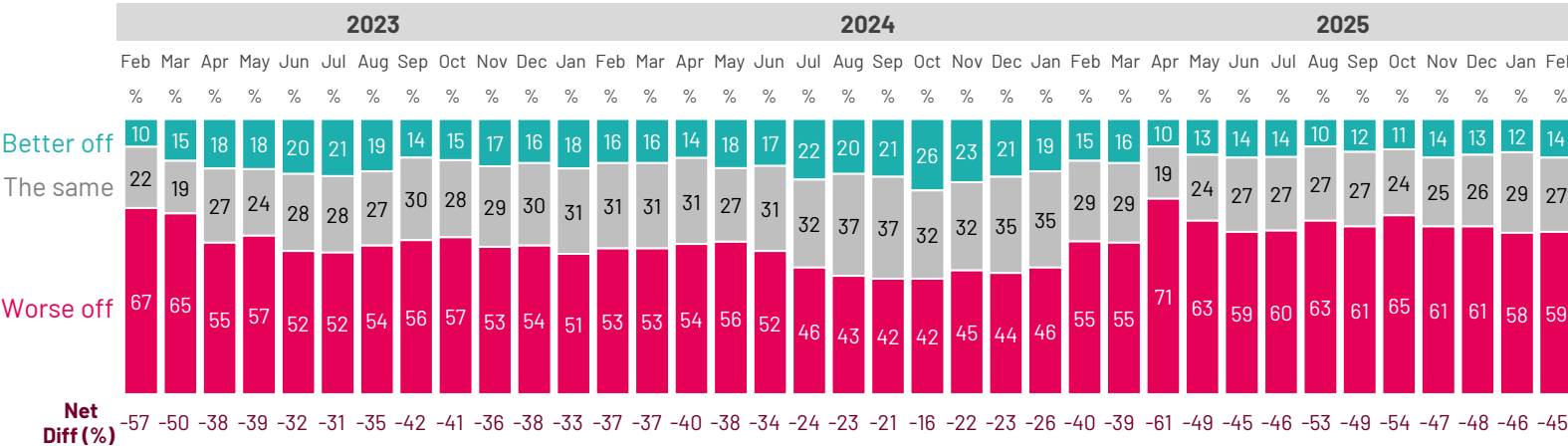


Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?



# Nearly three in five feel more downbeat about prospects for the year ahead. That said, one in seven are optimistic. From a global perspective, we are no different in our overall outlook.

	Looking Forward '23												Looking Forward '24												Looking Forward '25												
	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
Dublin	-50	-43	-26	-34	-23	-25	-25	-32	-29	-23	-26	-23	-28	-25	-30	-27	-26	-12	-11	-15	0	-9	-11	-15	-31	-27	-54	-35	-33	-35	-50	-37	-46	-31	-40	-37	-36
Outside Dublin	-60	-53	-43	-41	-35	-33	-39	-46	-46	-42	-43	-37	-41	-42	-44	-42	-38	-29	-28	-24	-22	-28	-28	-31	-44	-44	-64	-55	-50	-50	-54	-54	-57	-54	-52	-49	-48



	2023												2024												2025												2026	
	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	
Better %	-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	-48	-46	-45	

# Right vs. Wrong Direction Monitor

We are on a par with the global average in terms of sentiment.

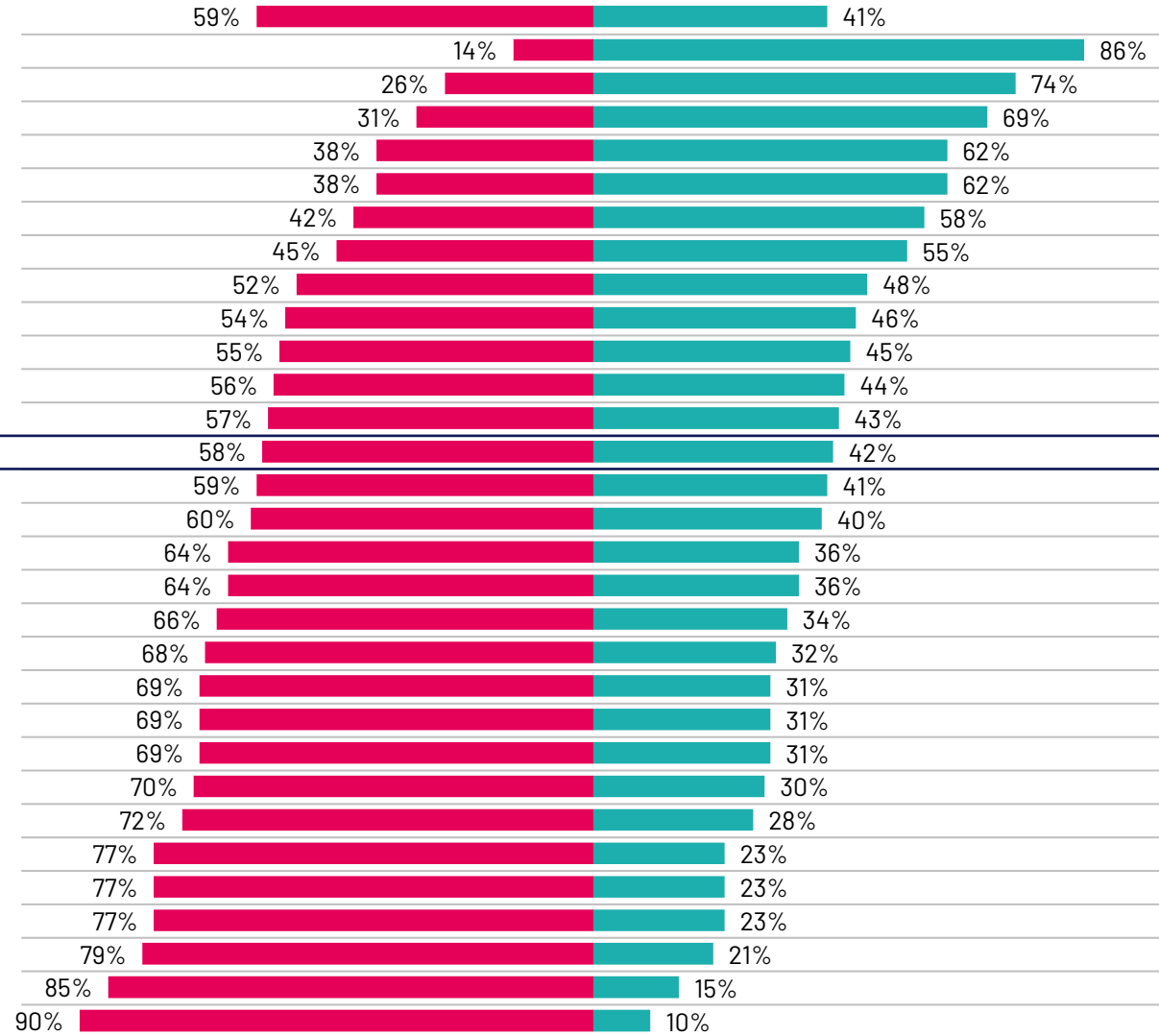
**Base:** Representative sample of 25,709 adults aged 16-74 in 30 participating countries, January 23rd 2026 - February 6th 2026.

**Source:** Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details. **Filter:** Country: World | Current Wave: Feb 26

## Country

World
Singapore
Malaysia
India
Thailand
Indonesia
South Korea
Argentina
Chile
Colombia
Canada
Australia
Poland
Ireland
Japan
US
Israel
Mexico
Brazil
Netherlands
Sweden
Spain
Italy
Belgium
Türkiye
South Africa
Hungary
Germany
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? (February 2026)

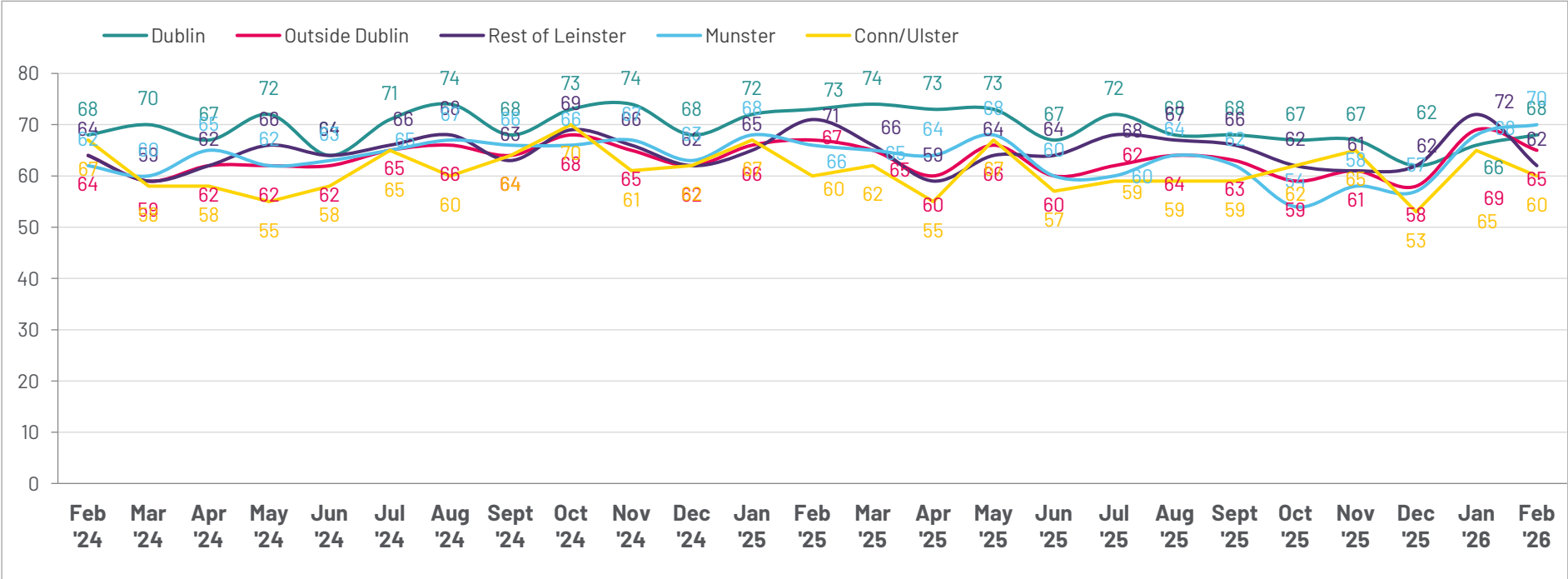
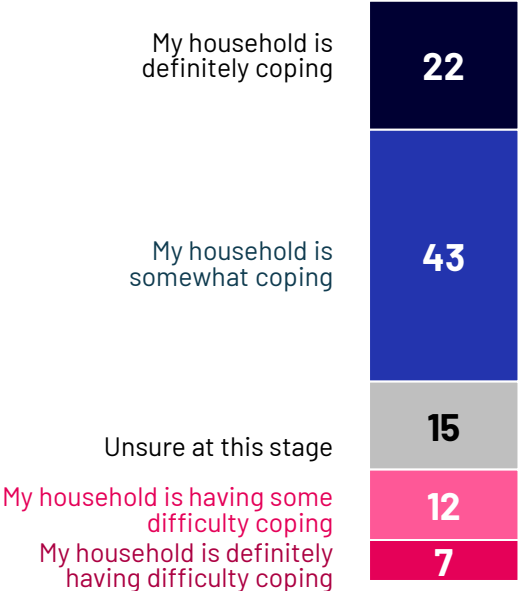


Right Direction

Wrong Track

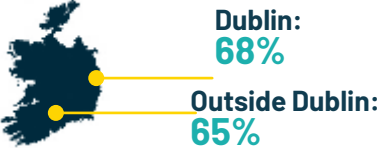
# Two in three feel they are coping with rising prices in February. There is a steady proportion who are not – nearly one in five. This has been a consistent truism.

February 2026 %



Any Coping

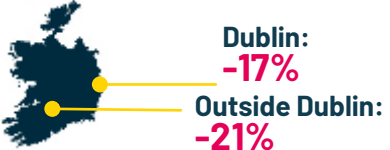
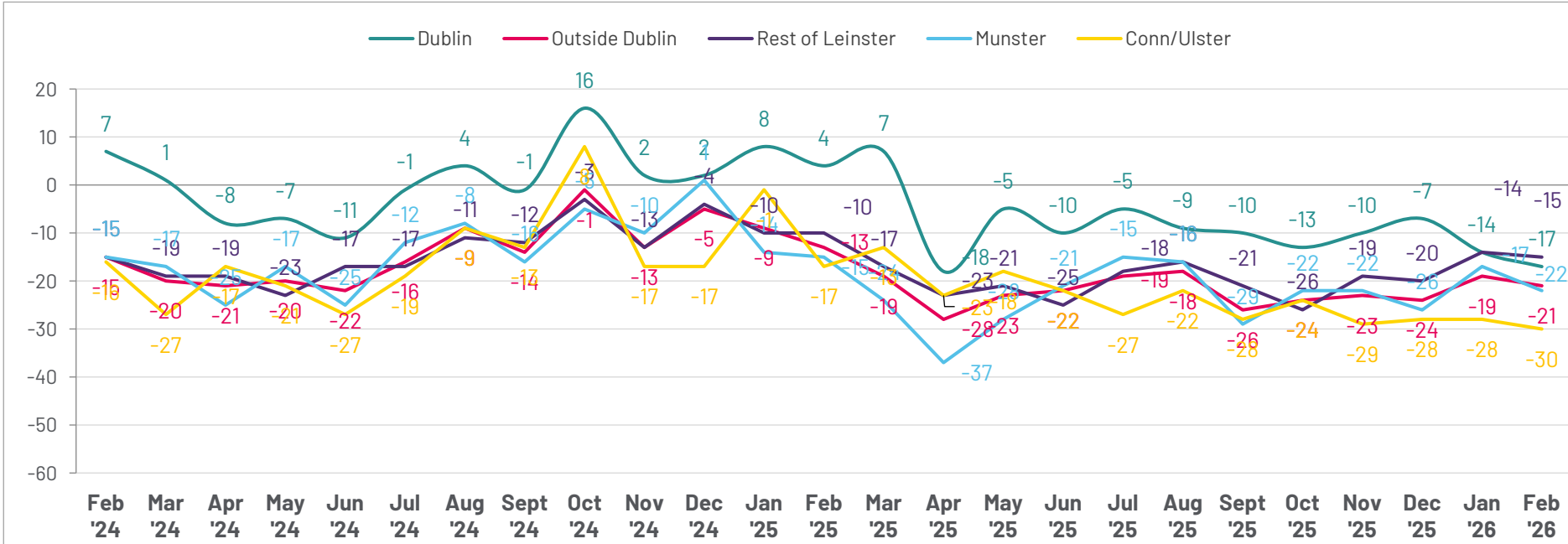
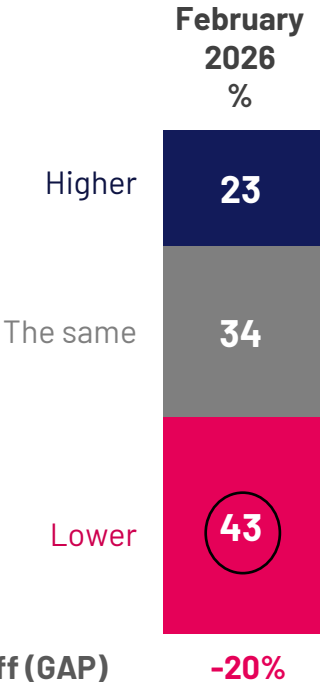
66%



Conn/Ulster tend to lag behind in terms of their financial appraisal. Among those coping, those aged 65+ are more likely to say so (77%) along with ABC1s (71%).

	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	Dec 25	Jan 26	Feb 26
ANY Coping (%)	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	59	68	66

# Nearly one in four feel their disposable income will improve in the coming year; but a significant minority are less confident.

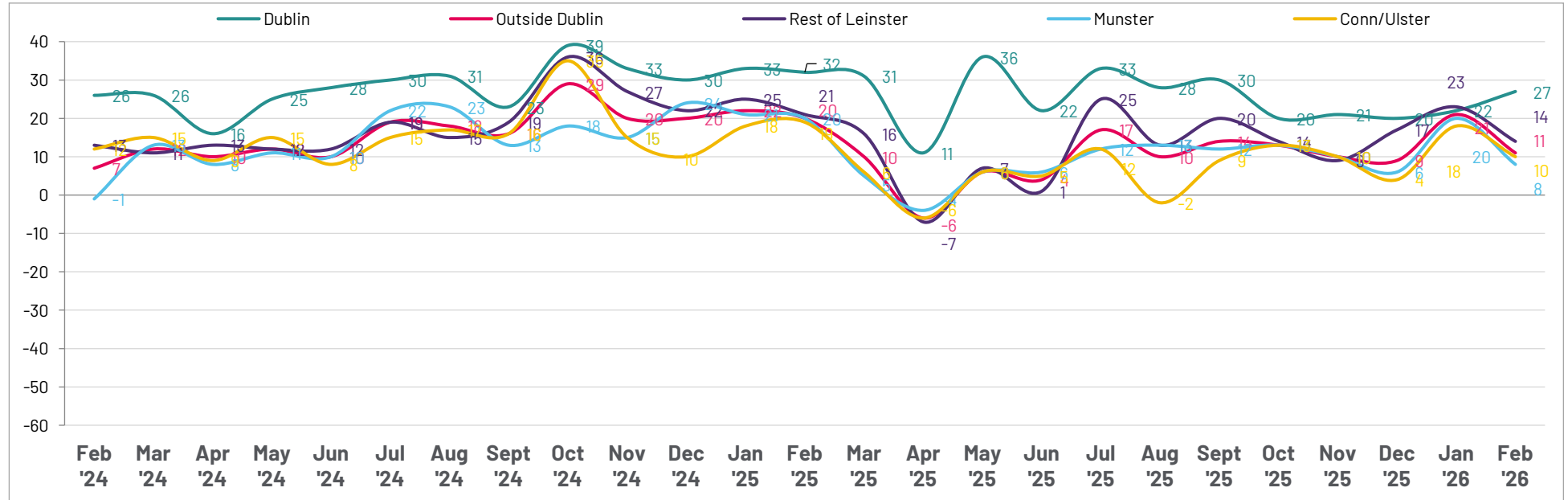
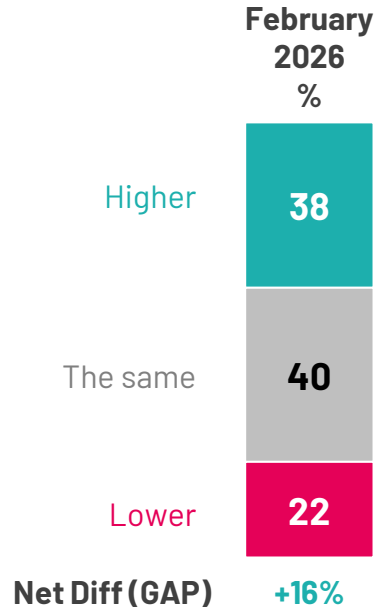


Those outside the capital are slightly less upbeat about the next 12 months. 40% of 16-24-year-olds expect their income to increase, along with 29% of ABC1s.

Gap (%)	2021			2022					2023					2024					2025					2026		16+																										
	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																						
	-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	-9	-16	-12	-9	-14	-17	-19	-11	-5	-10	+4	-8	-3	-4	-8	-11	-25	-18	-19	-15	-15	-21	-21	-19	-19	-17	-20

# Sentiment toward asset growth for 2026 is still in positive territory as we head towards the Spring.

Base: All Adults 16+



Dublin: +27%

Outside Dublin: +11%



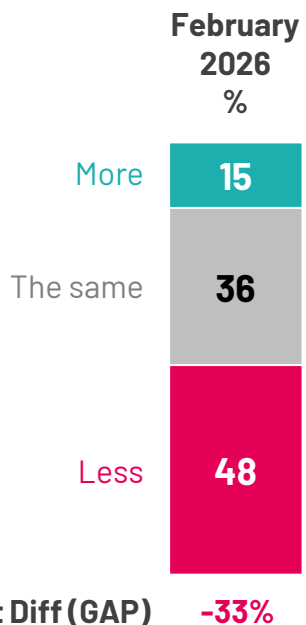
Dubliners are by far most upbeat for the year ahead in terms of asset appreciation.

2021				2022								2023												2024												2025												2026					
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												
+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	+16	+22	+22	+18	+32	+24	+22	+25	+24	+16	-1	+15	+9	+21	+15	+19	+15	+13	+13	+21	+16



0.6 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?

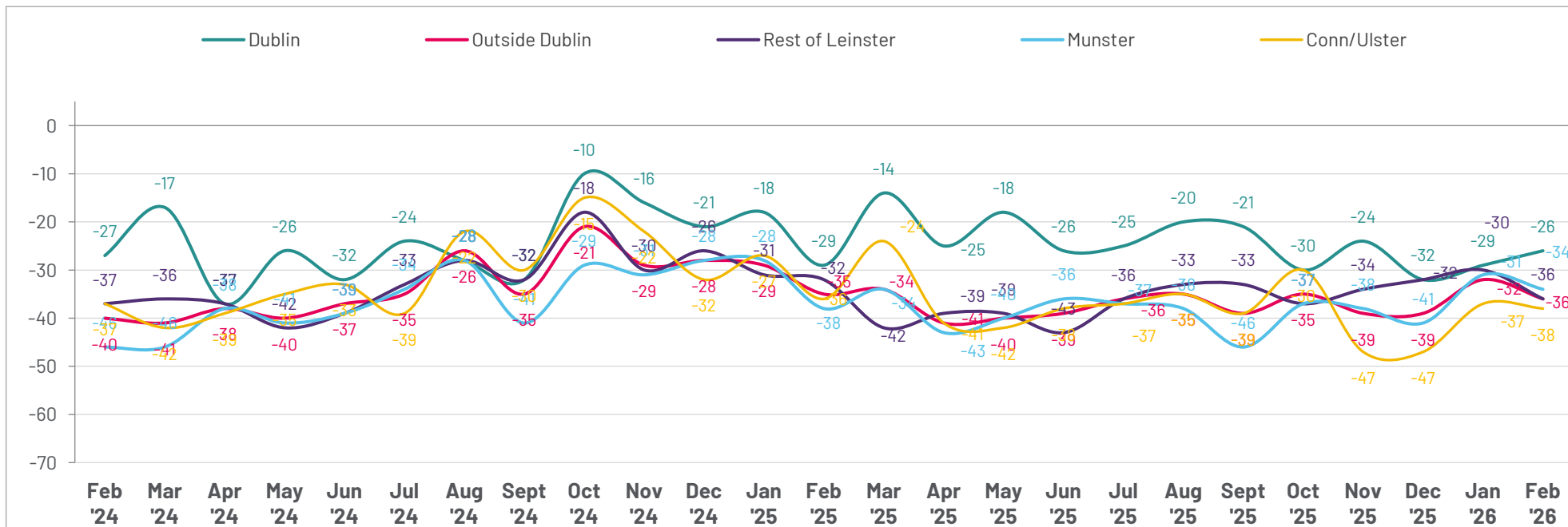
# Nearly half expect to spend less in the coming year, indicating a cautiousness at best, or a sense of trepidation otherwise.



**Dublin: -26%**  
**Outside Dublin: -36%**

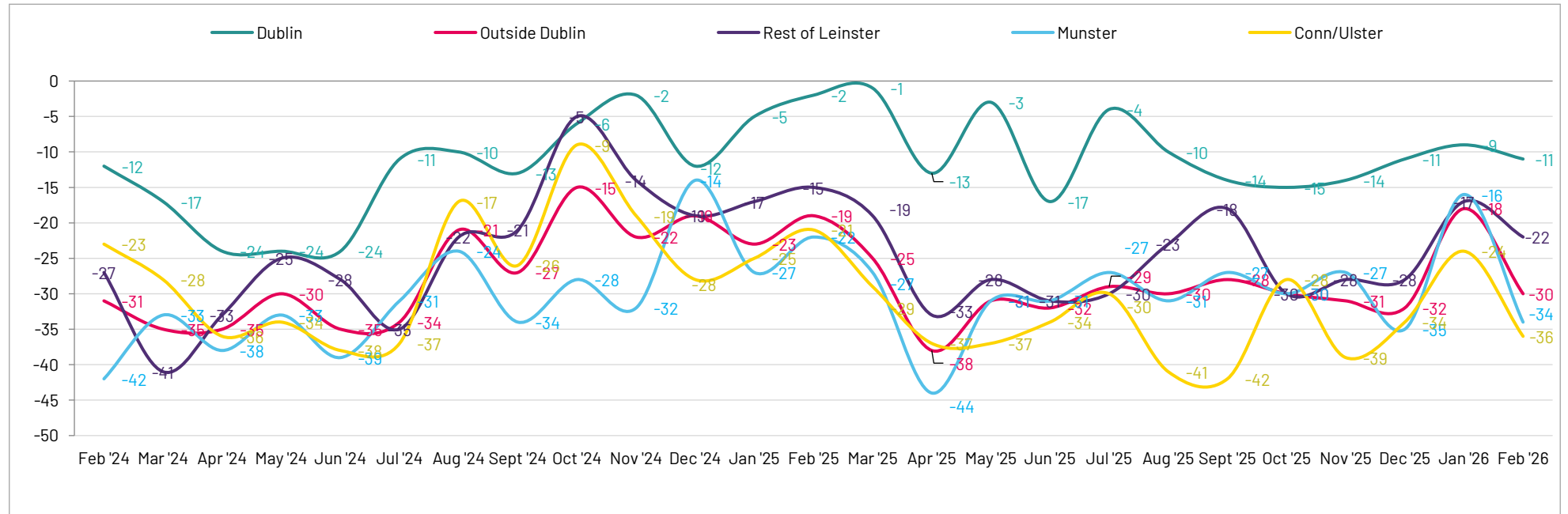
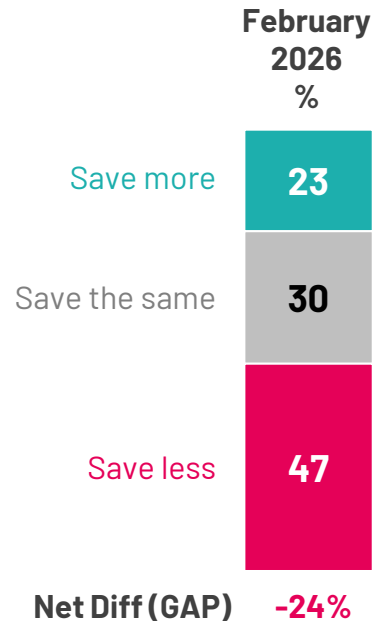


Spending intentions are lower among those living outside of Dublin.



	2021				2022												2023												2024												2025												2026	
	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	Jan	Feb
Gap (%)	-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	-37	-31	<b>-33</b>

# Close to half will say they will save less, although a noticeable minority are planning to boost their savings over the year ahead.



**Dublin: -9%**  
**Outside Dublin: -18%**



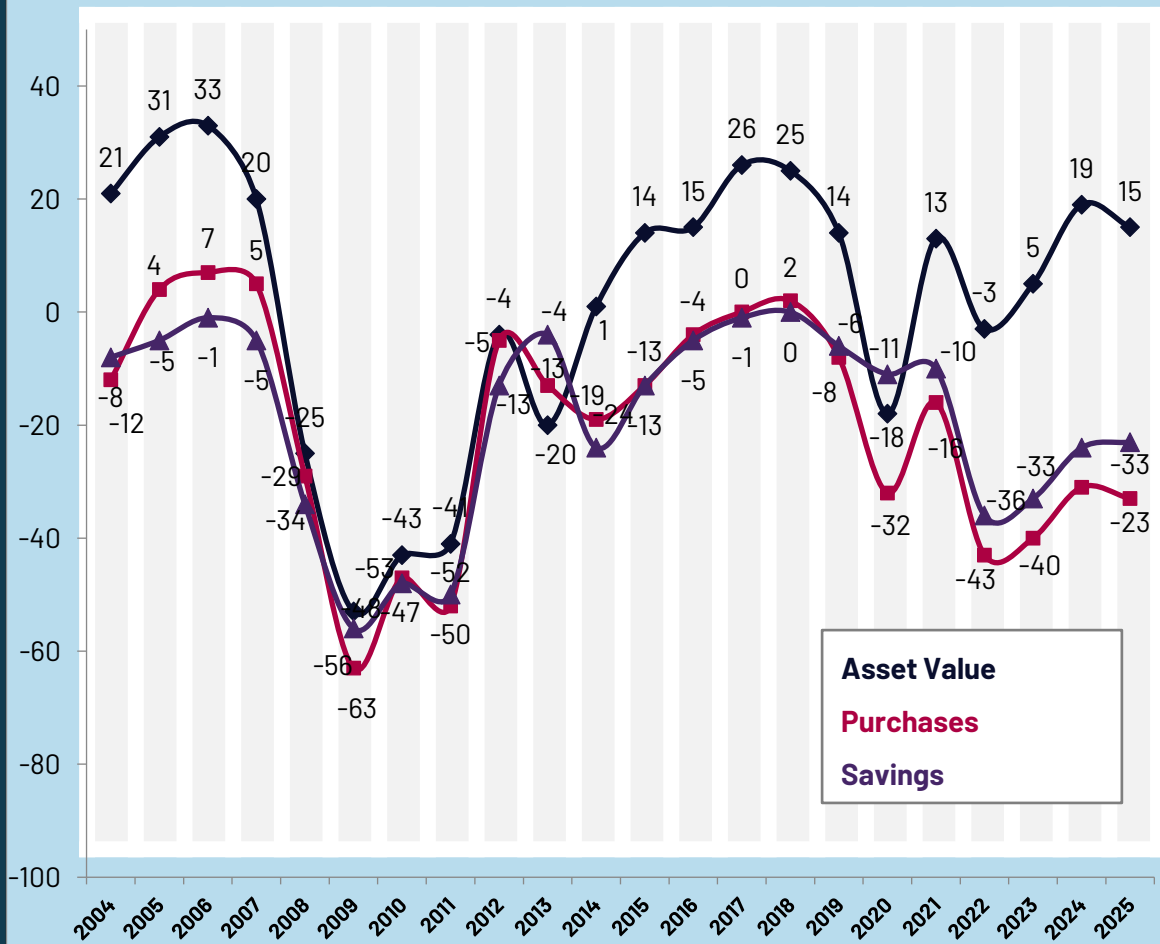
Those more likely to save more over the next 12 months are 16-24-year-olds and 25-34 year olds (58% and 30% respectively).

Gap (%)	2024												2025												2026																													
	Jul	Aug	Oct	Nov	Dec	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jan	Feb																								
	-8	-10	-12	-12	-12	-18	-31	-32	-34	-44	-42	-37	-56	-48	-44	-34	-38	-39	-44	-29	-36	-33	-32	-33	-35	-30	-23	-25	-24	-26	-30	-32	-29	-32	-27	-18	-23	-12	-16	-17	-18	-14	-18	-31	-23	-28	-21	-25	-24	-25	-26	-26	-16	-24

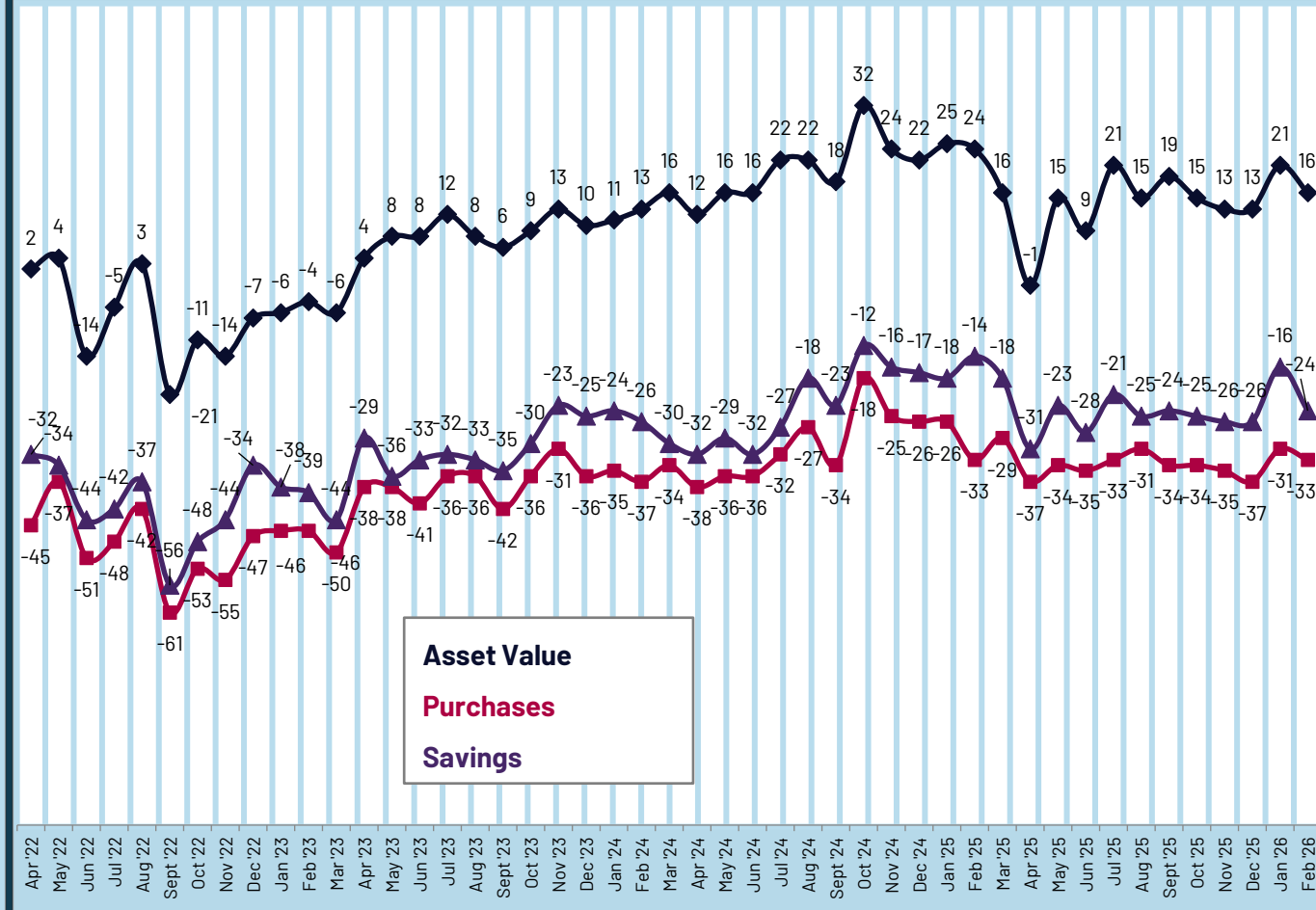
# Balance Of Opinion in Summary – The Year Ahead

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

## Long Term



## Short Term



0.6 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?

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

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

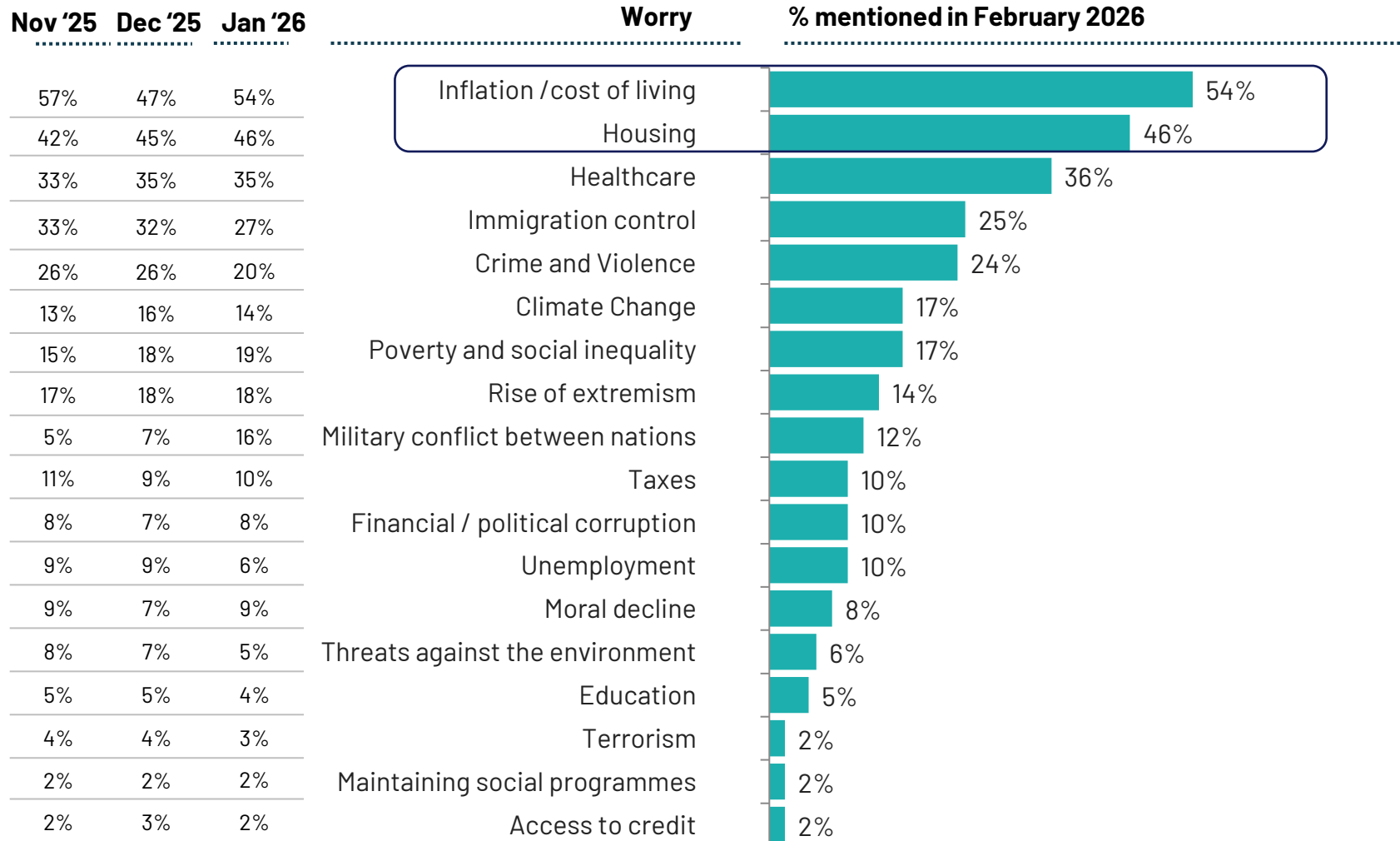
# What worries Ireland?

The cost of living and housing are by far the most pressing issues in Ireland. Both are cited across most demographics.

Base: All adults N = 1046

Source: Ipsos B&A Consumer Confidence February 2026

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



# THANK YOU

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