

IPSOS B&A CONSUMER CONFIDENCE

29th May 2026

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May 2026 | Public



INTRODUCTION



Introduction

1

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



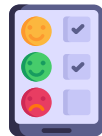
2

Survey results are based on a sample of 1,056 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 1st to the 9th of May.





Most awarded Irish research agency with 41 Marketing Society Research Excellence Awards, including 8 Grand Prix (latest one in 2023), in 16 years.

About Ipsos B&A

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KEY HIGHLIGHTS





Have we reached peak exhaustion?

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 1st to the 9th of May 2026.

We have seemed to have reached our tolerance levels.

Overall consumer confidence has shifted upwards to -61 (those feeling downbeat versus those feeling more upbeat). This compares with -65 in April.

71% believe that the country will be **worse off** in the year ahead while less than one in ten (9%) expect the country's economy to improve. While underwhelming, they are better than in April (75% felt that we would be worse off).

Dubliners continue to be most upbeat. As seen previously, confidence is lowest among Females and those over the age of 35. The gap between ABC1s and C2DEs has continued to converge.

The proportion of households who claim to be **"coping"** with the rising prices stands at 63%. One in five say that they are struggling to some extent - there has been a very

consistent proportion of the population that note issues with coping.

Yet unemployment remains below five per cent.

Just over one in five believe their personal disposable income will increase over the next 12 months, compared to 44% expecting it to **decline**.

It is noticeable that the gap between Dubliners and those outside of the capital has narrowed, as has the differences between the social classes.

In total, over half (53%) think they will **spend less** over the year ahead, versus just one in ten (11%) planning to **spend more**. 33% feel that their spending patterns will remain steady, thus leading to a net gap of -42%.

In terms of savings, 52% expect to **save less**, with just one in six (16%) planning ahead.

So what worries Ireland most? The cost of living (63%) and housing (38%) are by far the most pressing issues.

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

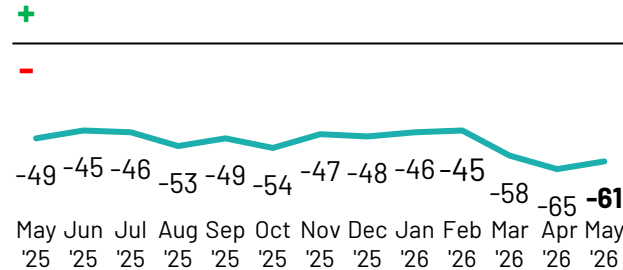
Confidence is calculated based on the NET Difference of positive and negative sentiment.

**OVERALL
CONFIDENCE**
For the future

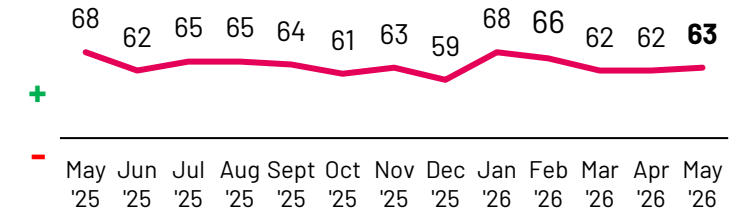
-61%
Four points
better
vs last month



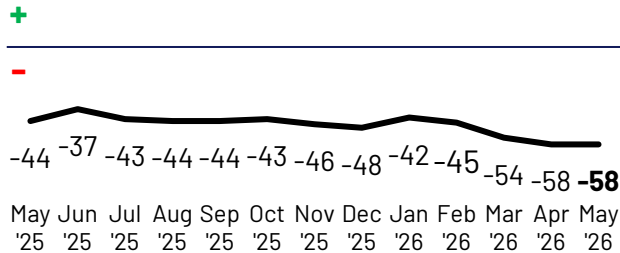
Overall confidence for the next 12 months



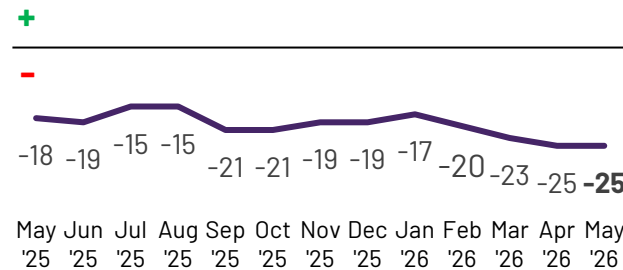
Ability to cope with rising prices for the next 12 months



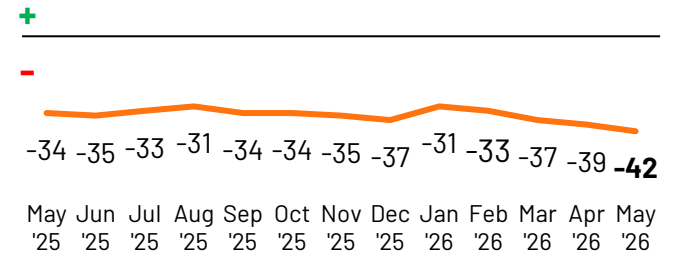
Are we better or worse off than this time last year?



Status of disposable income for the next 12 months



Spending intentions for the next 12 months



For more information contact:

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MACRO CONTEXT



After the shocks, we are bracing for a new reality.

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Markets Economy Analysis

Irish GDP set to fall by 1.2% this year - Commission

Updated / Thursday, 21 May 2026 13:23



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Irish economic miracle explained: Why all that glitters isn't gold



BUSINESSPLUS

Economic growth to moderate of next two years after strong 2025

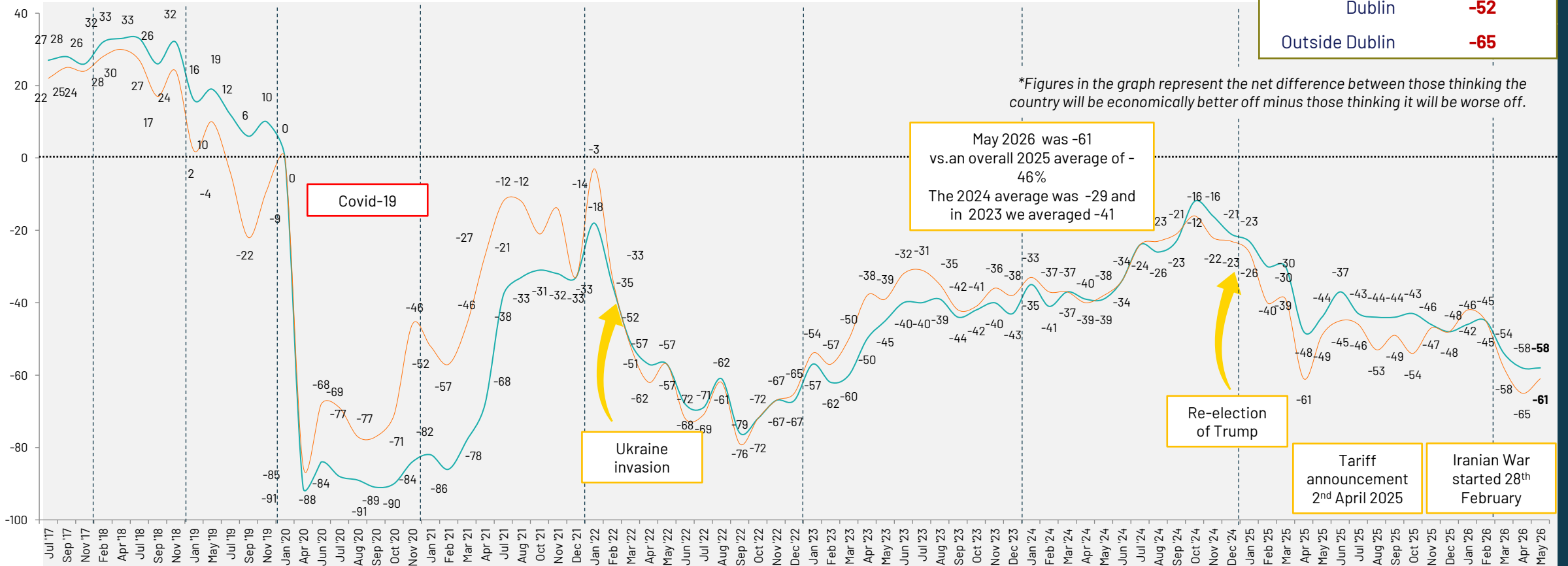


CONSUMER CONFIDENCE FINDINGS



Our tensions towards the future have tapered as we accept a new paradigm.

Current vs. Looking Forward



Looking forward (Net Diff: Positive-Negative)	
Dublin	-52
Outside Dublin	-65

*Figures in the graph represent the net difference between those thinking the country will be economically better off minus those thinking it will be worse off.

May 2026 was -61
vs. an overall 2025 average of -46%
The 2024 average was -29 and
in 2023 we averaged -41

Re-election of Trump

Tariff announcement
2nd April 2025

Iranian War started 28th
February

- 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?
- 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, those aged 35+ and those living outside of Dublin are the most pessimistic in their outlook. The gap between social classes has narrowed again this month.

	-61	-55	-68	-40	-69	-72	-61 ↔ -62	-52	-65	-63	-55	
NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
Apr '26	-65%	-57%	-73%	-36%	-71%	-85%	-64%	-67%	-52%	-71%	-68%	-57%
Mar '26	-58%	-50%	-65%	-28%	-72%	-69%	-57%	-59%	-44%	-64%	-60%	-50%
Feb '26	-45%	-32%	-57%	-28%	-53%	-50%	-41%	-49%	-36%	-48%	-46%	-39%
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%

Base: All Adults 16+

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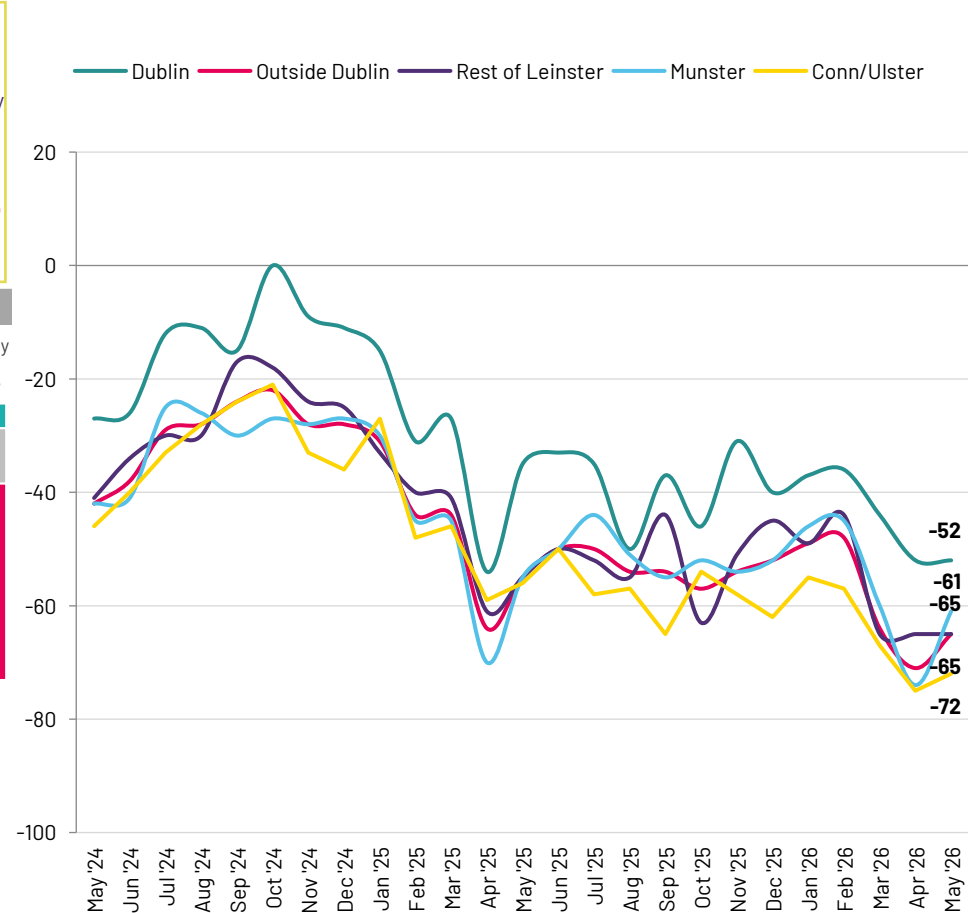
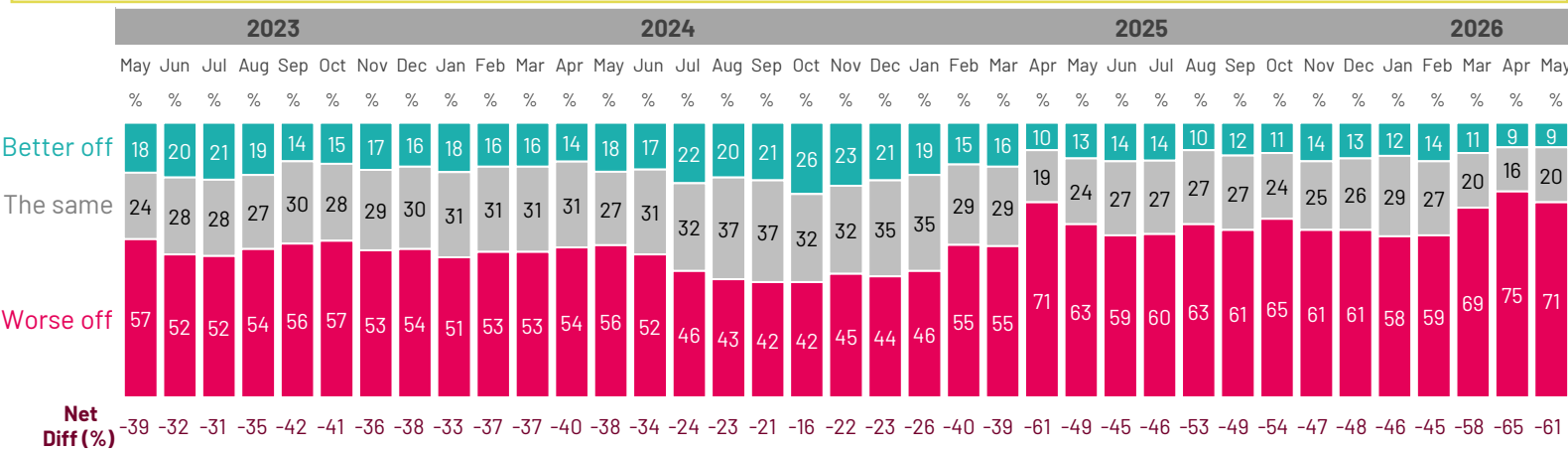


Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?



Just one in ten are feeling positive. From a global perspective, we have slipped this month.

	Looking Forward 2023												Looking Forward 2024												Looking Forward 2025												Looking Forward 2026				
	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				
Dublin	-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	-44	-52	-52				
Outside Dublin	-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	-64	-71	-65				



	2023												2024												2025												2026				
	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														
Better %	-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	-58	-65	-61		

Right vs. Wrong Direction Monitor

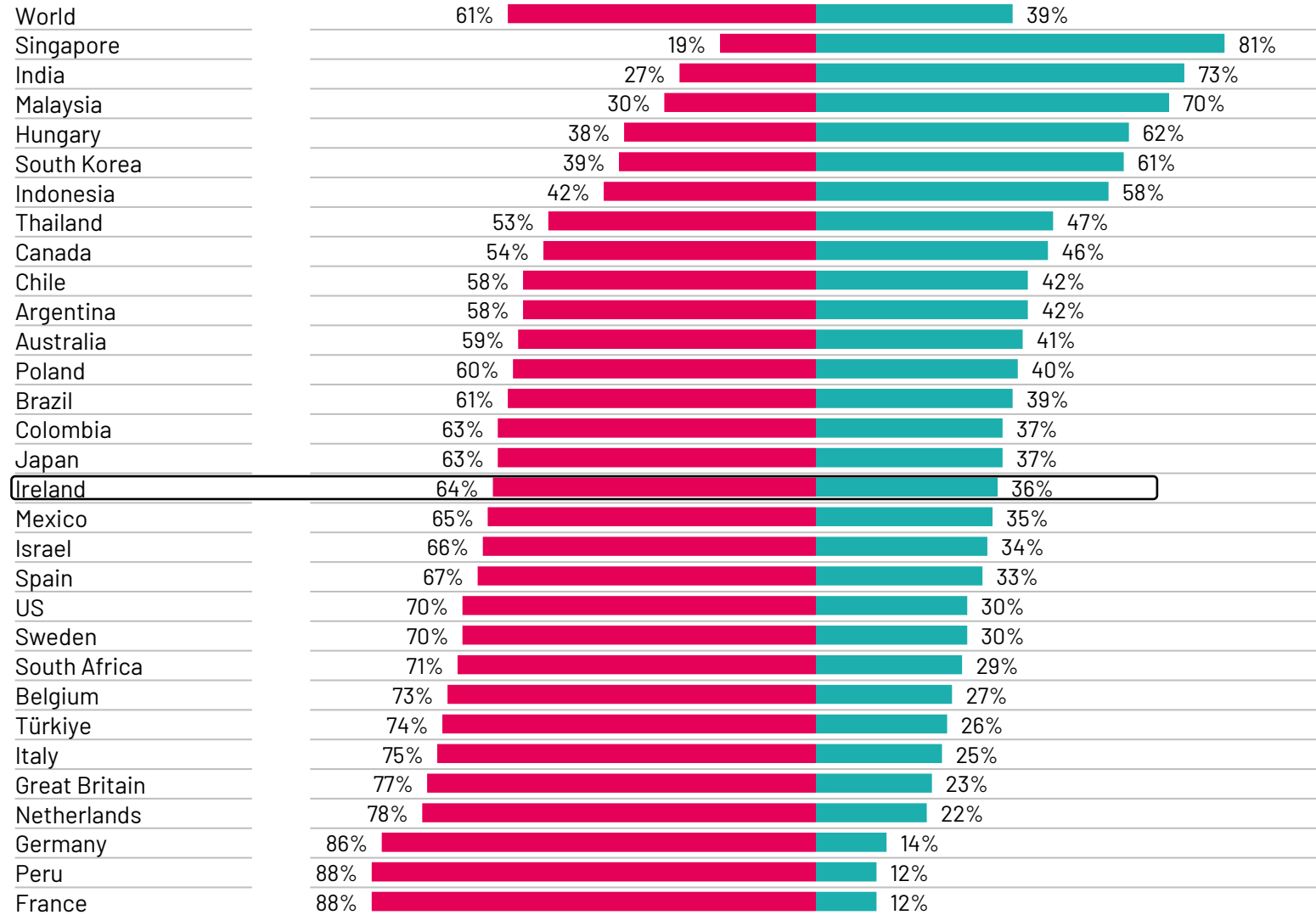
We have slipped down the Global rankings in May.

Base: Representative sample of 23,523 adults aged 16-74 in 30 participating countries, April 24th 2026 - May 8th 2026.

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

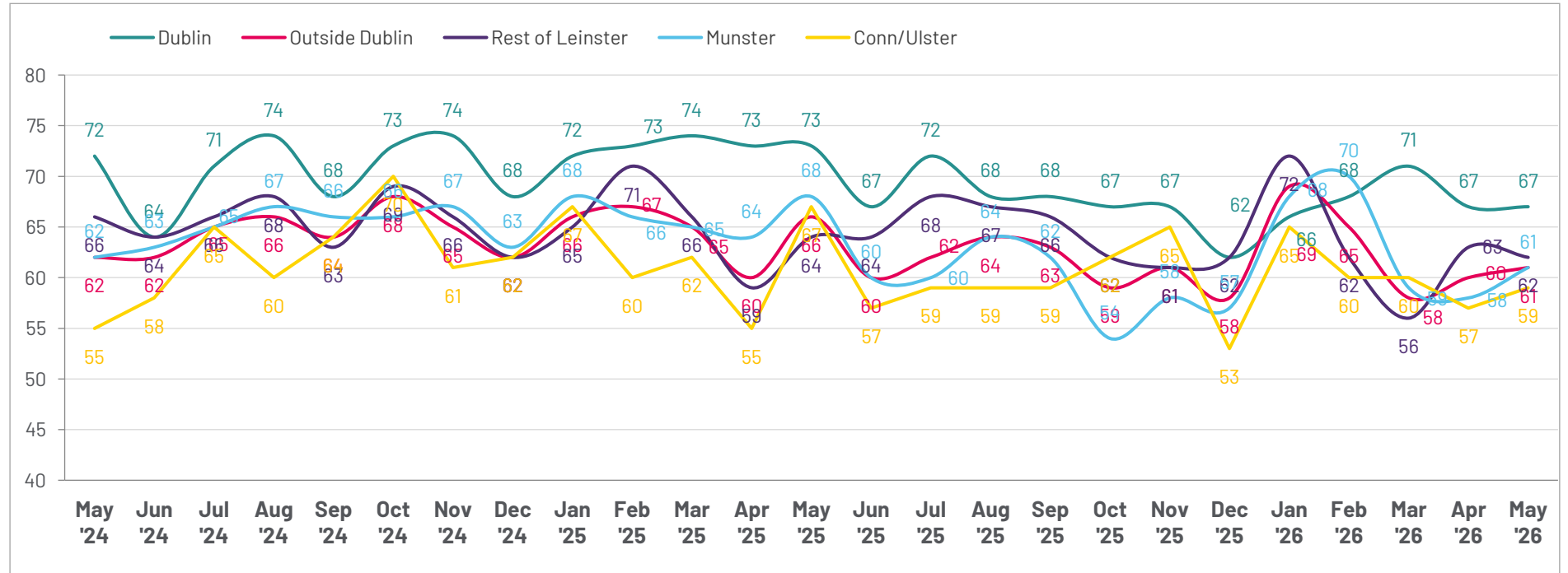
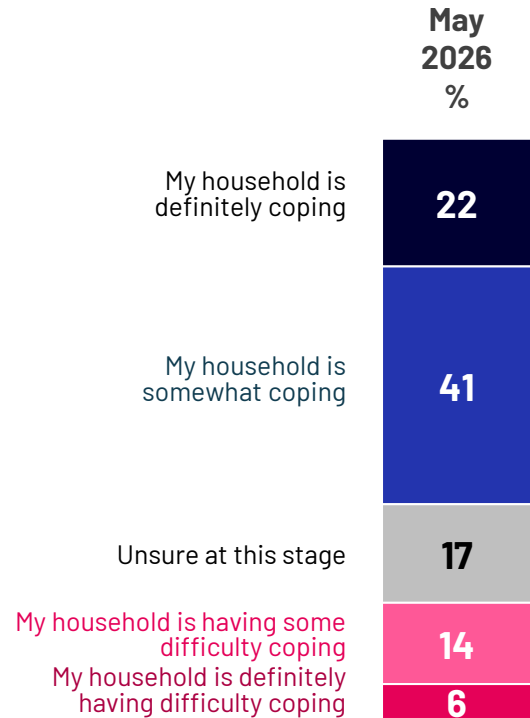
Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (May 2026)

Country

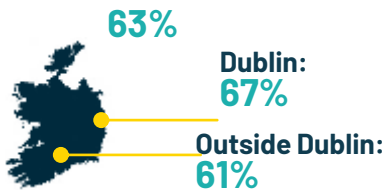


Right Direction
Wrong Track

Over three in five (63%) feel they are coping with rising prices in May – similar to last month. As before, there is a steady proportion who are not – one in five households.



Any Coping



Among those coping, those aged 55+ are significantly more likely to agree (71%).

	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	Mar 26	Apr 26	May 26
ANY Coping (%)	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	62	62	63

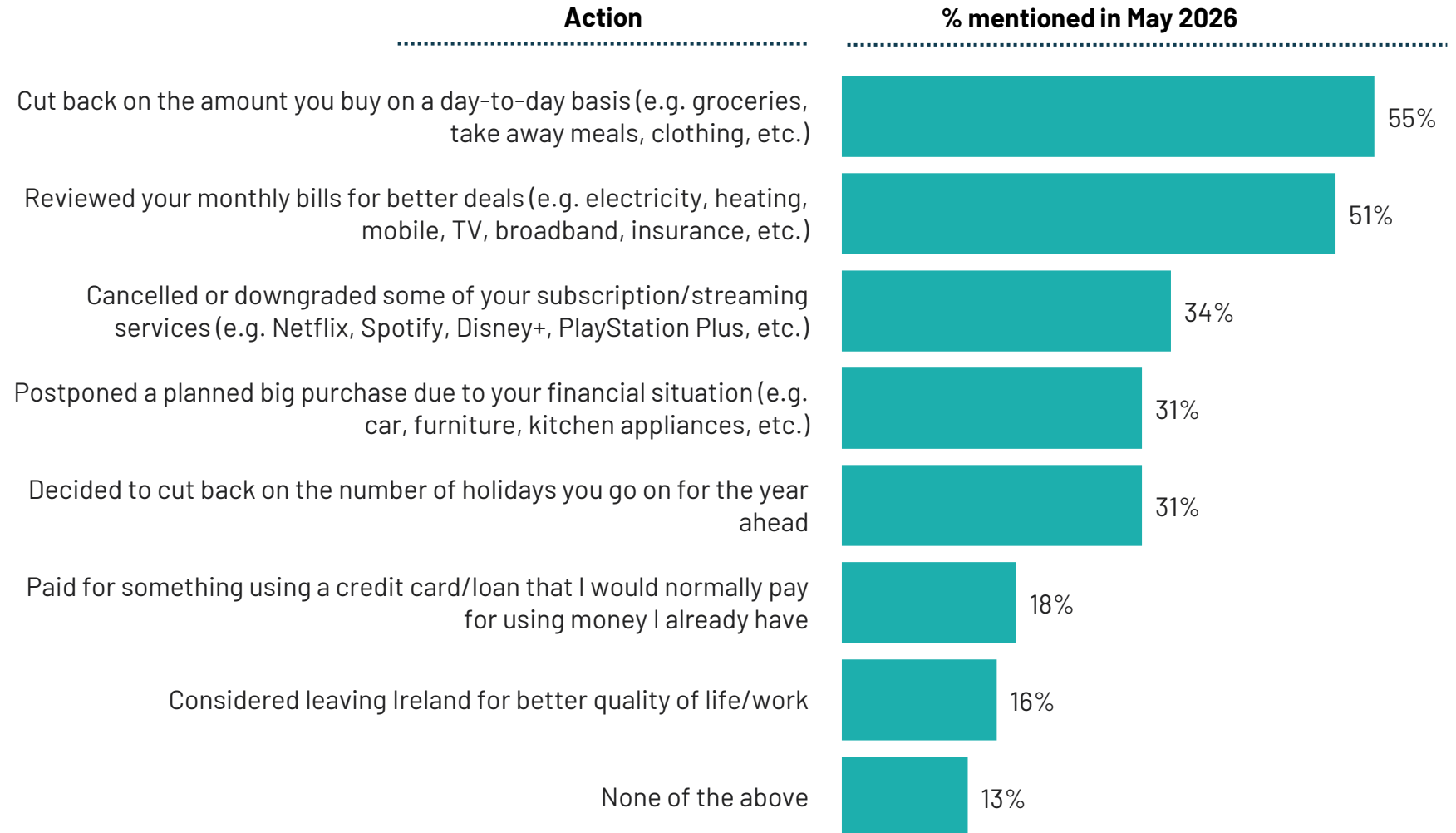
Actions taken last month

This was a new question that we added into the May survey to assess how the Irish consumer is coping.

People are cutting their cloth.

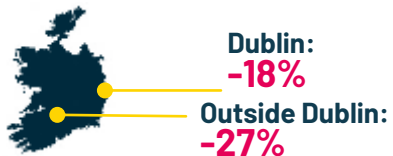
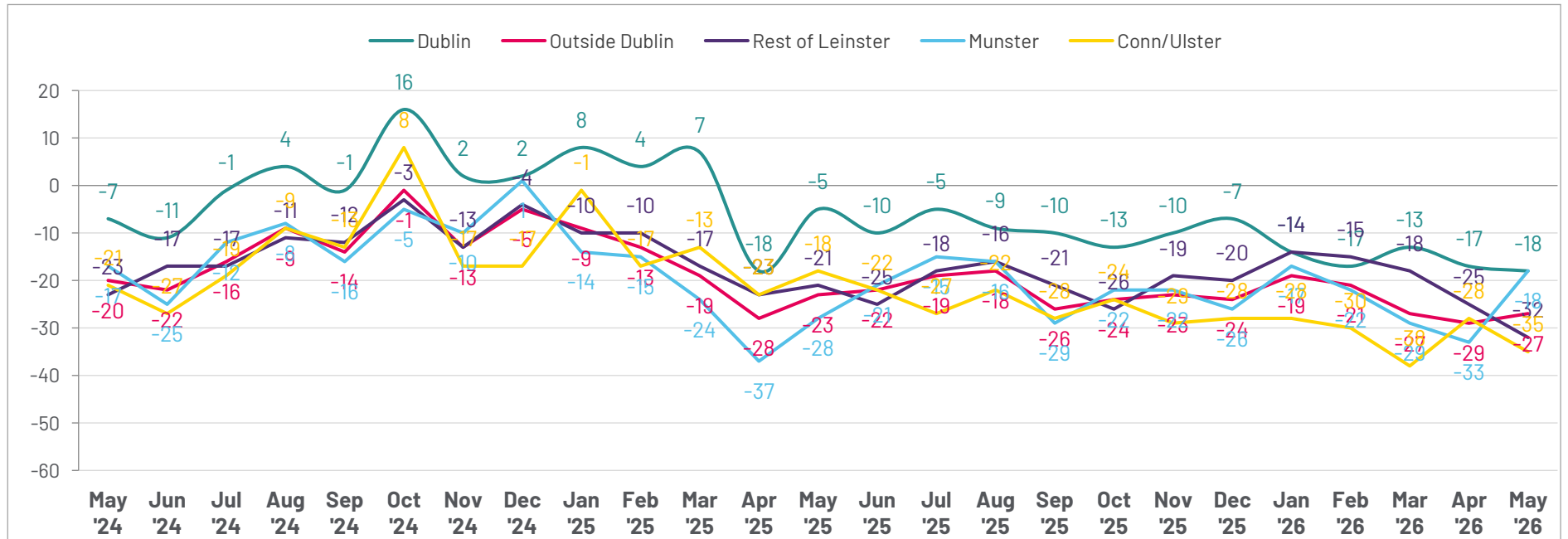
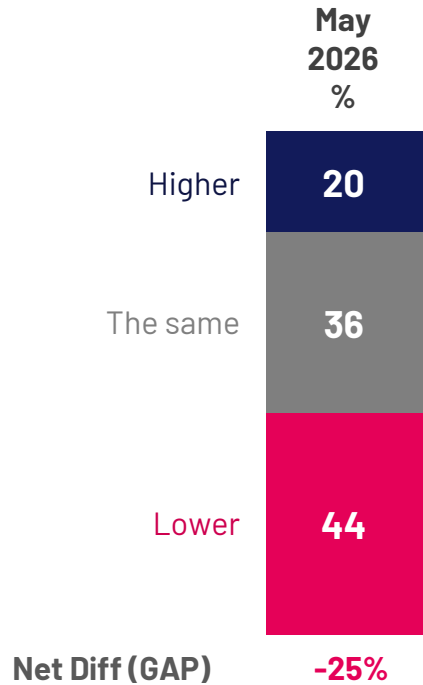
Base: All adults 16+ N = 1,056

Q.13 Which, if any, of the following have you done in the past month?



Just one in five feel their disposable income will improve this year.

Base: All Adults 16+

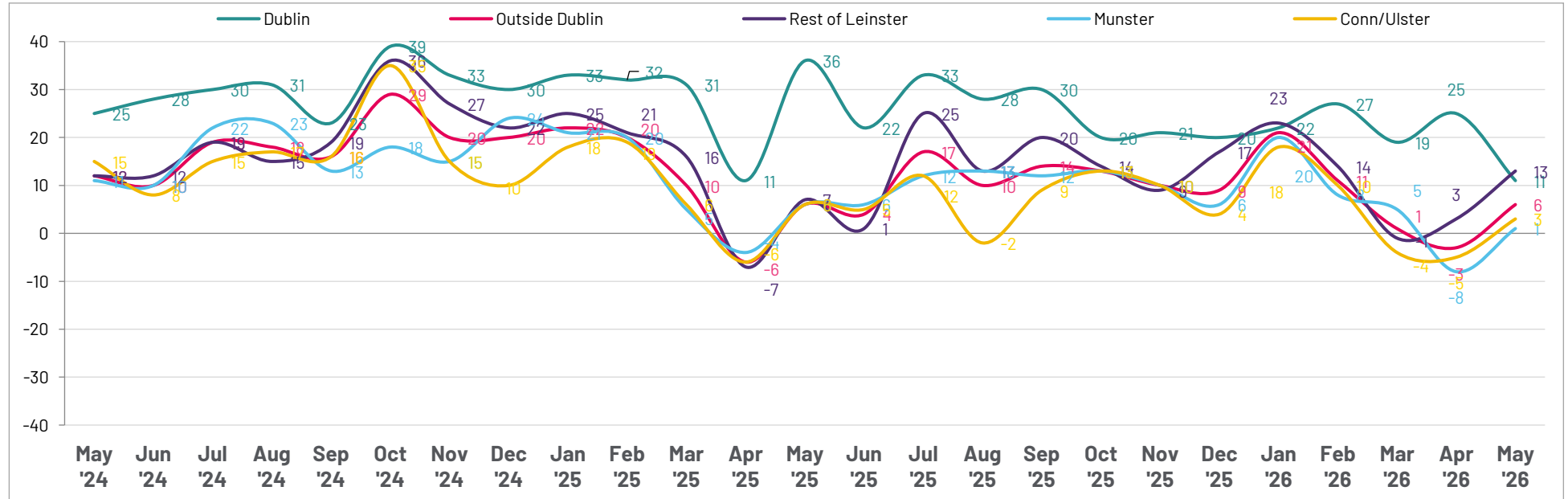
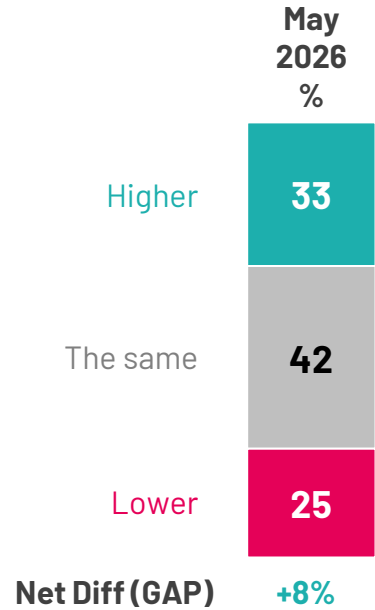


Those outside the capital are less upbeat about the next 12 months. Half of those aged 55+ expect their income will be less, yet they are most comfortable in their outlook. However, 33% of 16-34 year olds expect their income to increase.

Gap (%)	2022												2023												2024												2025												2026				
	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	Mar	Apr	May
	-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	-17	-19	-11	-5	-10	+4	-8	-3	-4	-8	-11	-25	-18	-19	-15	-15	-21	-21	-19	-19	-17	-20	-23	-25	-25

Anticipated asset growth over the next 12 months has stabilised in May.

Base: All Adults 16+



Dublin: +11%

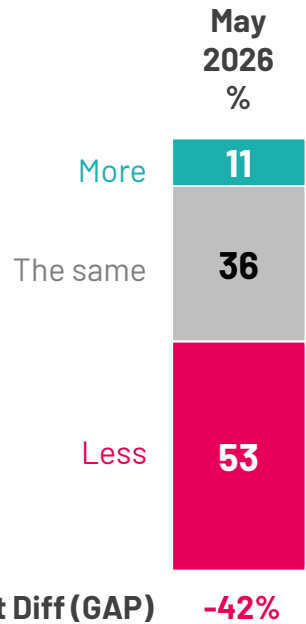
Outside Dublin: +6%



Males are significantly more upbeat for the year ahead in terms of anticipated asset appreciation (38%), along with those aged 16-34 (44%).

	2022												2023												2024												2025												2026				
	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	Mar	Apr	May
Gap (%)	+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	+6	+5	+8

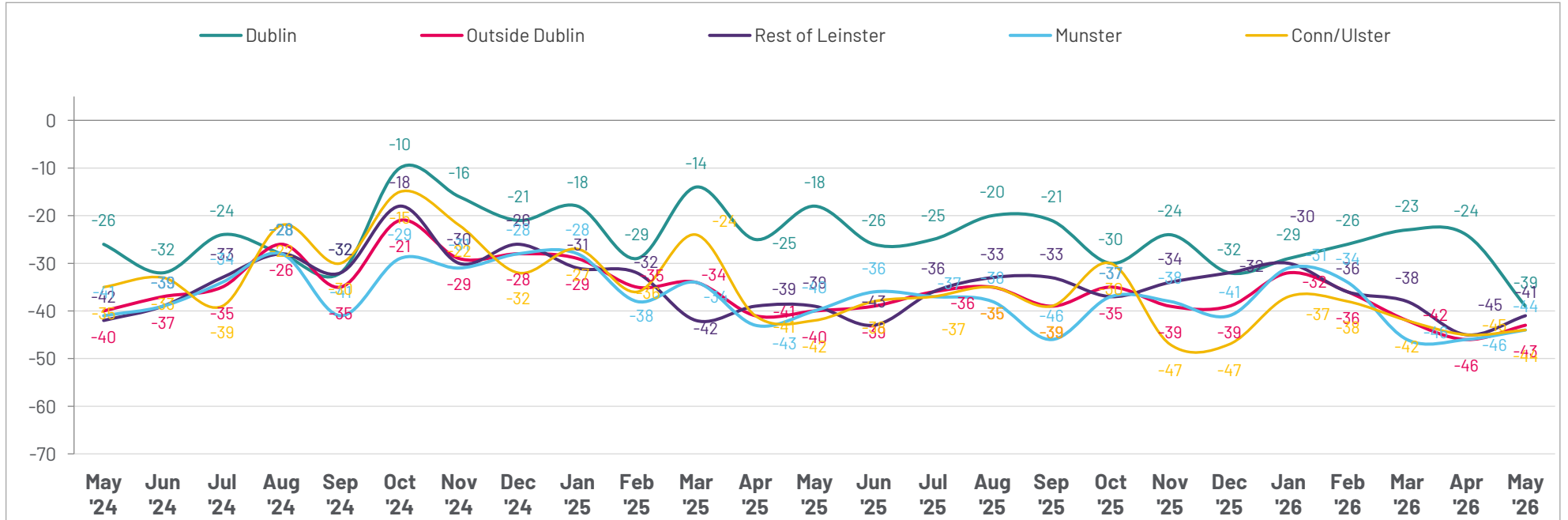
Over half expect to spend less in the coming year, with all regions coming together in their intentions.



Dublin: **-39%**
 Outside Dublin: **-43%**

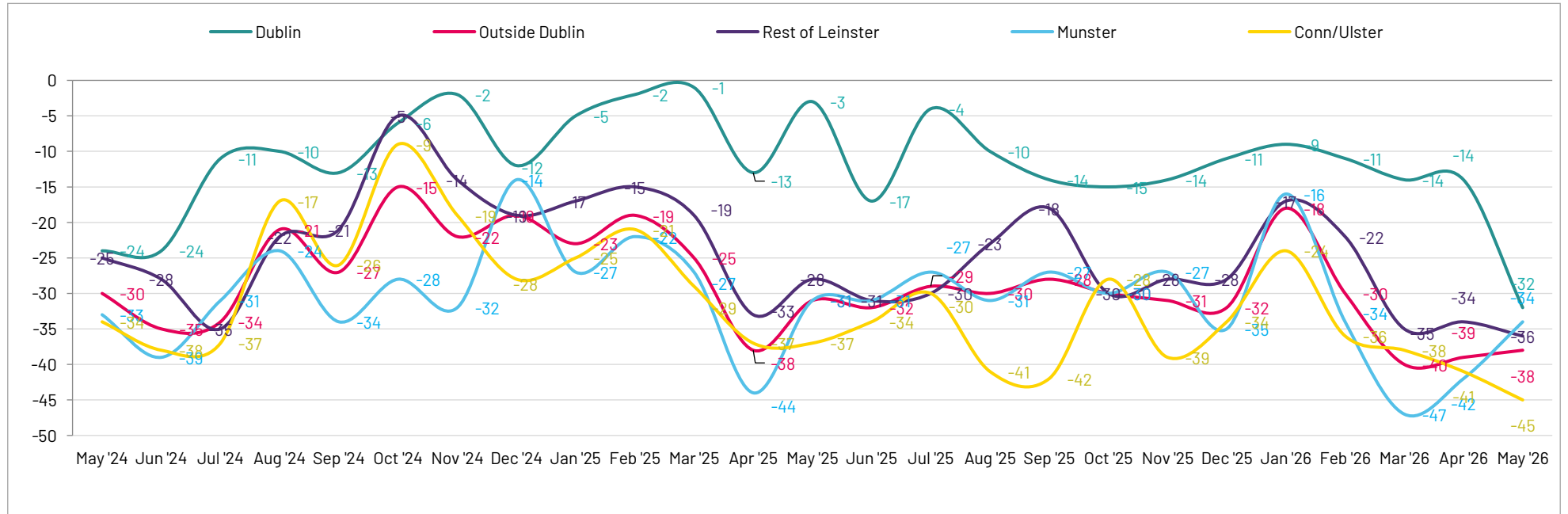
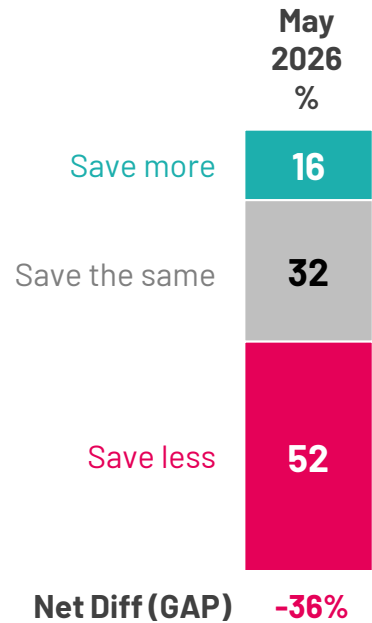


Spending intentions among those living in Dublin have pared back and are close to the National average.



Gap (%)	2022												2023												2024												2025												2026				
	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	Mar	Apr	May
	-19	-25	-35	-45	-37	-51	-48	-42	-61	-53	-47	-46	-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	-33	-37	-39	-42

Mirroring spending intentions, a similar proportion say they will save less, with just one in six planning to boost their savings over the year ahead.



Dublin: -32%
Outside Dublin: -38%



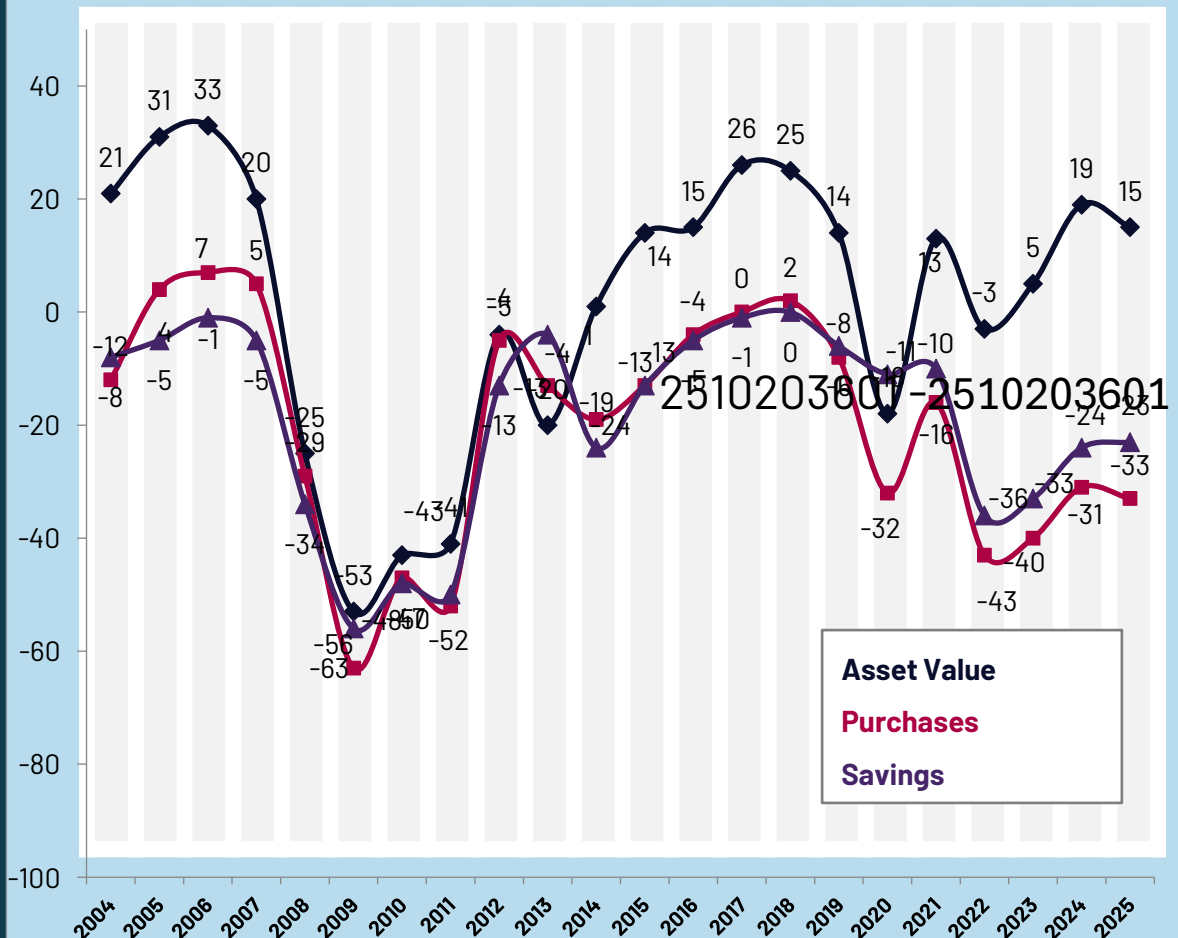
Those more likely to save **more** over the next 12 months are 16-34-year-olds (32%).

Gap (%)	2022												2023												2024												2025												2026				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	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	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jan	Feb	Mar	Apr	May	
	-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	-32	-36	

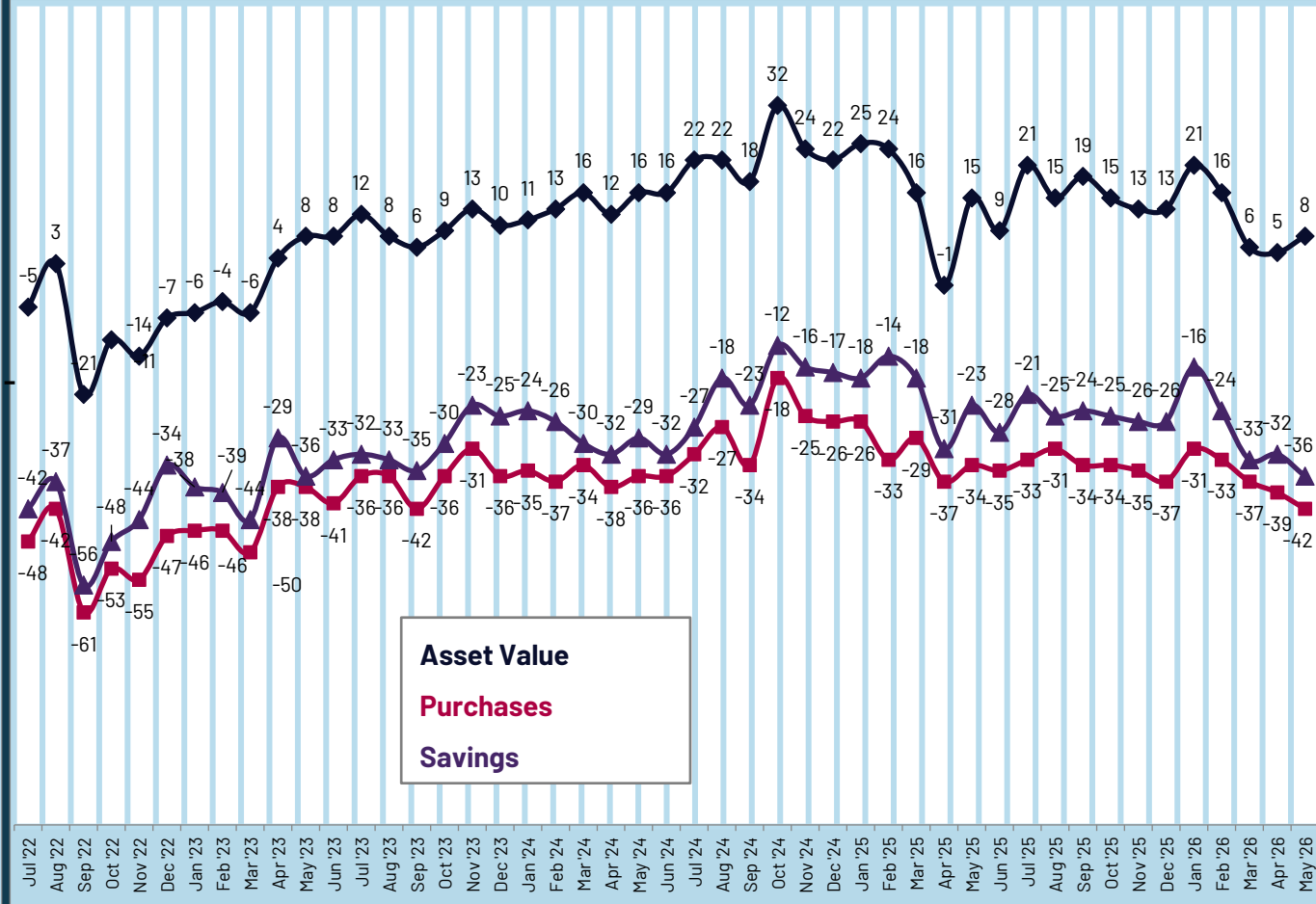
Balance Of Opinion in Summary – The Year Ahead

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?

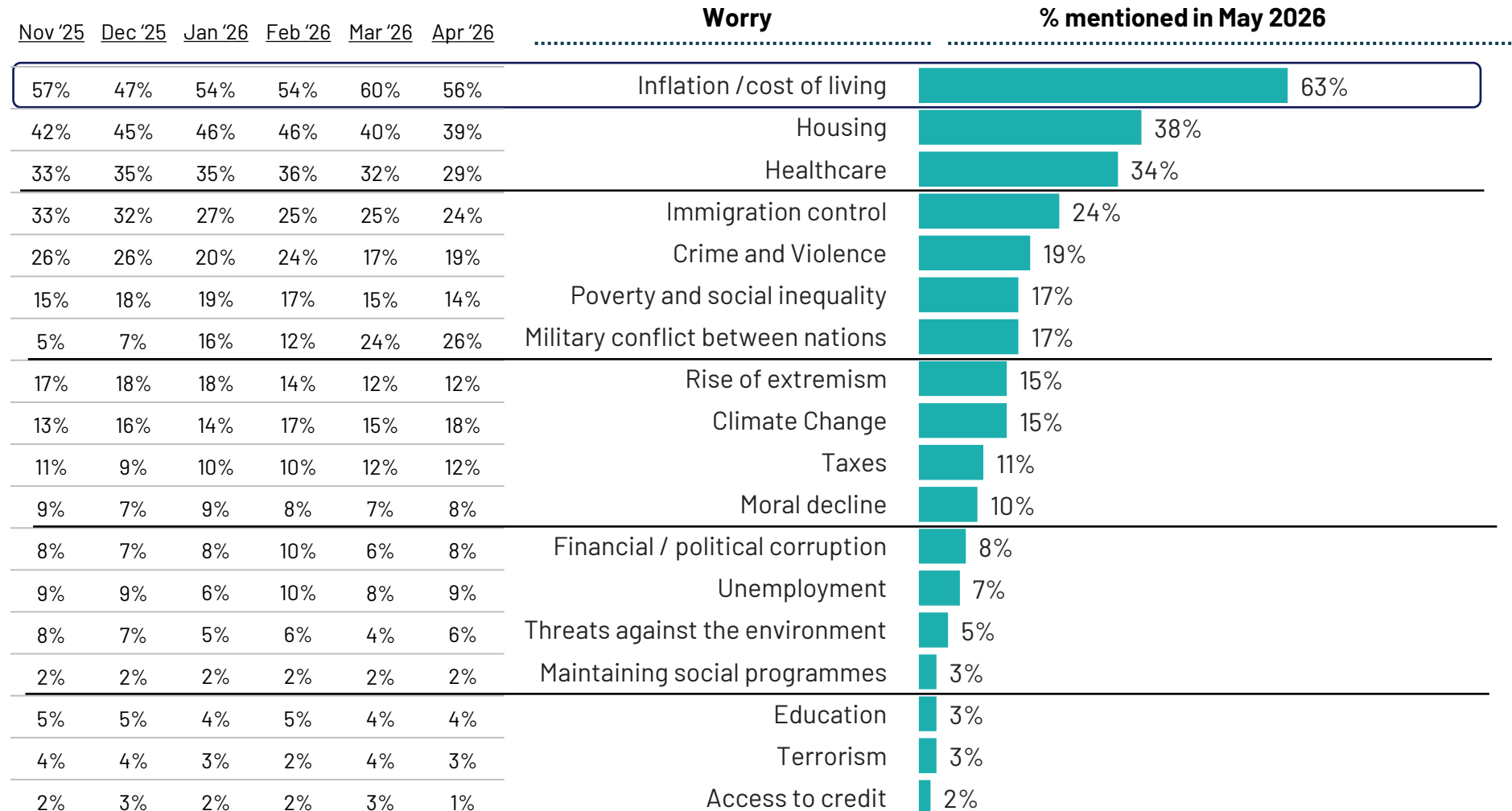
0.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

What worries Ireland?

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

Base: All adults 16+ N = 1,056

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



THANK YOU

NAME:

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