IPSOS B&A CONSUMER CONFIDENCE:

JUNE FINAL REPORT

10th July 2026

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INTRODUCTION

Introduction

1

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

2

Survey results are based on a sample of 1,169 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 29th May to the 10th June 2026.

About Ipsos B&A

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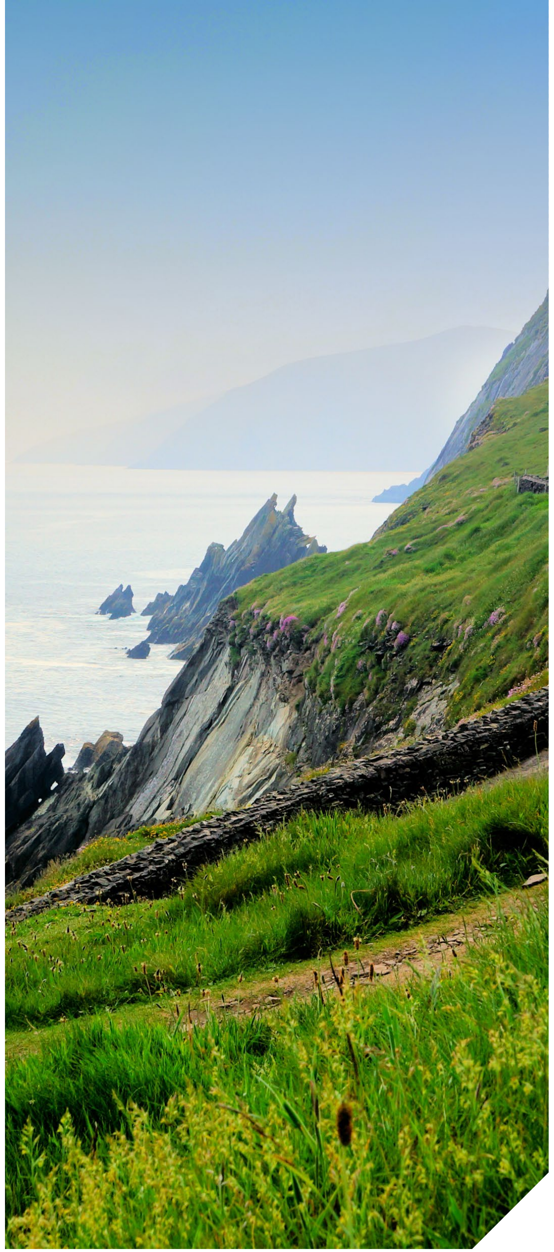
KEY HIGHLIGHTS



Have we weathered the worst of the Springtime Storm?

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 29th of May to the 10th June 2026.

Our fears, so apparent earlier on in the Spring, seem to have receded. While it is too early to say that we have turned a corner, there are tentative signs of green shoots.

Overall consumer confidence has **"improved"** to -59, compared to -61 in May (those feeling downbeat versus those feeling more upbeat). Contrast this with the -65 seen in April.

69% believe that the country will be **worse off** in the year ahead, with just one in ten expecting the country's economy to improve. While still underwhelming, we are moving in the right direction (75% felt that we would be worse off two months ago, and 71% last month).

Dubliners continue to be most upbeat. As seen previously, confidence is lowest among females and those over the age of 35. C2DEs are also less sanguine.

The proportion of households who claim to be **"coping"** with the rising prices stands at 61% (down two points). One in five say that they are struggling to some extent - we have seen that this proportion has remained stubbornly constant for many months.

Yet unemployment is at five per cent in June; a respectable statistic.

Just over one in five (21%) believe their personal disposable income will increase over the next 12 months, compared to 41% expecting it to **decline**.

Nearly half (49%) think they will **spend less** over the year ahead, versus just one in eight (13%) planning to **spend more**. 38% feel that their spending patterns will remain steady, thus leading to a net gap of -35 (an improvement from -42 on May).

In terms of savings, a similar proportion (47%) expect to **save less**, with just one in five (21%) planning to feather their nests.

In the past month, over half have either **cut back** on their day-to-day expenditure or have reviewed their monthly bills to identify where there are better deals available.

Interestingly, **anticipated asset growth** over the next 12 months has increased noticeably in June (+17 vs +8), driven by those living in the Capital

So, what worries Ireland most? The cost of living (58%) and housing (41%) are by far the most pressing issues.

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

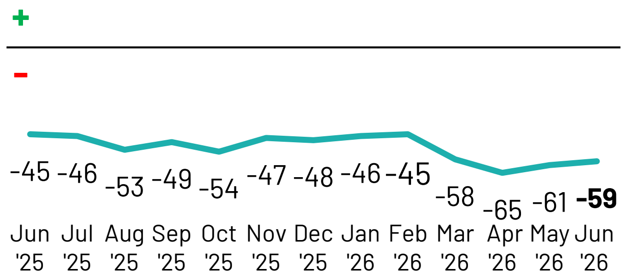
Confidence is calculated based on the NET Difference of positive and negative sentiment.

OVERALL CONFIDENCE
For the future

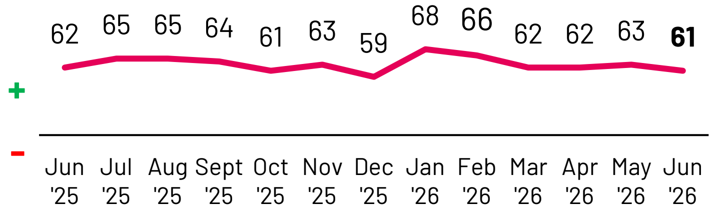
-59%

Two points better vs last month

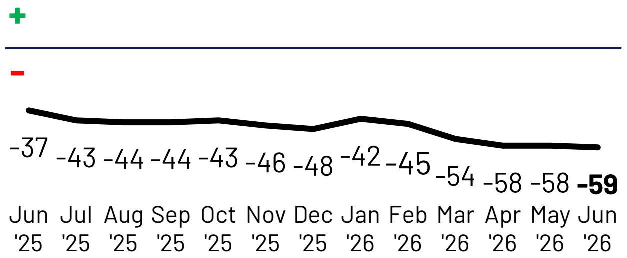
Overall confidence for the next 12 months



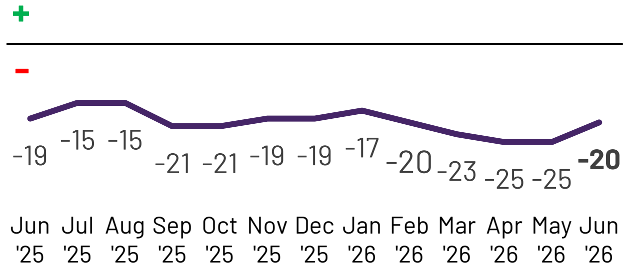
Ability to cope with rising prices for the next 12 months



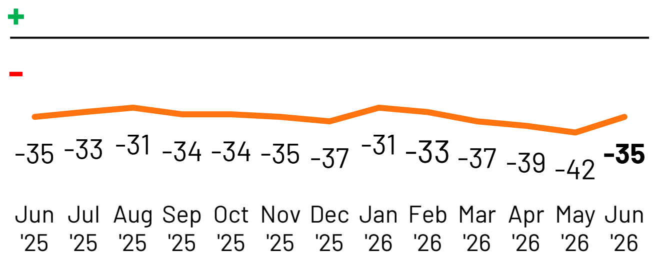
Are we better or worse off than this time last year?



Status of disposable income for the next 12 months



Spending intentions for the next 12 months



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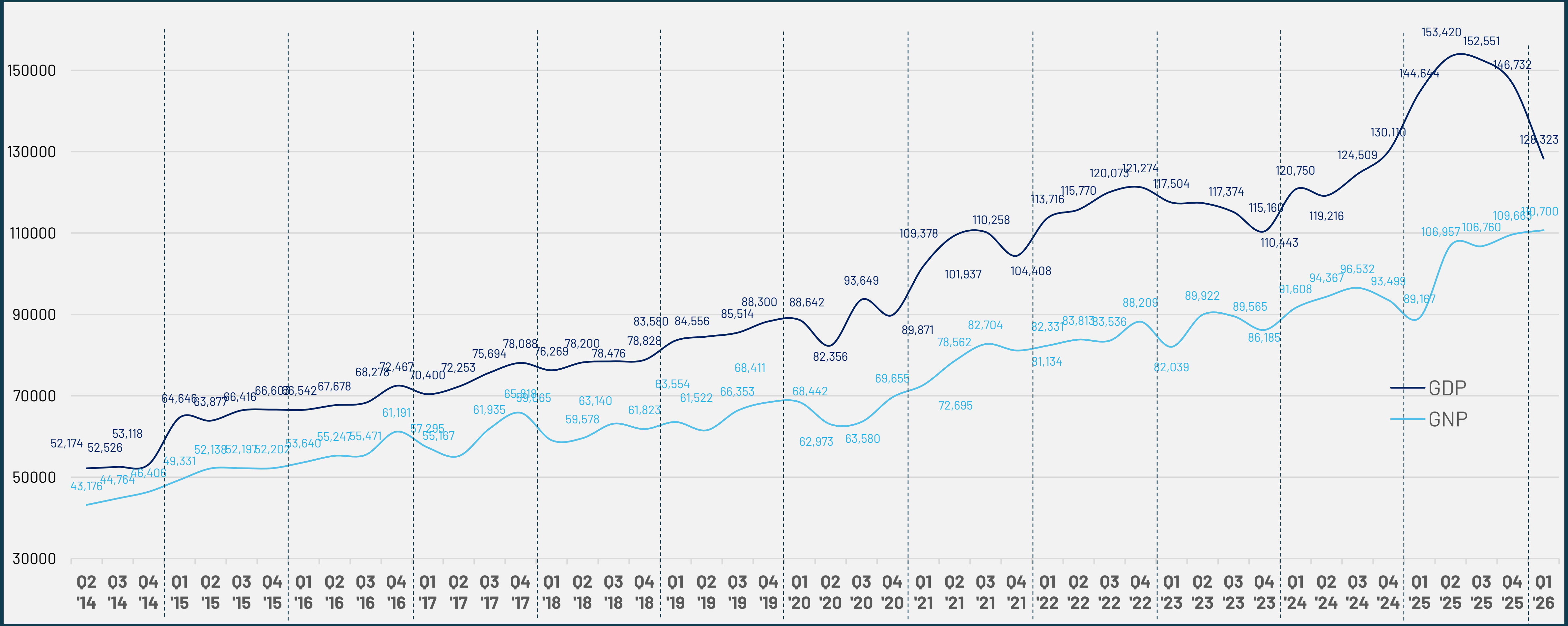
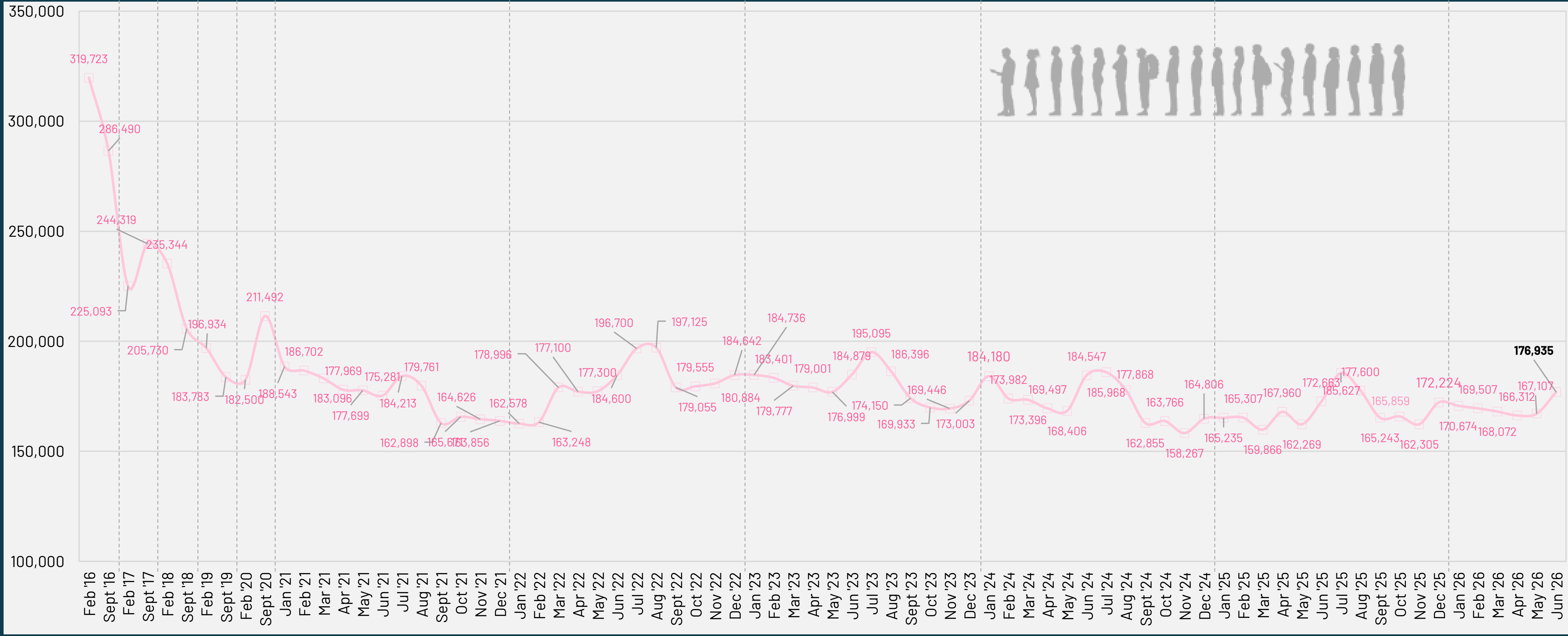
MACRO CONTEXT

The most recent CSO data indicates a further dip in GDP in Qtr. One 2026. The effects of the rush to circumnavigate tariffs in early 2025 is wearing off.



Source: www.CSO.ie *Quarterly National Accounts*

The unadjusted Live Register figures increased in June and now stands at nearly 177k. Year on year, the increase is over 4,000, but this should be seen in the context of a rising population.

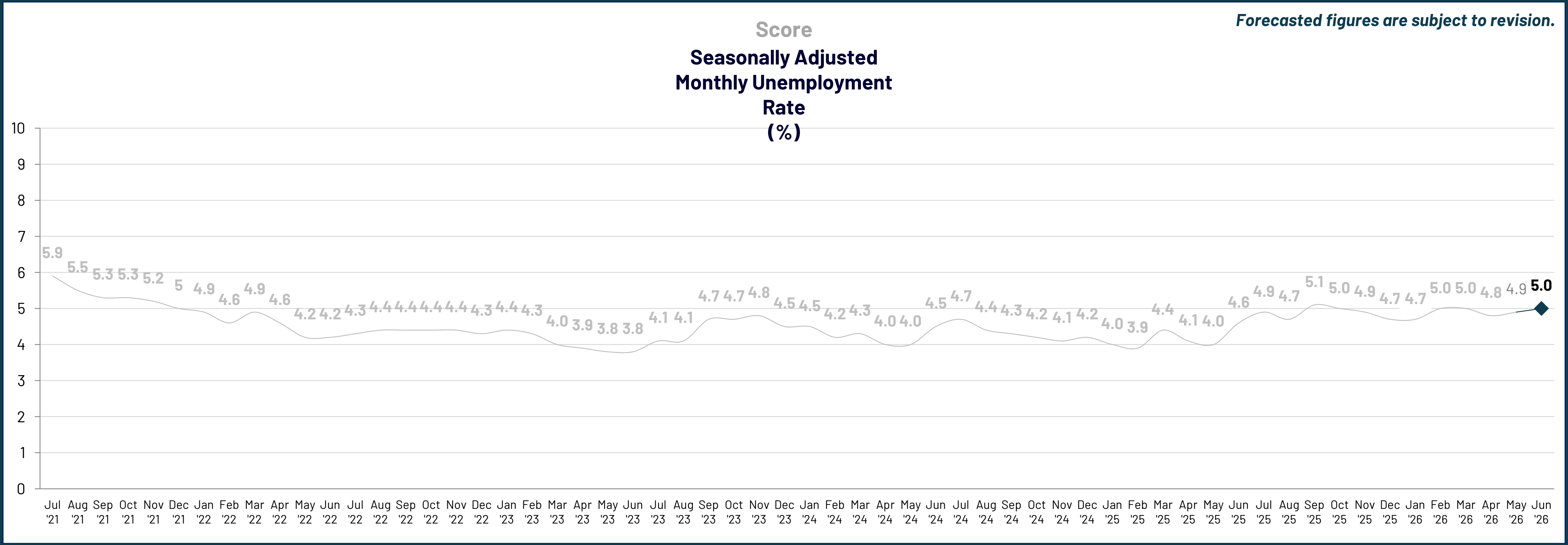


Source: www.CSO.ie Quarterly National Accounts

*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.

Estimated unemployment is now at five percent.

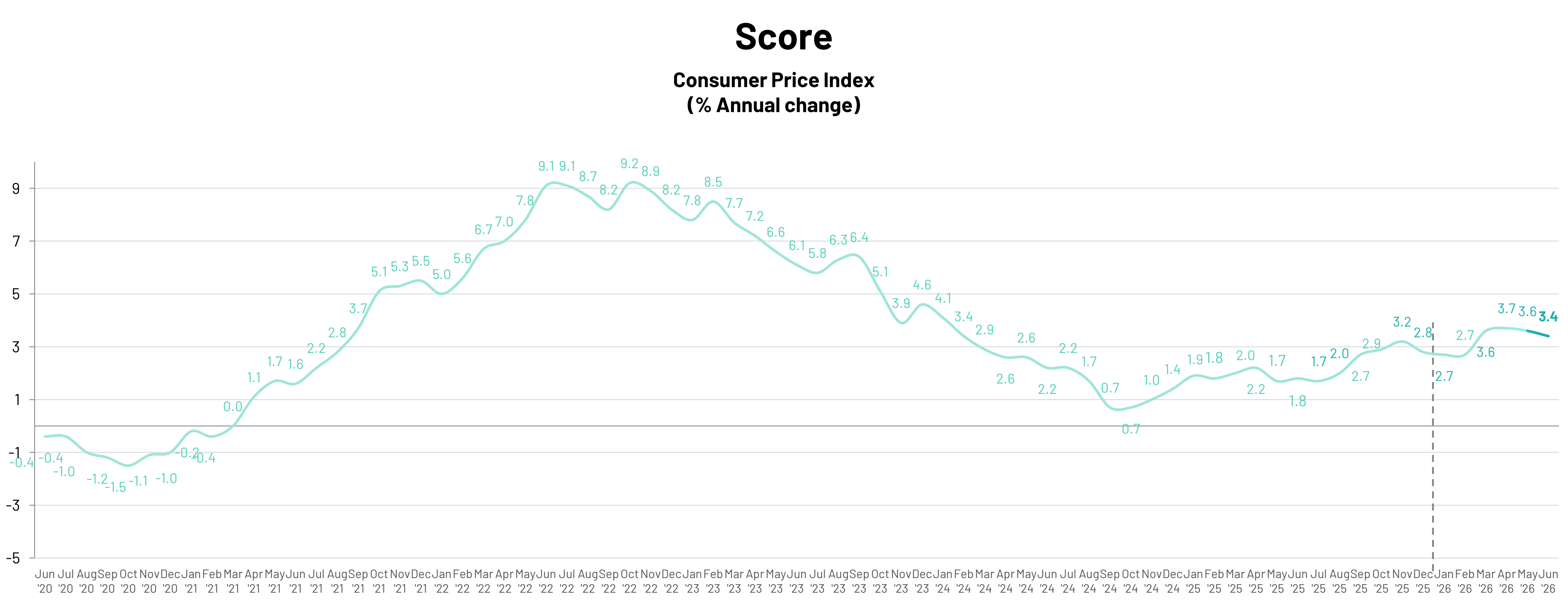
Seasonally Adjusted Monthly Unemployment Rate



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

The Consumer Price Index rose by 3.4% between June 2025 and June 2026, marginally down compared to last month.

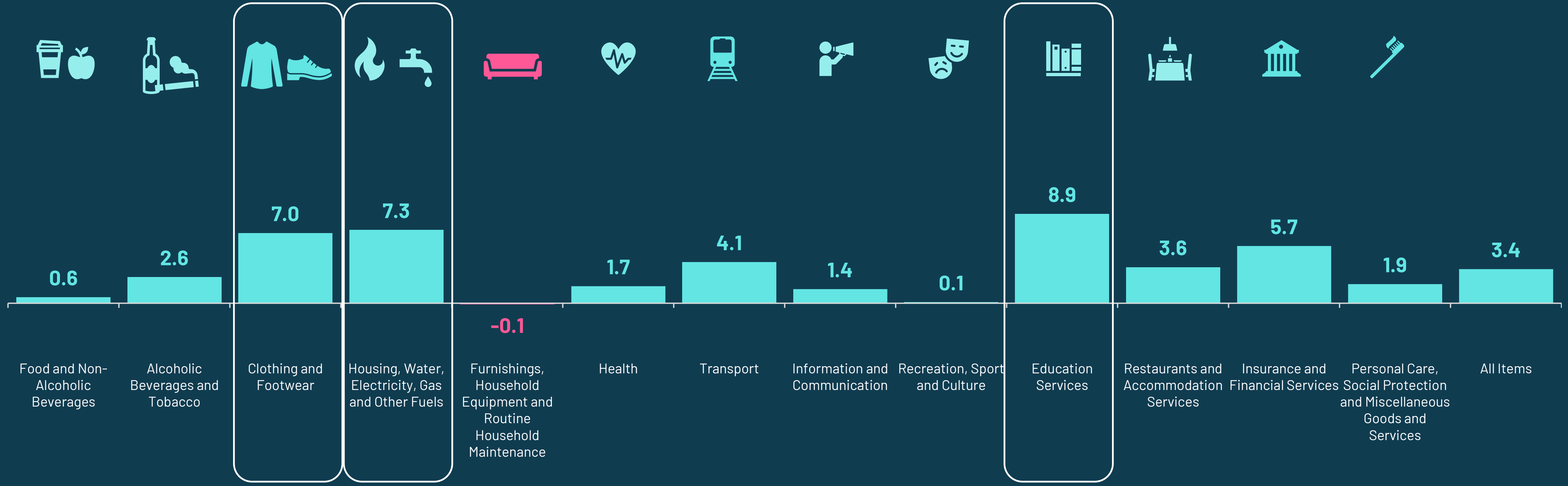
Consumer Price Index (% Annual change)



Source: www.CSO.ie Consumer Price Index (% Annual change)

Inflation is highest within *Education (+8.9%), Utilities and Fuels (7.3%) and* the *Clothing and Footwear sector (7%)* sector. *Furnishings, Household Equipment & Routine Household Maintenance (-0.1%) continues to be the* only division in negative territory.

Consumer Price Index by Sector (% Annual change)



We are being bombarded by mixed and cautionary fiscal messages.


THE IRISH TIMES

Business

'Staggering' Irish GDP slump pushes euro zone economy into reverse

Economists say Ireland's gross domestic product 'impossible' to predict because of cross-border flows from multinationals


RTÉ | 100

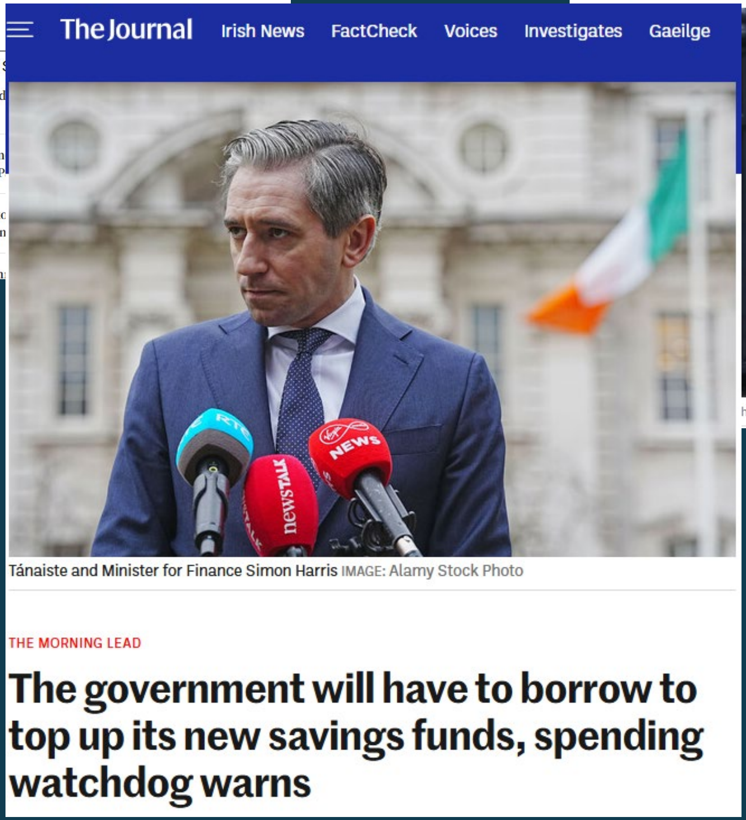
News Sport Entertainment Business Lifestyle Culture Gaeilge | Player TV Radio

News ▸ Business ▸ Agribusiness Focus On Inflation Business Of Climate Work Brexit Watch And Listen Markets Economy Analysis

Corporation tax up 9%, spending also increased

Updated / Friday, 5 Jun 2026 11:07

he first five months of this year €6.1 billion has been paid by large companies.


The Journal Irish News FactCheck Voices Investigates Gaeilge

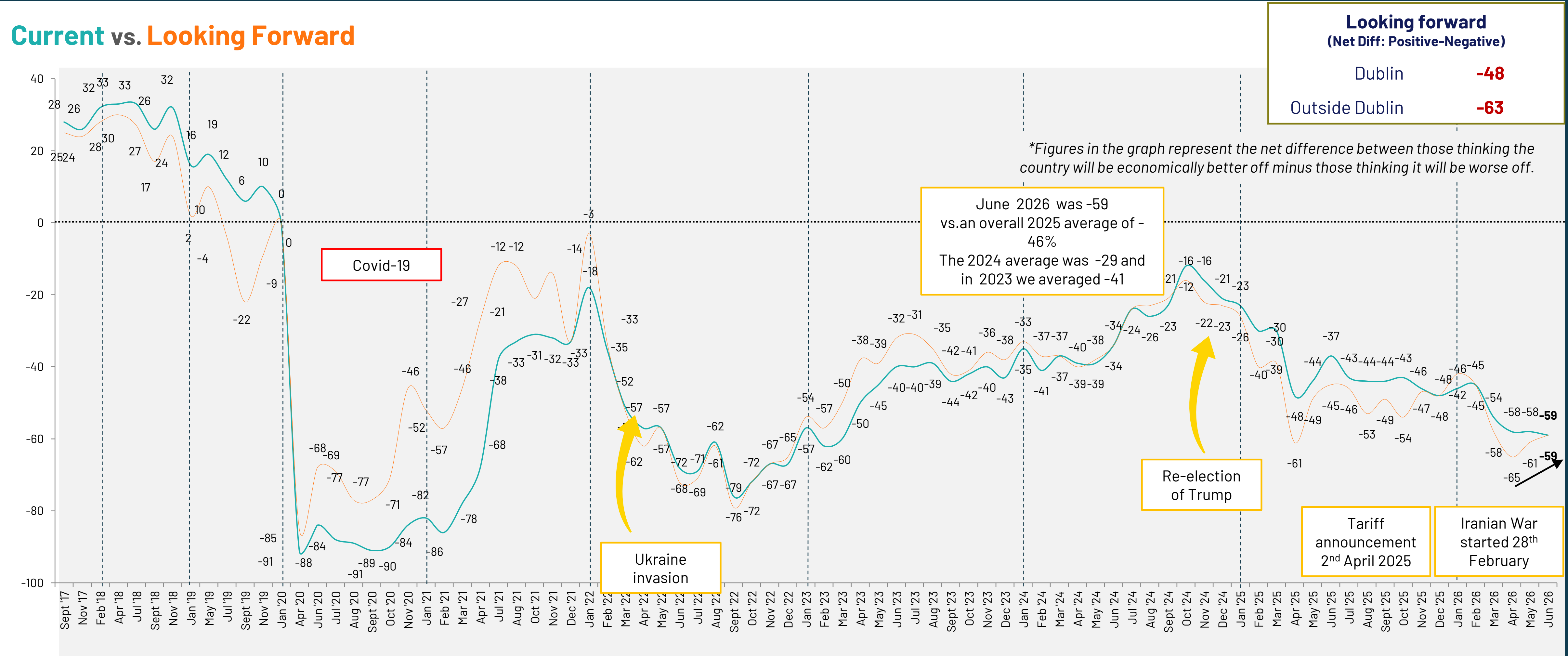
Tánaiste and Minister for Finance Simon Harris IMAGE: Alamy Stock Photo

THE MORNING LEAD

The government will have to borrow to top up its new savings funds, spending watchdog warns

CONSUMER CONFIDENCE FINDINGS

After the initial kneejerk reaction to the war in the Middle East in March, sentiment has become slightly more positive.



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, those aged 35+ and those living outside of Dublin are the most pessimistic in their outlook. Blue collar workers are also more gloomy.

NET DIFF	Total	Male	Female	16-34	35-54	55+	ABC1F	C2DE	Dublin	Outside Dublin	Irish	Non-Irish
	-59	-48	-69	-43	-65	-65	-55	-63	-48	-63	-59	-58
May "26	-61%	-55%	-68%	-40%	-69%	-72%	-61%	-62%	-52%	-65%	-63%	-55%
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%

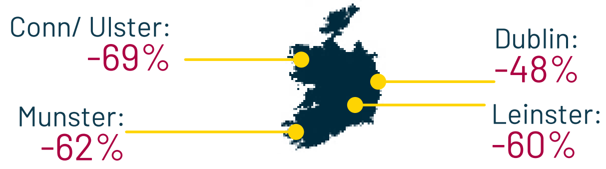
Base: All Adults 16+

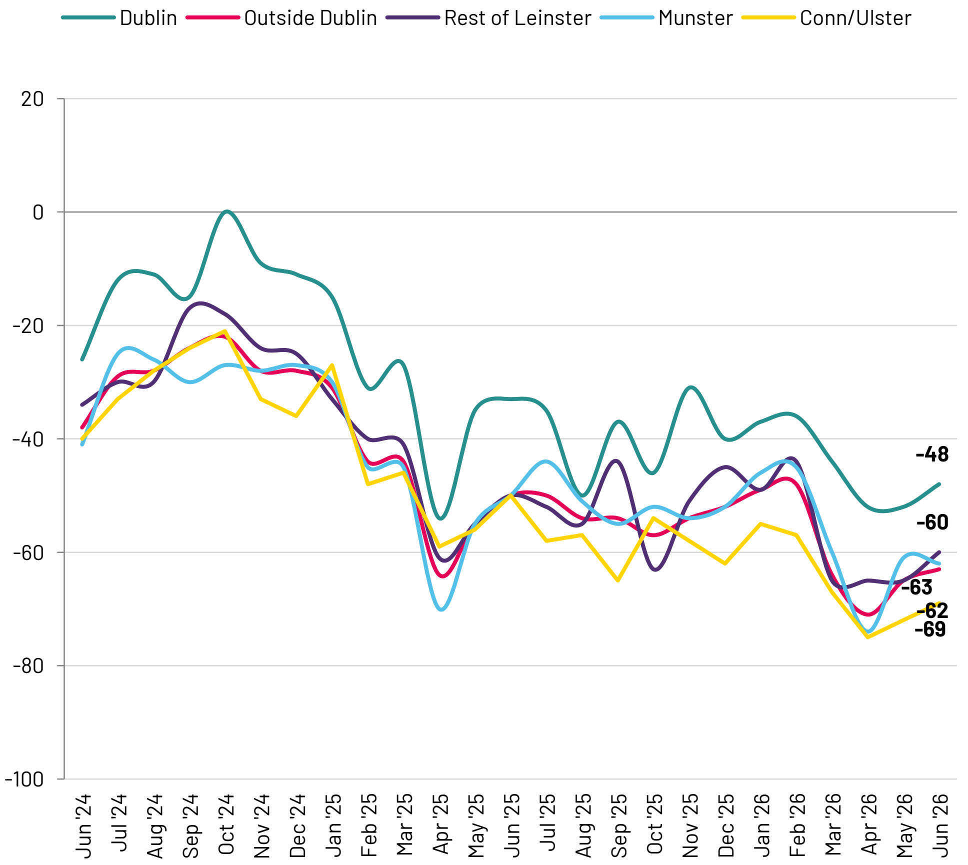
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Just one in ten are feeling positive, while nearly seven in ten are more downbeat about the year ahead (still an improvement of late).

	Looking Forward 2023							Looking Forward 2024												Looking Forward 2025												Looking Forward 2026					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dev	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Dublin	-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	-48
Outside Dublin	-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	-63

	2023								2024												2025												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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Better off	20	21	19	14	15	17	16	18	16	16	14	18	17	22	20	21	26	23	21	19	15	16	10	13	14	14	10	12	11	14	13	12	14	11	9	9	10
The same	28	28	27	30	28	29	30	31	31	31	31	27	31	32	37	37	32	32	35	35	29	29	19	24	27	27	27	27	24	25	26	29	27	20	16	20	21
Worse off	52	52	54	56	57	53	54	51	53	53	54	56	52	46	43	42	42	45	44	46	55	55	71	63	59	60	63	61	65	61	61	58	59	69	75	71	69
Net Diff (%)	-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	-59





	2023									2024												2025												2026					
	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
Better %	-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	-59

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?

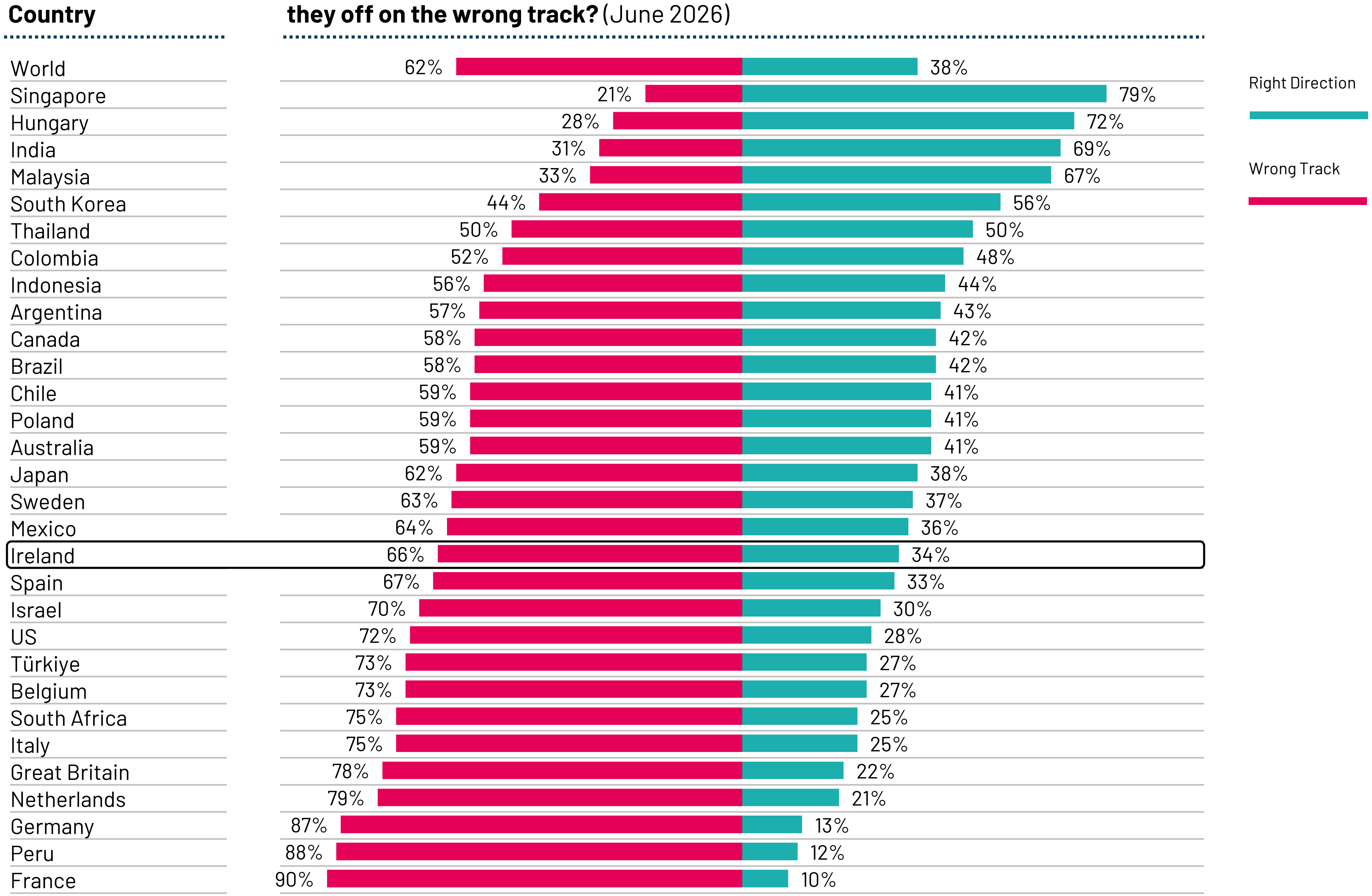
Right vs. Wrong Direction Monitor

We have slipped down the Global rankings in June but still fare second best in Europe (bar Poland) on this measure.

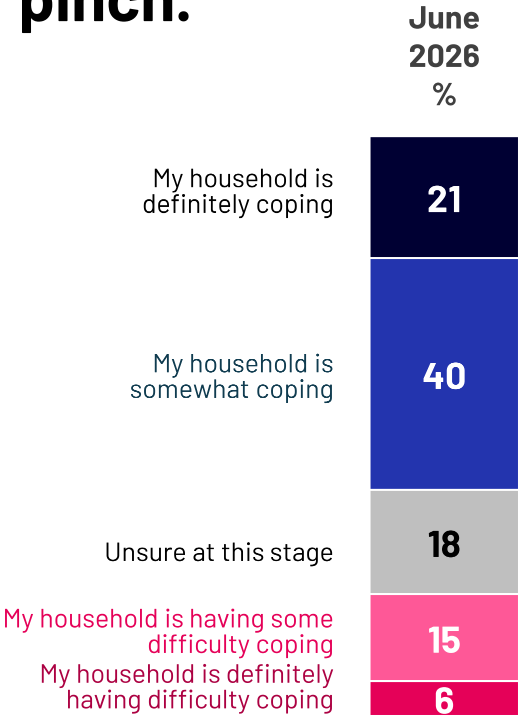
Base: Representative sample of 22,032 adults aged 16-74 in 30 participating countries, May 22nd 2026 - June 5th 2026.

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

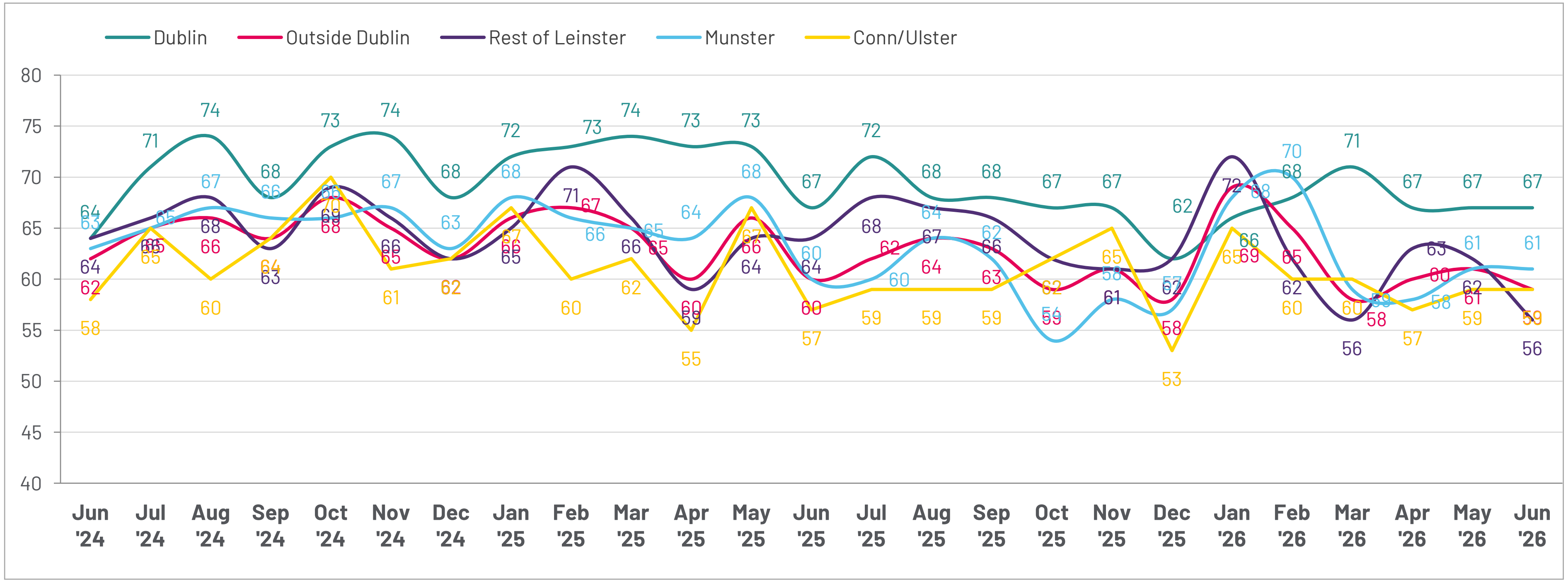
Q: Would you say things in this country are heading in the right direction, or are they off on the wrong track? (June 2026)

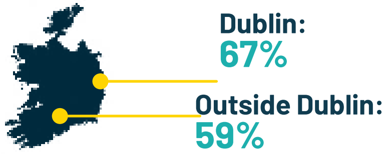


Over three in five (61%) feel they are coping with rising prices in June– relatively similar to last month. As before, there is a consistent cohort of households who are feeling the pinch.



Any Coping 61%





Males (66%), those aged 25-34 (69%) and ABC1s (66%) are significantly more likely to say that they are coping.

	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	Jun 26
ANY Coping (%)	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	61

Q.8a To what extent can your household cope with such rising prices, or not?

Actions taken last month

Over half have either cut back on their day-to-day expenditure or have reviewed their monthly bills to identify where there are better deals available.

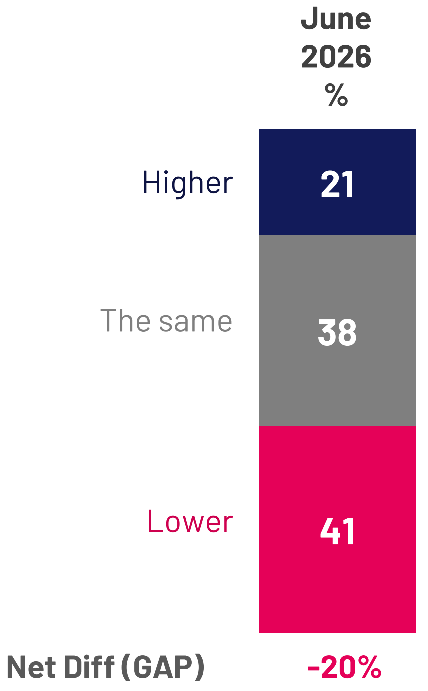
Base: All adults 16+ N = 1,169

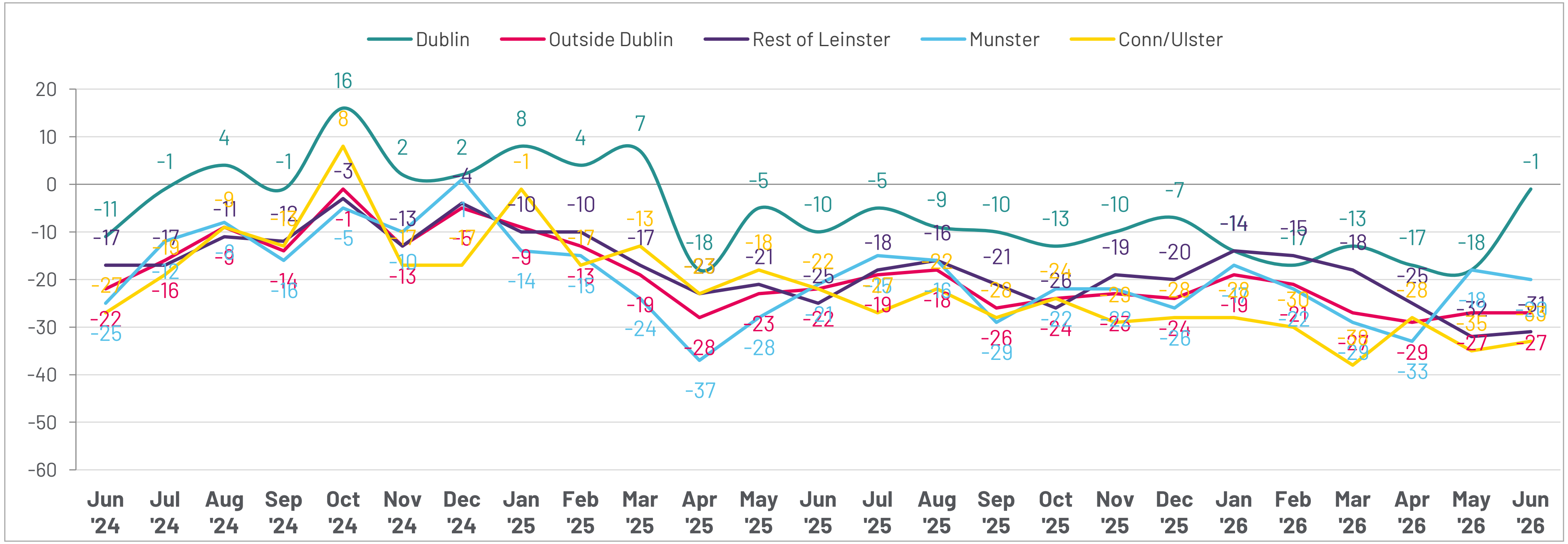
Q.13 Which, if any, of the following have you done in the past month?

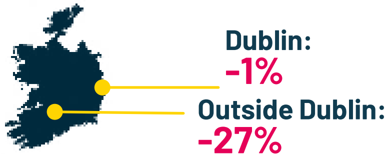
May	Action	% mentioned in June 2026
55%	Cut back on the amount you buy on a day-to-day basis (e.g. groceries, take away meals, clothing, etc.)	55%
51%	Reviewed your monthly bills for better deals (e.g. electricity, heating, mobile, TV, broadband, insurance, etc.)	54%
34%	Cancelled or downgraded some of your subscription/streaming services (e.g. Netflix, Spotify, Disney+, PlayStation Plus, etc.)	38%
31%	Postponed a planned big purchase due to your financial situation (e.g. car, furniture, kitchen appliances, etc.)	31%
31%	Decided to cut back on the number of holidays you go on for the year ahead	30%
18%	Paid for something using a credit card/loan that I would normally pay for using money I already have	18%
16%	Considered leaving Ireland for better quality of life/work	14%
13%	None of the above	11%

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 65+ expect their income will be less. Conversely, 33% of 25-34-year-olds expect their income to increase.

	2022										
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-16	-25	-27	-26	-35	-34	-29	-44	-32	-35	-29

	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-23	-29	-28	-15	-21	-24	-18	-19	-21	-12	-9	-16

	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-12	-9	-14	-17	-17	-19	-11	-5	-10	+4	-8	-3

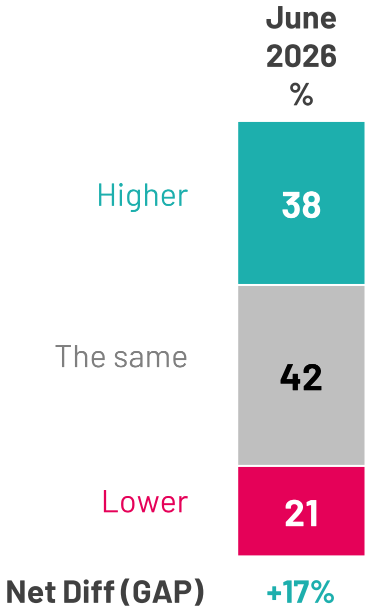
	2025											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-4	-8	-11	-25	-18	-19	-15	-15	-21	-21	-19	-19

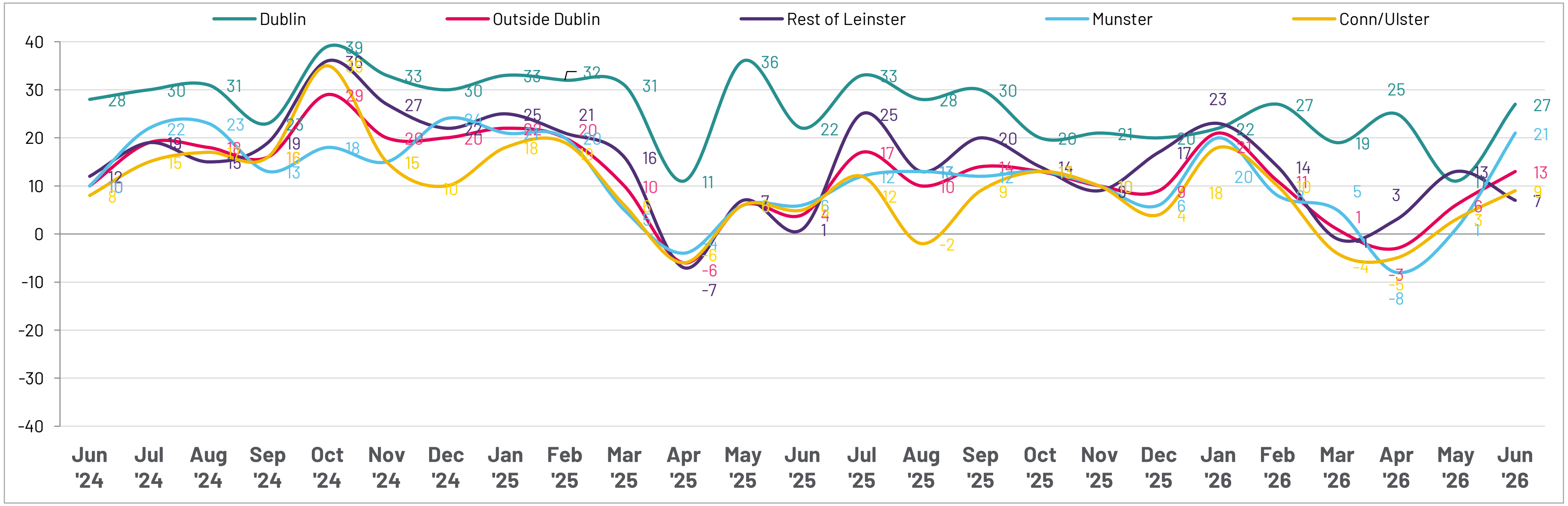
	2026					
	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	-17	-20	-23	-25	-25	-20

? Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Anticipated asset growth over the next 12 months has increased noticeably in June, driven by those living in the Capital.

Base: All Adults 16+





Dublin:
+27%

Outside Dublin:
+13%

Males are significantly more upbeat for the year ahead in terms of anticipated asset appreciation (45%), along with those aged 16-34 (45%) and ABC1s (43%).

	2022										
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	+13	-2	+2	+4	-14	-5	+3	-21	-11	-14	-7

	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-6	-4	-6	+4	+8	+8	+12	+8	+6	+9	+13	+10

	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	+11	+13	+16	+12	+16	+16	+22	+22	+18	+32	+24	+22

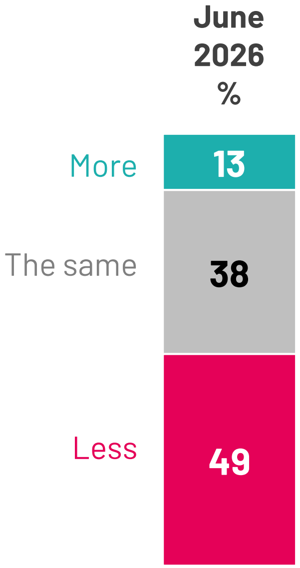
	2025											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	+25	+24	+16	-1	+15	+9	+21	+15	+19	+15	+13	+13

	2026					
	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	+21	+16	+6	+5	+8	+17

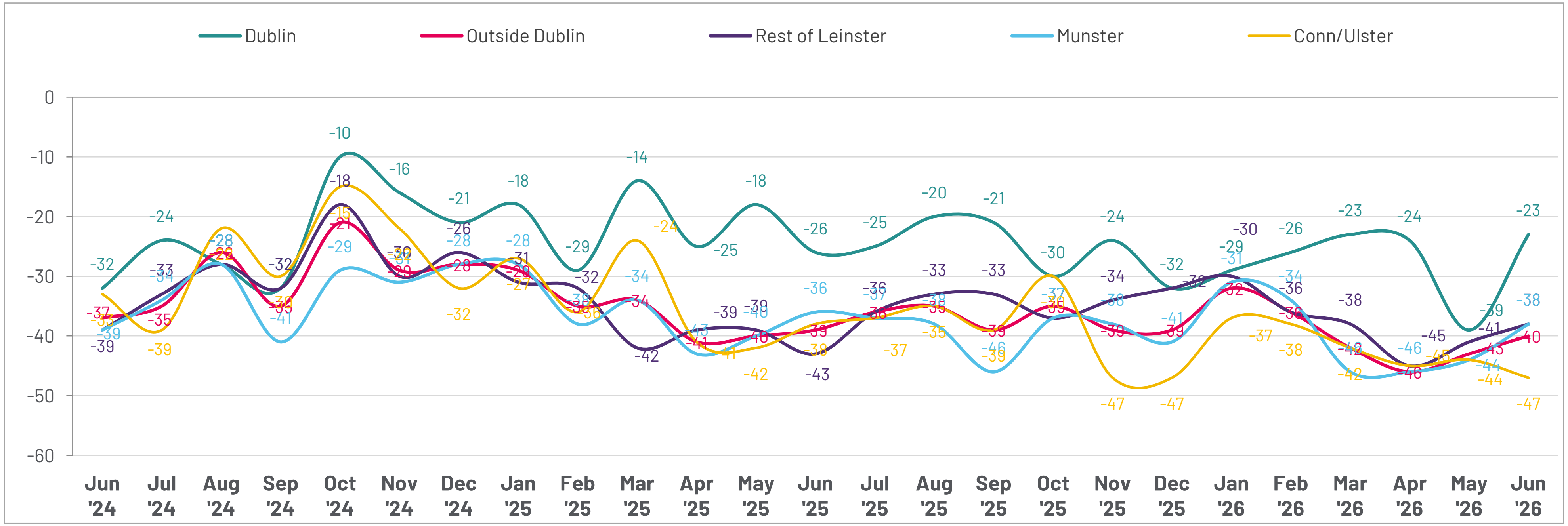
Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Nearly half expect to spend less in the coming year.

Base: All Adults 16+



Net Diff (GAP) **-35%**



Dublin: **-23%**

Outside Dublin: **-40%**

BUY

Spending intentions among those living in Dublin are ahead of the National average. Over one in four (26%) of 16-24-year-olds plans to spend **more** in the next 12 months.

	2022										
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-25	-35	-45	-37	-51	-48	-42	-61	-53	-55	-47

	2023											
	Jan	Feb	Mar	Apr	May	Jul	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-46	-46	-50	-38	-38	-41	-36	-36	-42	-36	-31	-36

	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-35	-37	-34	-38	-36	-36	-32	-27	-34	-18	-25	-26

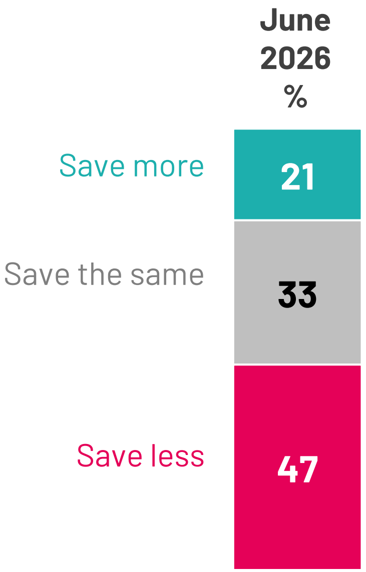
	2025											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-26	-33	-29	-37	-34	-35	-33	-31	-34	-34	-35	-37

	2026					
	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	-31	-33	-37	-39	-42	-35

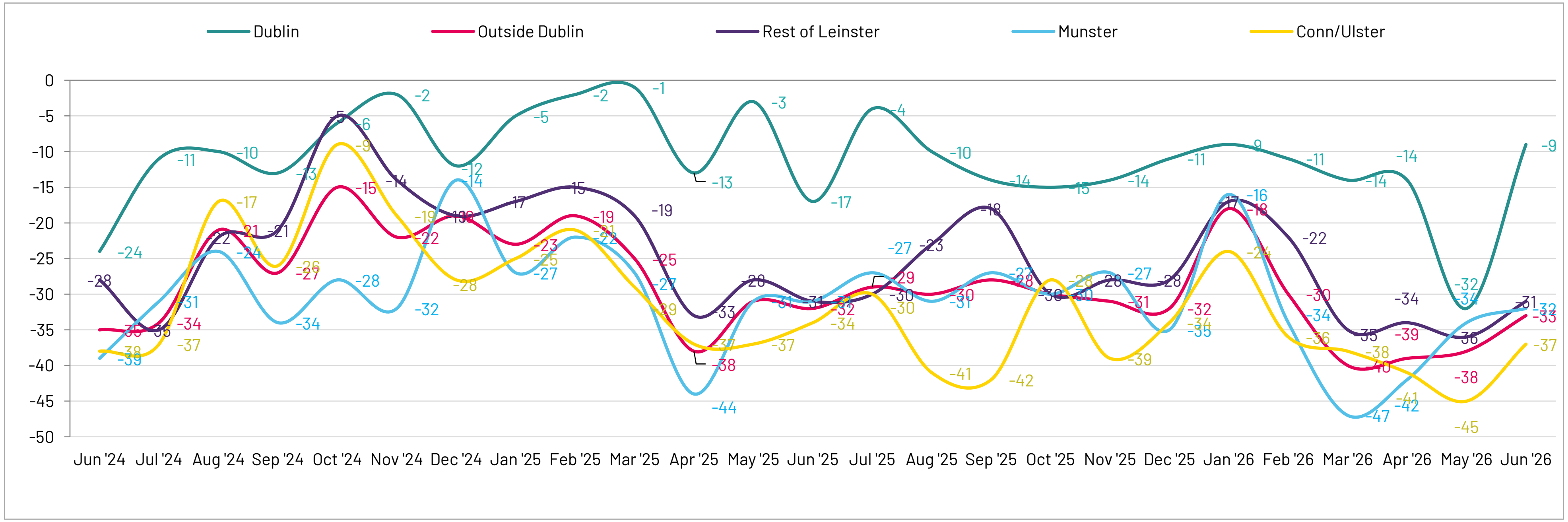
Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Reflecting this cautiousness, a similar proportion say they will save less, with just one in five planning to boost their savings over the year ahead.

Base: All Adults 16+



Net Diff (GAP) **-26%**



Dublin:
-9%

Outside Dublin:
-33%

Those more likely to save **more** over the next 12 months are 16-34-year-olds (38%) and Dubliners (29%).

	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-12	-18	-31	-32	-34	-44	-42	-37	-56	-48	-44	-34

	2023											
	Jan	Feb	Mar	Apr	My	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-38	-39	-44	-29	-36	-33	-32	-33	-35	-30	-23	-25

	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Gap (%)	-24	-26	-30	-32	-29	-32	-27	-18	-23	-12	-16	-17

	2025										
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Gap (%)	-18	-14	-18	-31	-23	-28	-21	-25	-24	-25	-26

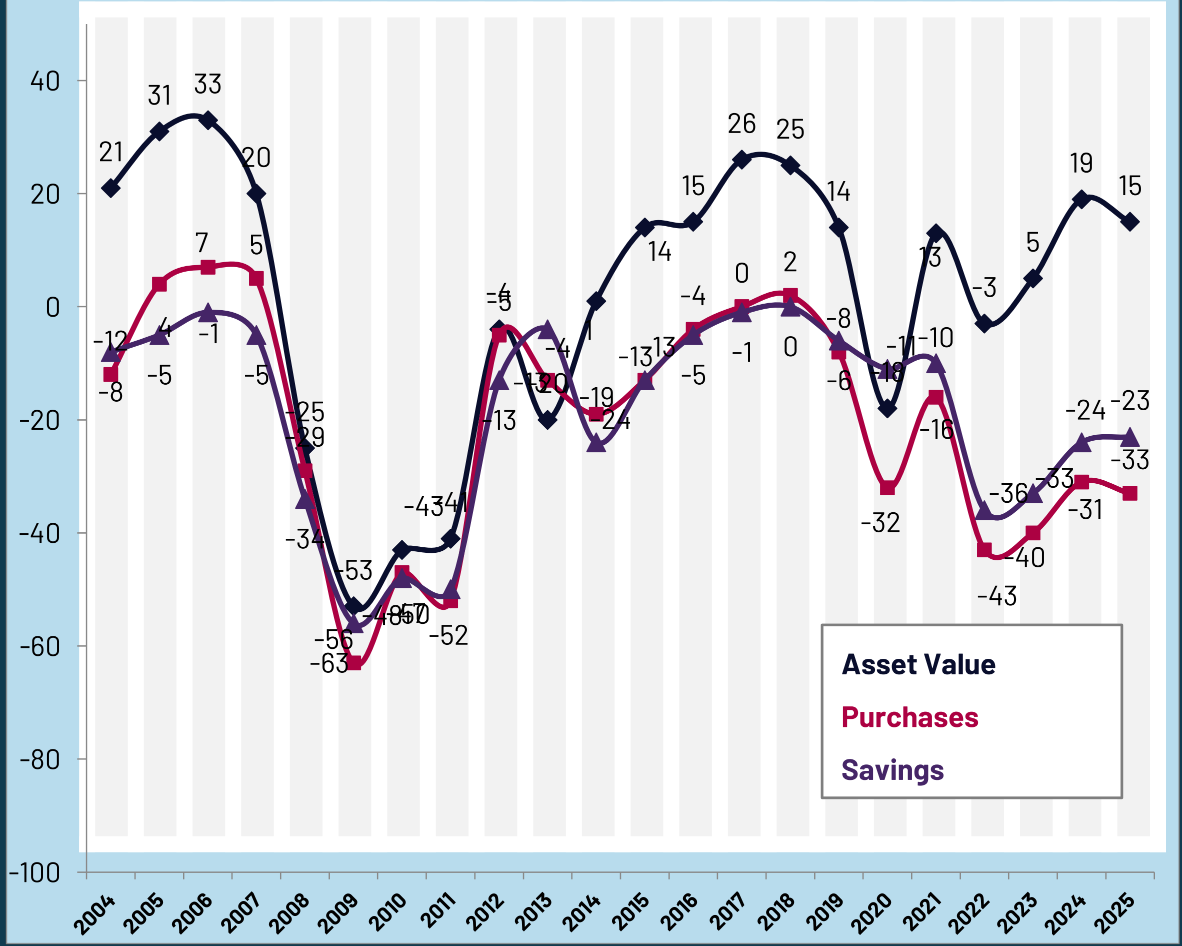
	2026					
	Jan	Feb	Mar	Apr	May	Jun
Gap (%)	-26	-16	-24	-32	-36	-26

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

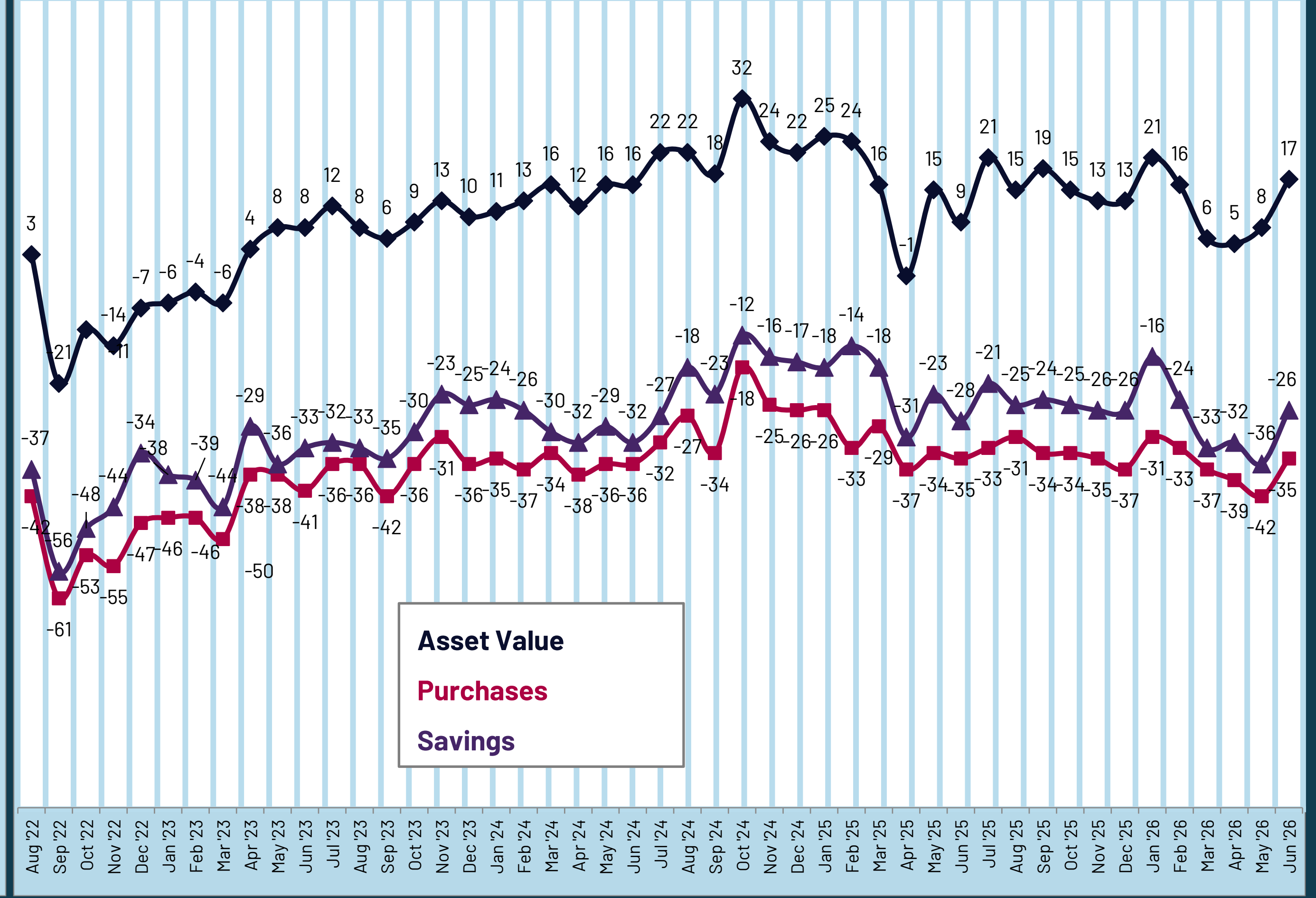
Balance Of Opinion in Summary – The Year Ahead

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 Ireland?

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

Healthcare and Immigration are also prominent.

Base: All adults 16+ N = 1,169

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

Dec '25	Jan '26	Feb '26	Mar '26	Apr '26	May '26	Worry	% mentioned in June 2026
47%	54%	54%	60%	56%	63%	Inflation / cost of living	58%
45%	46%	46%	40%	39%	38%	Housing	41%
35%	35%	36%	32%	29%	34%	Healthcare	31%
32%	27%	25%	25%	24%	24%	Immigration control	31%
26%	20%	24%	17%	19%	19%	Crime and Violence	27%
18%	18%	14%	12%	12%	15%	Poverty and social inequality	17%
16%	14%	17%	15%	18%	15%	Military conflict between nations	17%
18%	19%	17%	15%	14%	17%	Rise of extremism	13%
7%	16%	12%	24%	26%	17%	Climate Change	12%
9%	10%	10%	12%	12%	11%	Taxes	10%
7%	9%	8%	7%	8%	10%	Moral decline	8%
9%	6%	10%	8%	9%	7%	Financial / political corruption	8%
7%	8%	10%	6%	8%	8%	Unemployment	6%
7%	5%	6%	4%	6%	5%	Threats against the environment	5%
5%	4%	5%	4%	4%	3%	Maintaining social programmes	3%
4%	3%	2%	4%	3%	3%	Education	3%
2%	2%	2%	2%	2%	3%	Terrorism	2%
3%	2%	2%	3%	1%	2%	Access to credit	1%

THANK YOU

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