IPSOS B&A CONSUMER CONFIDENCE

August 2026

Prepared by:
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Jimmy Larsen

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INTRODUCTION

Introduction

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

2 Survey results are based on a sample of 1,029 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 24th July to the 5th of August 2026.

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KEY HIGHLIGHTS

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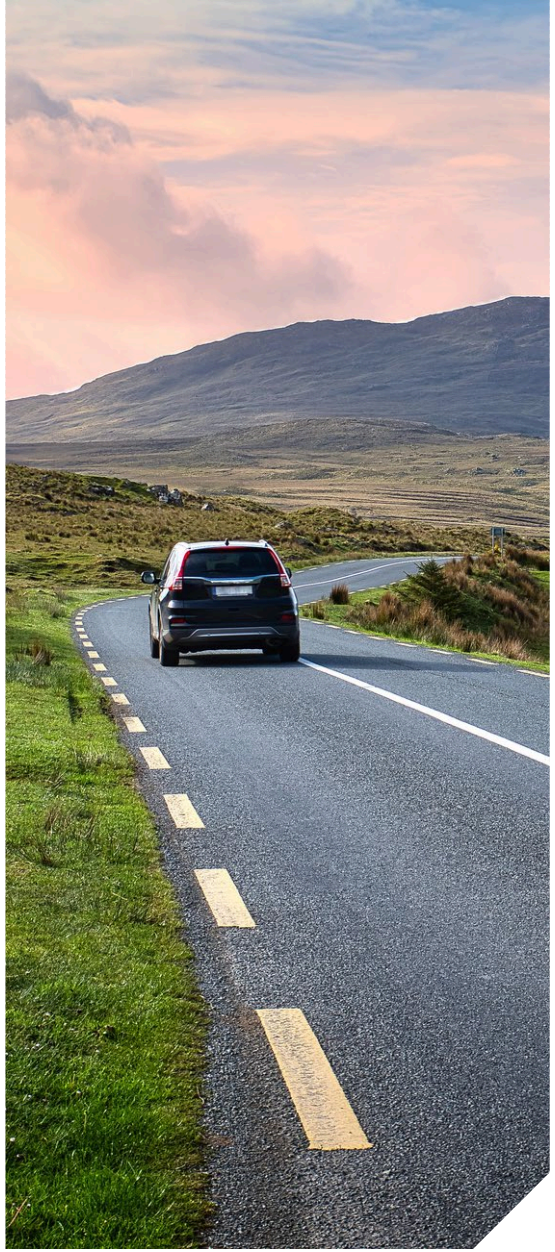


Have we reached a level of anxious stability?

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 24th July to 5th August 2026.

Overall consumer confidence has improved marginally, from -52 in July to -51 in August (those feeling pessimistic versus those feeling more upbeat). This compares with the low point of -65 in April.

That said, we are still very much in the doldrums, but at least we have recovered somewhat from the springtime.

62% believe that the country will be **worse off** in the year ahead while just 11 percent expect the economy to improve. However, negativity has trended downwards for the fourth month in a row.

Dubliners continue to be most positive. As seen previously, confidence is lowest among females. The middle-aged cohort (35-54) are also more downbeat. Interestingly, the gap between ABC1s and C2DEs has narrowed.

The proportion of households who claim to be **"coping"** with the rising prices stands at 64% (down one point since July). A consistent one in five say that they are struggling to some extent.

Just over one in five (22%) feel their disposable income will improve this year, but this is eclipsed by the 42% who feel that their income will drop.

Just over half (51%) think they will **spend less** over the year ahead, versus just one in eight (12%) planning to **spend more**, leading to a net gap of -39; A dis-improvement of three points since July.

In terms of savings, 46% expect to **save less**, with a fifth planning to keep more money aside. Again, the net gap (-26) closely matches July results, when the net gap was -24.

Anticipated asset growth over the next 12 months has stabilised in August, driven by those living in Dublin – overall there is a positive score of +18, with Dublin residents standing at +32, versus +13 outside the capital.

So, what worries Ireland most? The cost-of-living continues to be the most pressing concern (60%, up five points), followed by housing (42%). Immigration and Healthcare are also notable concerns, with 30% and 29% voicing their concerns respectively on these issues.

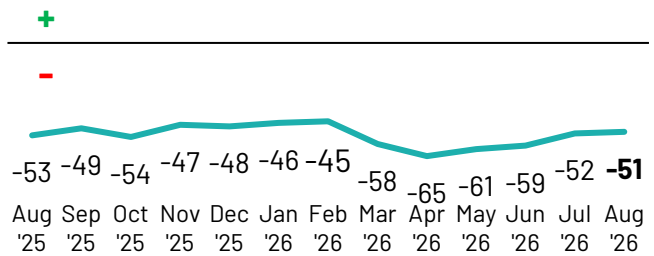
Ipsos B&A Consumer Confidence | A snapshot of the nation – August 2026

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

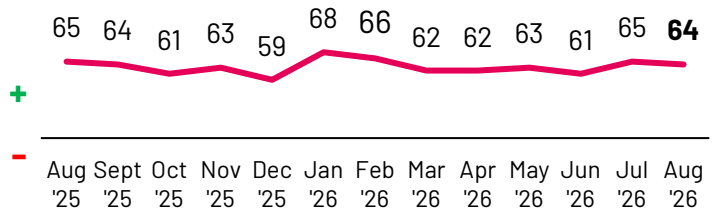
OVERALL CONFIDENCE
For the future

-51%
One point better
vs last month

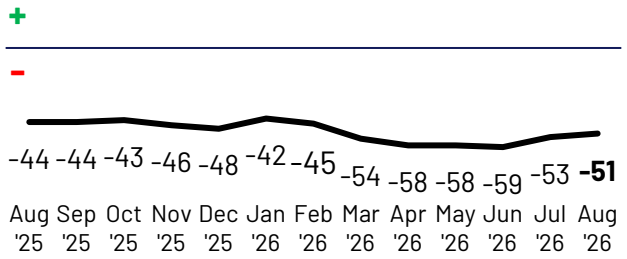
Overall confidence for the next 12 months



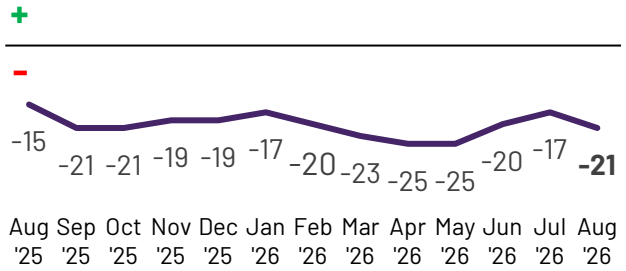
Ability to cope with rising prices for the next 12 months



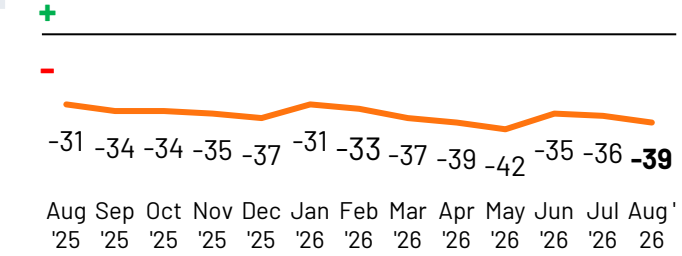
Are we better or worse off than this time last year?



Status of disposable income for the next 12 months



Spending intentions for the next 12 months



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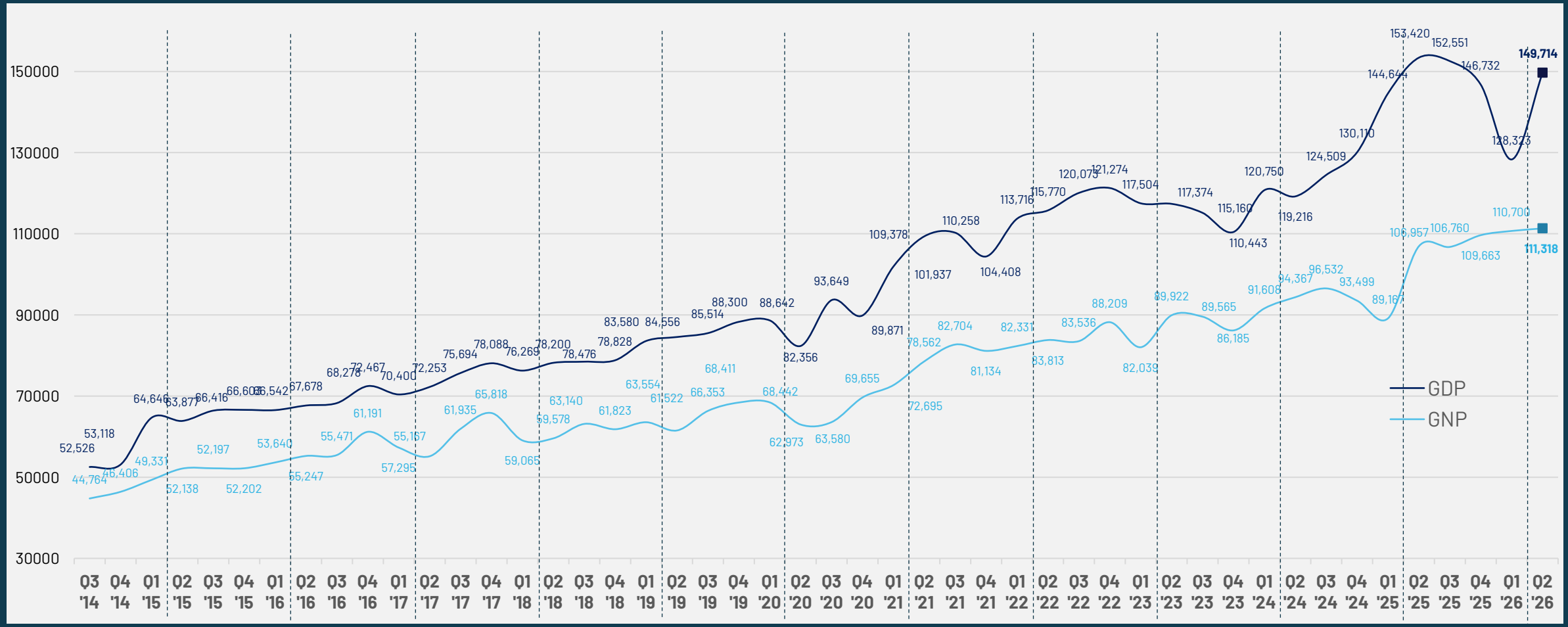
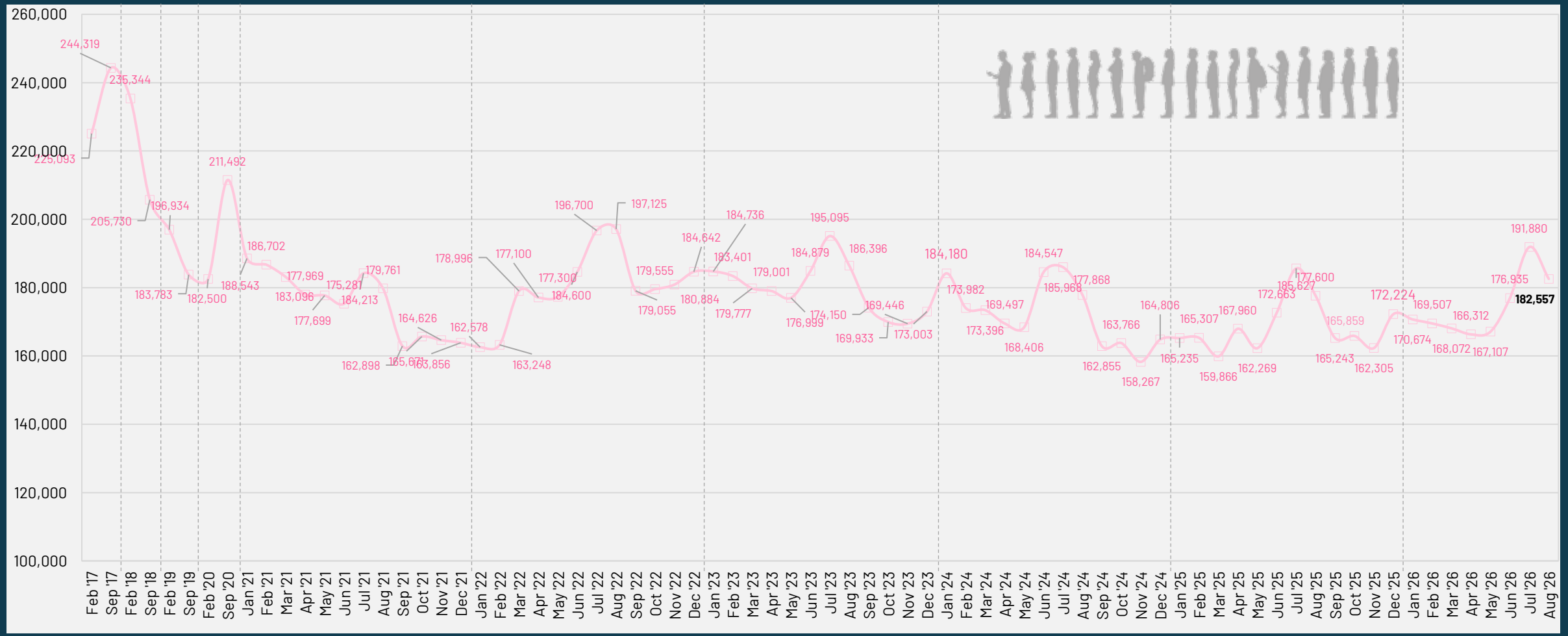
MACRO CONTEXT

The most recent CSO data indicates that after two quarters of notable decline, GDP has recovered strongly, driven by growth in the multinational-dominated sectors of the economy. GNP however, shows more modest growth.



Source: www.CSO.ie Quarterly National Accounts

The unadjusted Live Register total stood at 182,517 people for August 2026. This was an increase of 4,917 people or 2.8% when compared with August 2025.

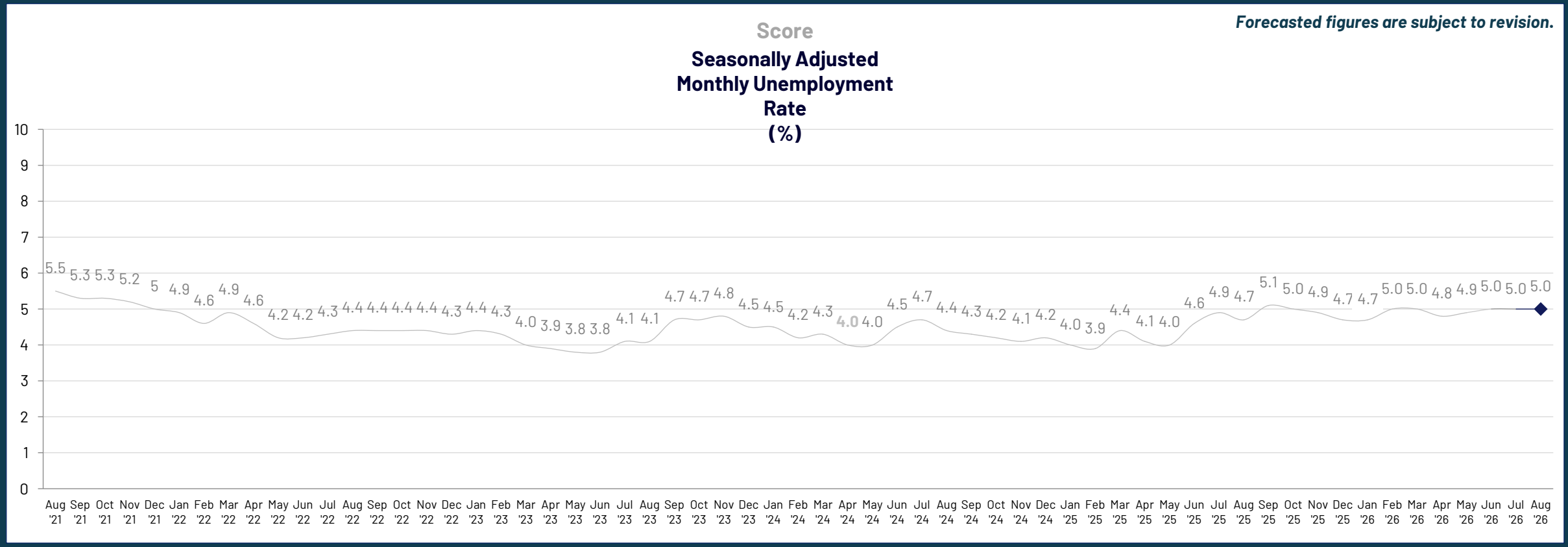


Source: www.CSO.ie Quarterly National Accounts

**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 remains steady this month at five percent. However, the Youth Unemployment Rate (15-24 year olds) stood at 12.3%, compared to 3.9% among 25-74 year olds.

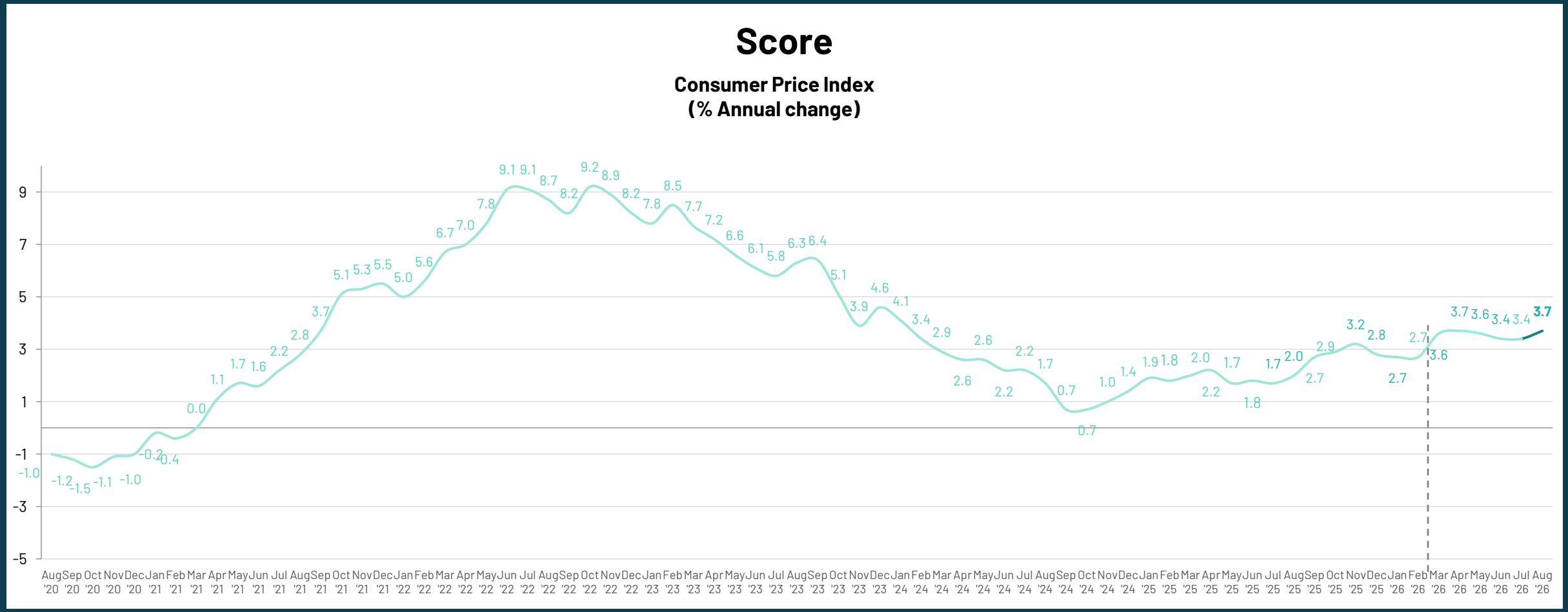
Seasonally Adjusted Monthly Unemployment Rate



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

The Consumer Price Index rose by 3.7% between August 2025 and August 2026; up by 0.3% since July.

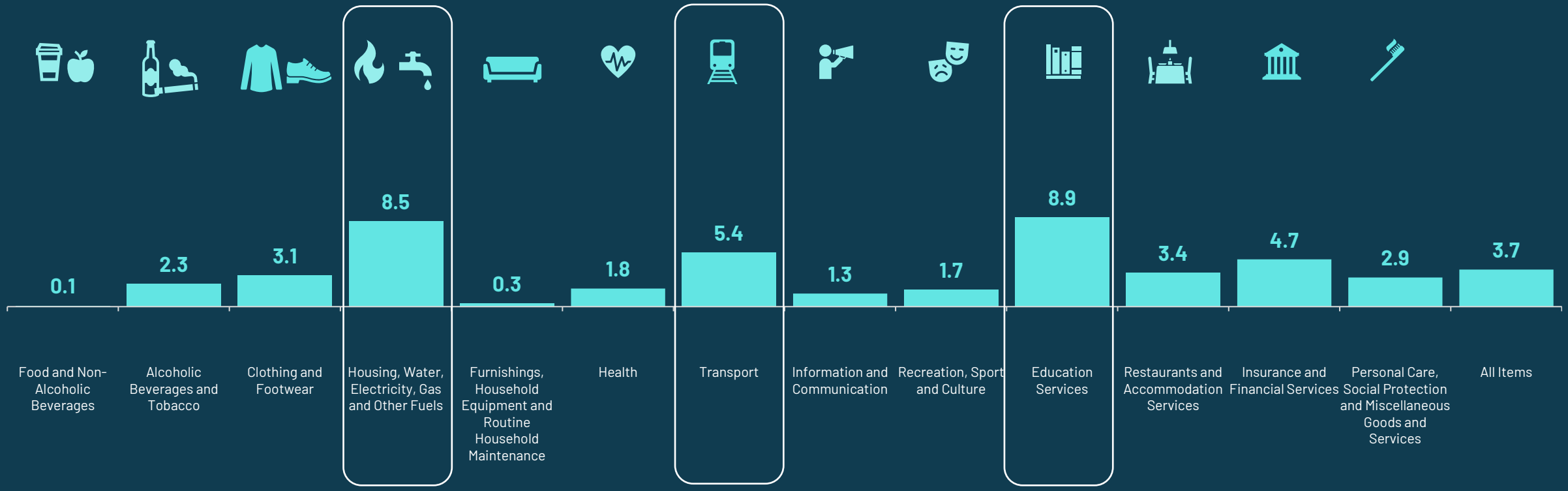
Consumer Price Index (% Annual change)



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

The most significant increases in the 12 months to August 2026 were seen in Education Services (+8.9%), Housing, Water, Electricity, Gas & Other Fuels (+8.5%) and Transport (+5.4%). All sectors saw increases.

Consumer Price Index by Sector (% Annual change)



The fear of the unknown has subsided, but concerns remain. The weather certainly helps the mood.

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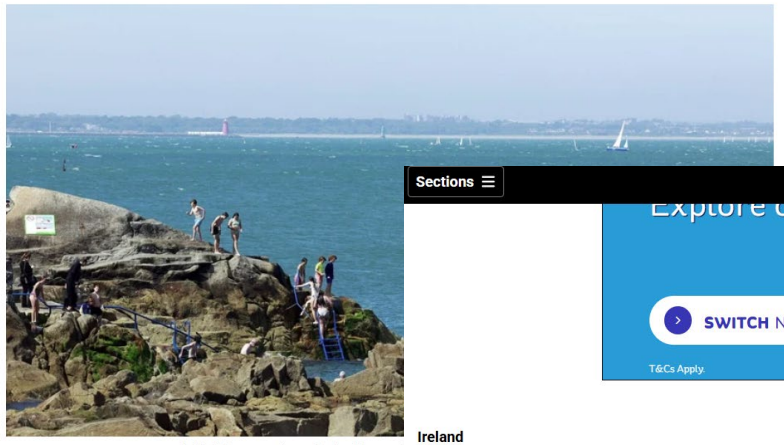
30C recorded as 13 counties under weather warning

Updated / Wednesday, 12 Aug 2026 21:23



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As the Government seeks to simplify the Iref shelter, new Revenue data reveals the scale of institutional property investment, its growing housing focus, and the tax collected. This week's series explores special tax regimes and how authorities oversee them.

26 - 5 min read

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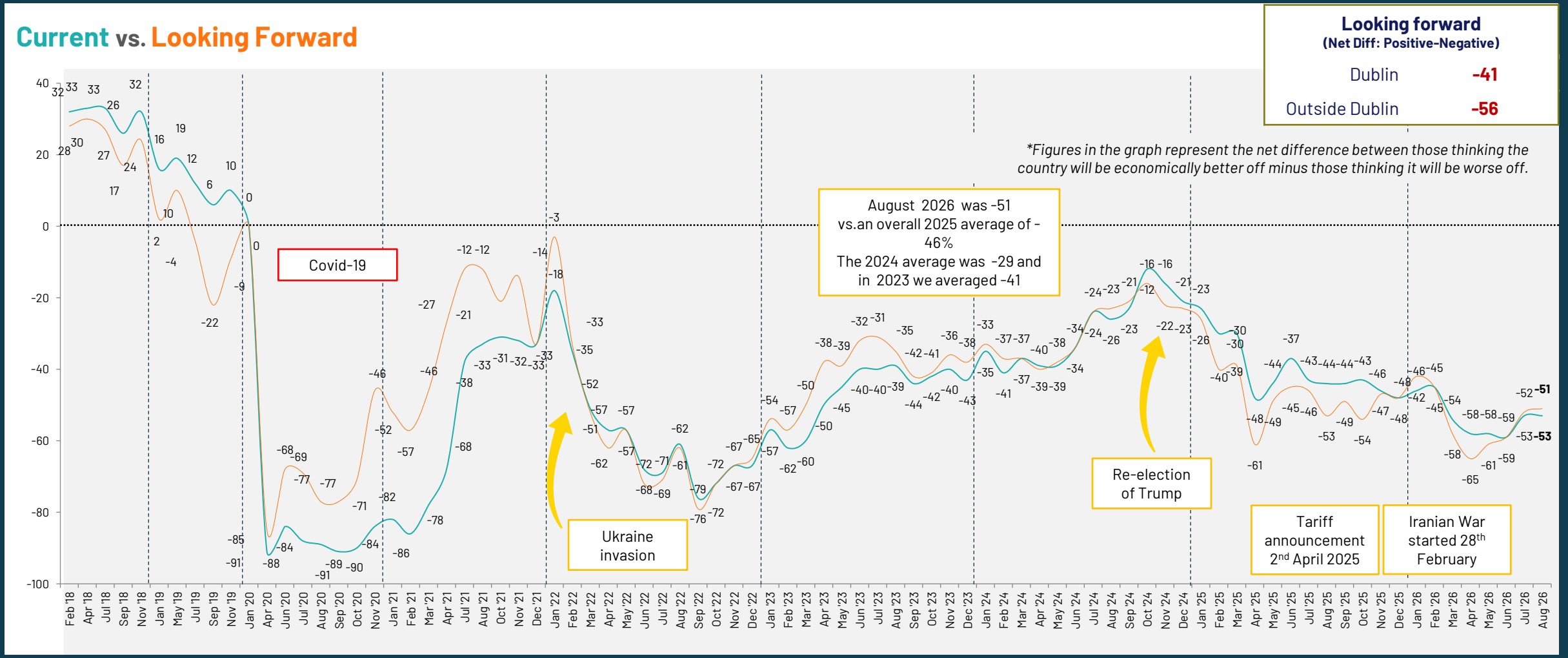
CONSUMER CONFIDENCE FINDINGS

Sentiment has improved marginally in August and is 14 points better than the trough in Springtime.

Current vs. Looring 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

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Females, the mid-aged cohort and those living outside of Dublin are the most downbeat in their outlook. There is little difference between social classes.

NET DIFF	-51 Total	-43 Male	-60 Female	-37 16-34	-61 35-54	-53 55+	-52 ABC1F	-51 C2DE	-41 Dublin	-56 Outside Dublin	-52 Irish	-48 Non-Irish
Jul '26	-52%	-42%	-62%	-42%	-53%	-60%	-49%	-56%	-44%	-56%	-54%	-48%
Jun '26	-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%

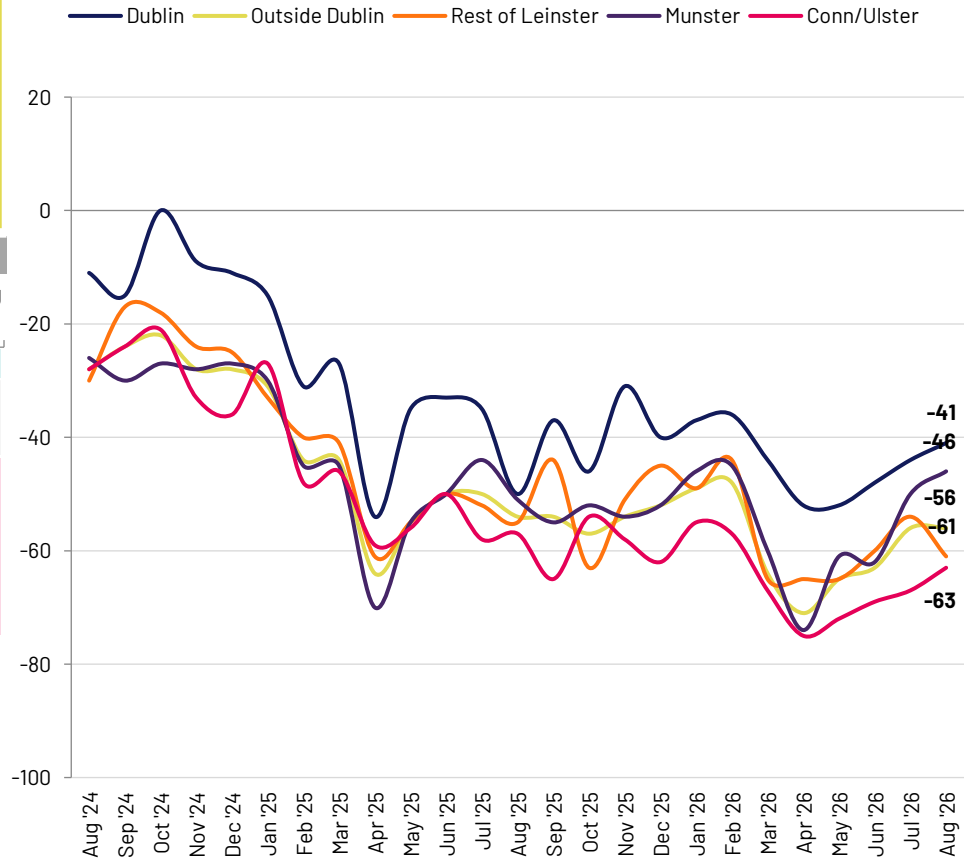
Base: All Adults 16+

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 over one in ten are feeling positive, but the proportion of those feeling gloomy has fallen again.

	Looking Forward 2023					Looking Forward 2024											Looking Forward 2025												Looking Forward 2026							
	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
Dublin	-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	-44	-41
Outside Dublin	-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	-56	-56

	2023													2024													2025												2026							
	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 %
Better off	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	12	11												
The same	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	24	27												
Worse off	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	64	62												
Net Diff (%)	-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	-52	-51												



	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	Jun	Jul	Aug
Better %	-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	-52	-51

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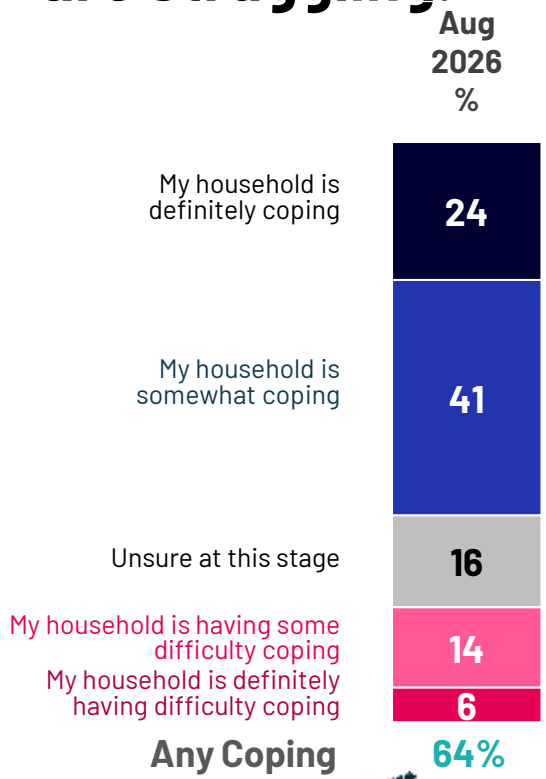
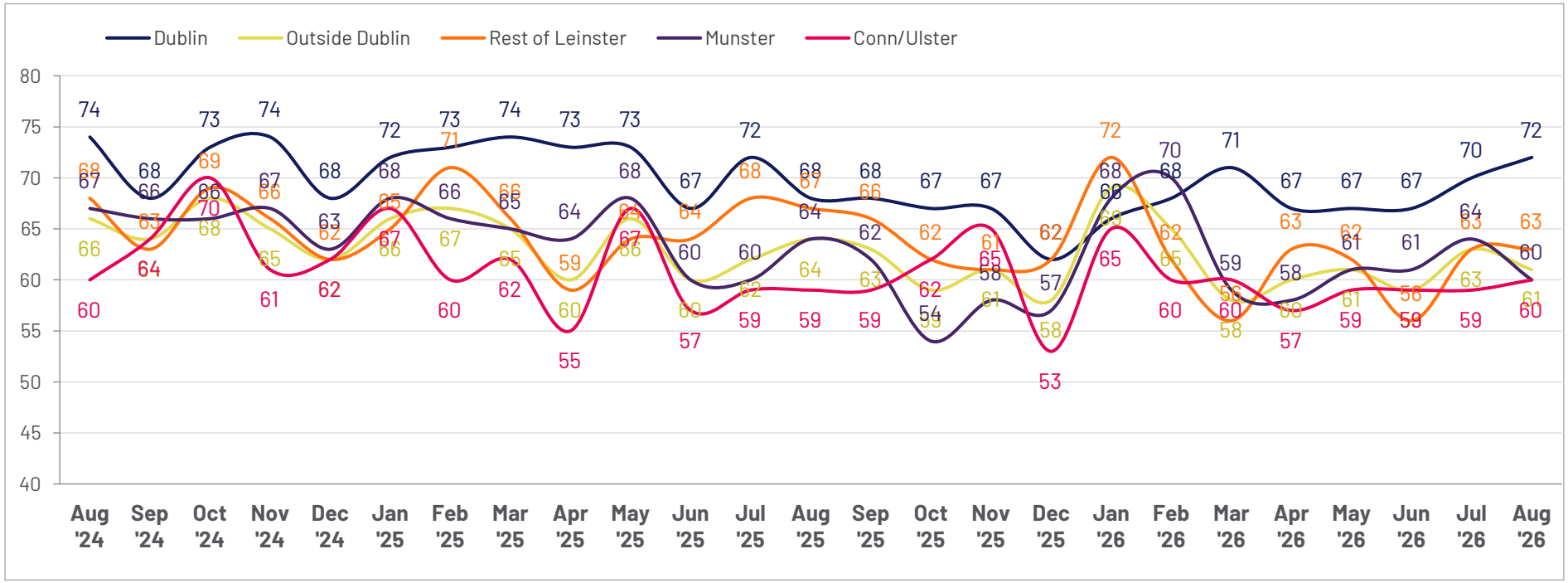
Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

Nearly two in three (64%) feel they are coping with rising prices in August– similar to July. As before, there is a consistent cohort of households (one in five) who feel they are struggling.





Dublin: 72%

Outside Dublin: 61%

ABC1s (70%) and Dubliners are significantly more likely to say that they **are** coping. However, a significant proportion (27%) of 35-54 year olds are **not** 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	Jul 26	Aug 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	65	64

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, with one in two having reviewed their monthly bills to identify where there are better deals.

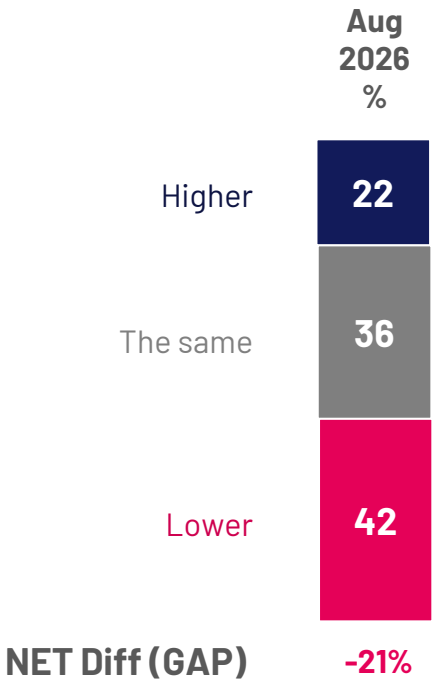
Base: All adults 16+ N = 1,029

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

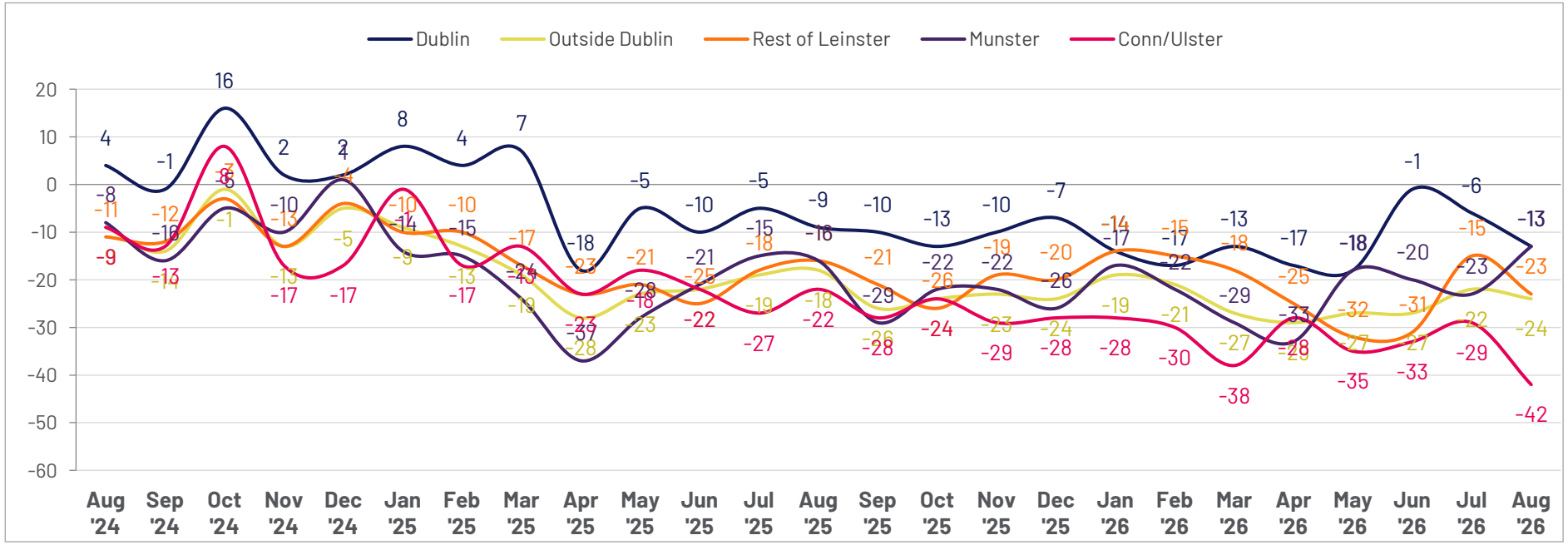
May	Jun	July	Action	% mentioned in August 2026
55%	55%	52%	Cut back on the amount you buy on a day-to-day basis (e.g. groceries, take away meals, clothing, etc.)	53%
51%	54%	48%	Reviewed your monthly bills for better deals (e.g. electricity, heating, mobile, TV, broadband, insurance, etc.)	50%
34%	38%	36%	Cancelled or downgraded some of your subscription/streaming services (e.g. Netflix, Spotify, Disney+, PlayStation Plus, etc.)	35%
31%	30%	29%	Decided to cut back on the number of holidays you go on for the year ahead	29%
31%	31%	30%	Postponed a planned big purchase due to your financial situation (e.g. car, furniture, kitchen appliances, etc.)	26%
18%	18%	19%	Paid for something using a credit card/loan that I would normally pay for using money I already have	18%
16%	14%	15%	Considered leaving Ireland for better quality of life/work	10%
13%	11%	13%	None of the above	14%

Just over one in five feel their disposable income will improve this year, but nearly twice that amount believe their income will be lower.

Base: All Adults 16+



NET Diff (GAP) **-21%**



Dublin: **-13%**

Outside Dublin: **-24%**

Those outside the capital are less upbeat about the next 12 months. 52% of 16-34 year-olds, and 47% of Males expect their income to increase; both significantly ahead of the overall population.

	2022											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	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Gap (%)	-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	-20	-17	-21

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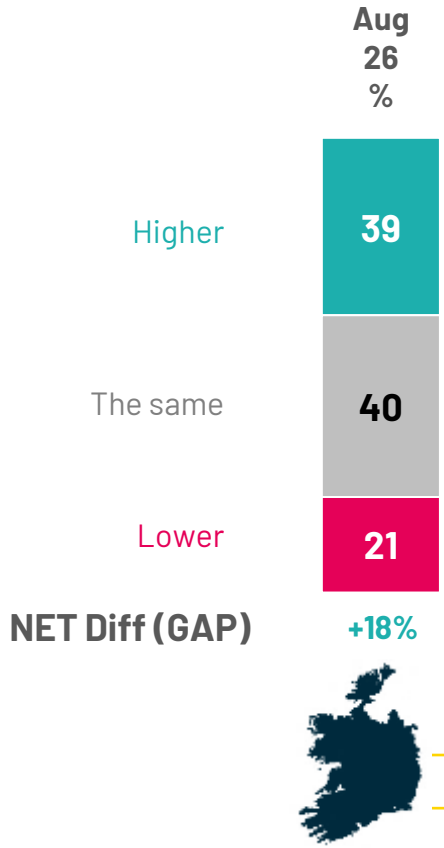
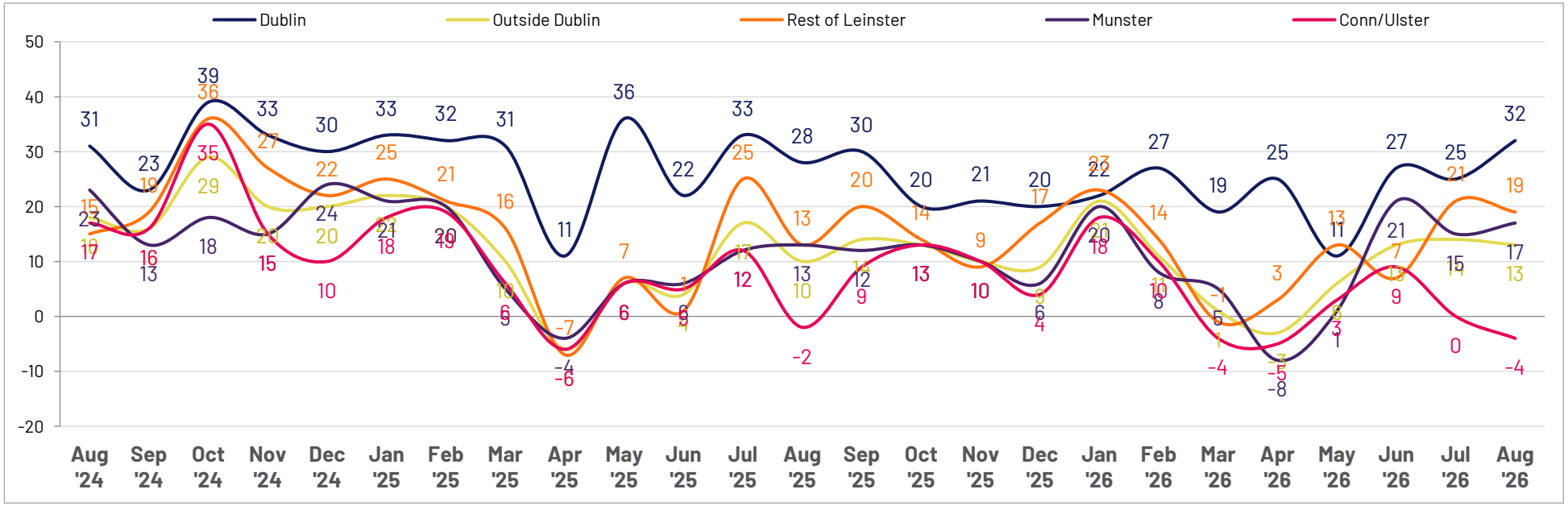
Q.5 Do you expect your income in the next year, after inflation and taxes, to be higher, lower or the same as in the last twelve months?

Anticipated asset growth over the next 12 months has stabilised in August, driven by those living in Dublin.

Base: All Adults 16+





Dublin: +32%

Outside Dublin: +13%

Males are significantly more optimistic for the year ahead in terms of believing their assets will increase (47%), along with those aged 16-34 (52%).

+	2022											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	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Gap (%)	+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	+17	+17	+18

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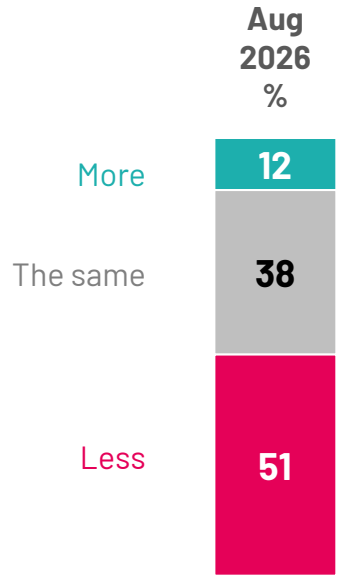
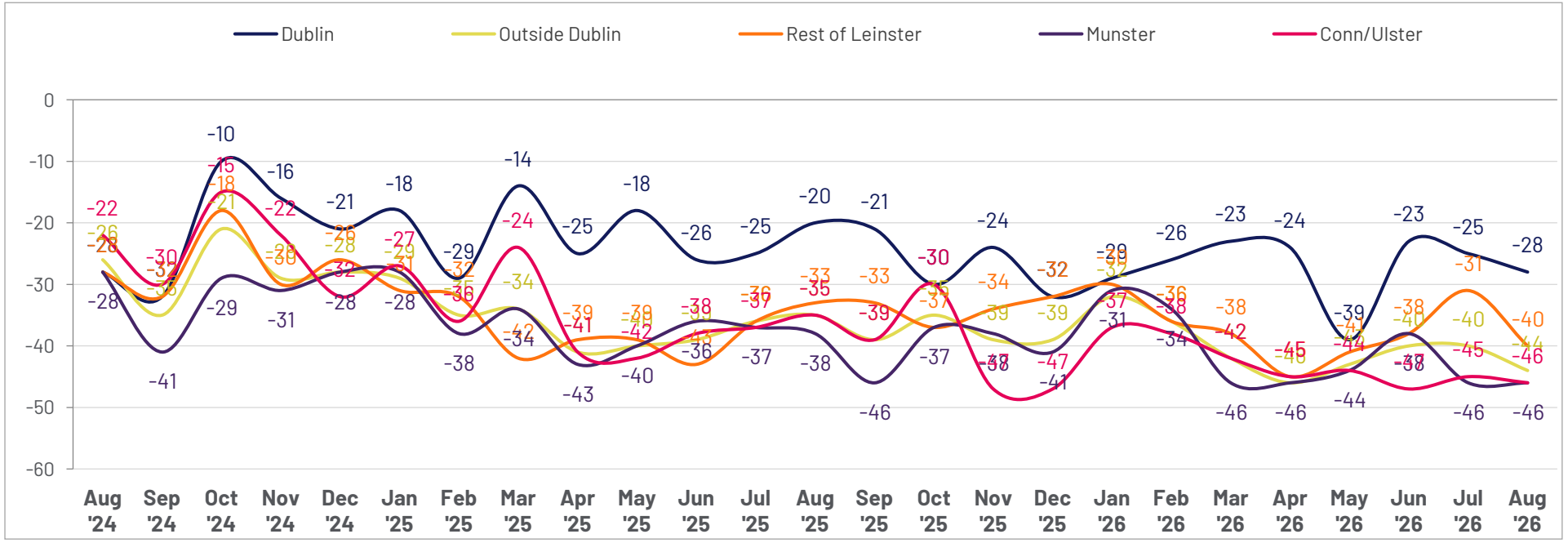
Q.6 Do you expect your assets (your house, shares, pension entitlements, savings) In the next year to be higher, lower or the same as in the past year?

Half expect to spend less in the coming year.





NET Diff (GAP) **-39%**

Dublin: **-28%**

Outside Dublin: **-44%**

Spending intentions among those living in Dublin are ahead of the National average. Over a quarter (27%) 16-24-year-olds plans to spend **more** in the next 12 months, whereas Females (57%), C2DEs (56%) and those living in Rural areas (61%) are significantly more likely to spend **less**.

	2022											2023												2024												2025												2026							
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jul	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
Gap (%)	-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	-33	-37	-39	-42	-35	-36	-39

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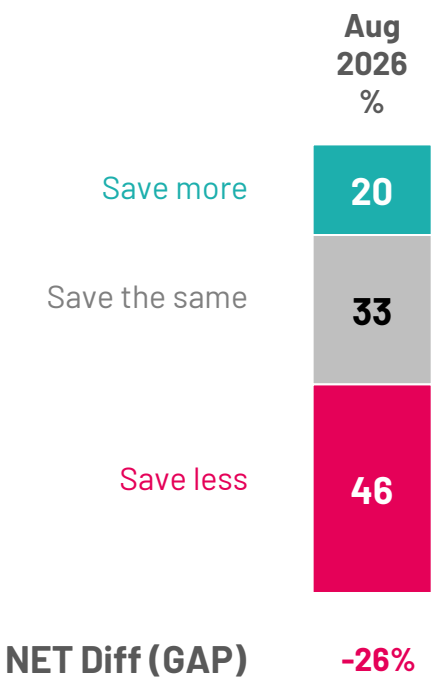
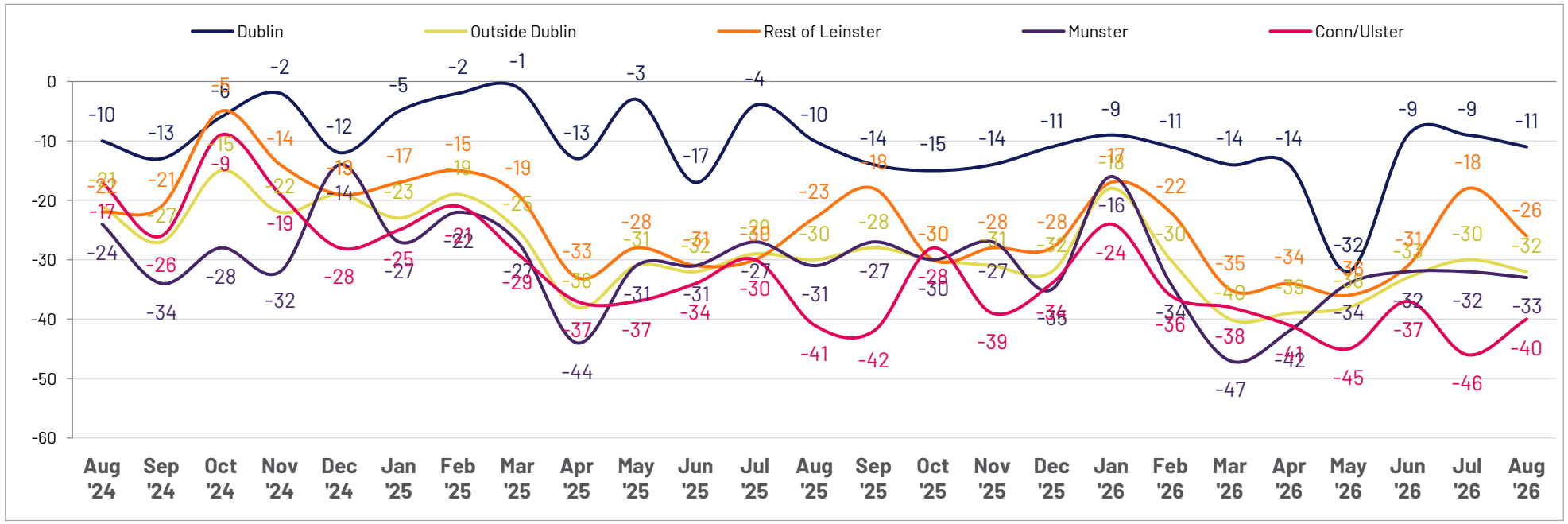
Q.7 In the year ahead, do you expect to purchase more, less or the same amount of goods and services as in the past year?

Nearly half say they will save less, with just over one in five planning to boost their savings in the year ahead.



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



Dublin: **-11%**

Outside Dublin: **-32%**

Those more likely to save **more** over the next 12 months are 16-34-year-olds (40%) and those living in the capital (27%).

	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	Jun	Jul	Aug
Gap (%)	-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	-26	-24	-26

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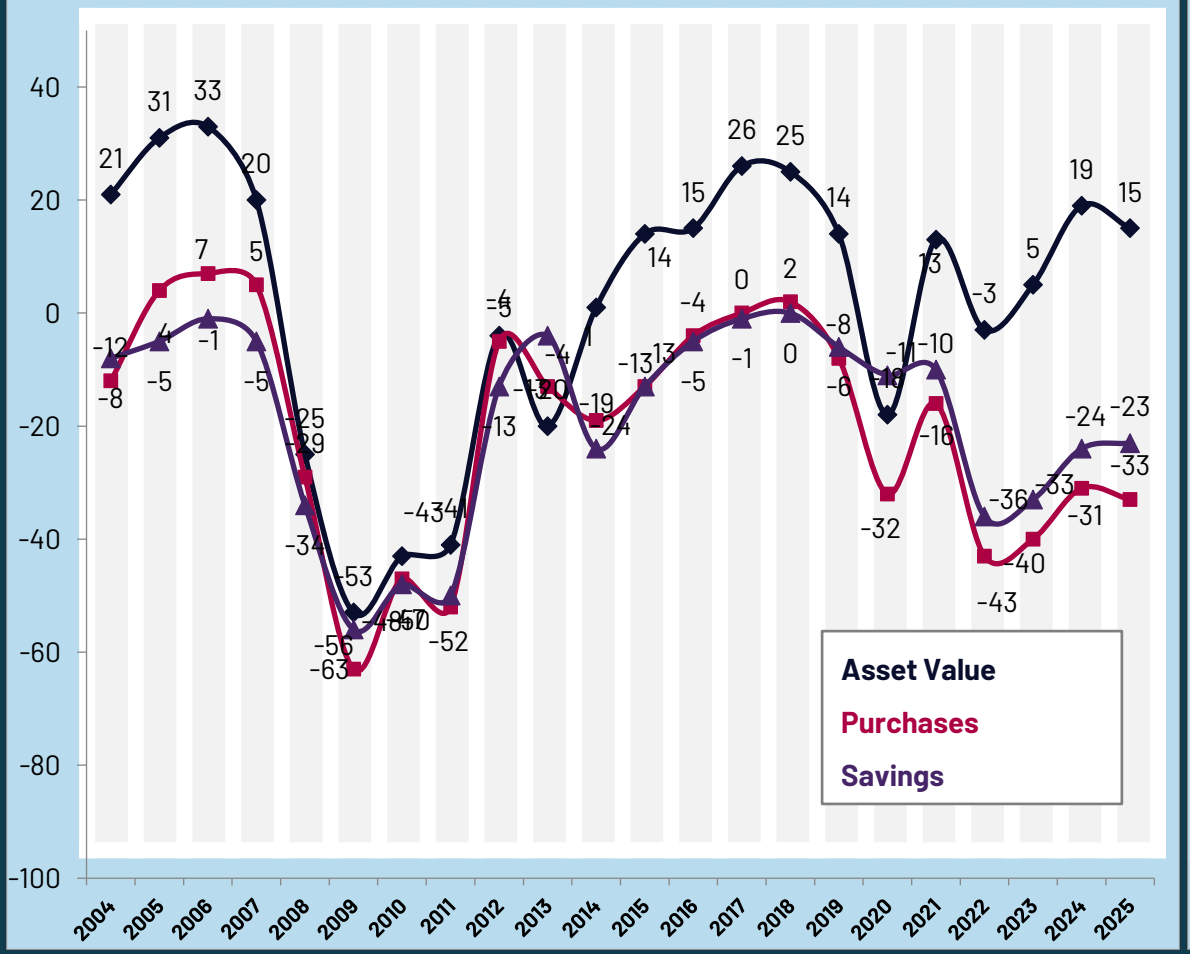
Q.8 Do you expect to save more, less or the same amount in the year ahead compared with the last twelve months?

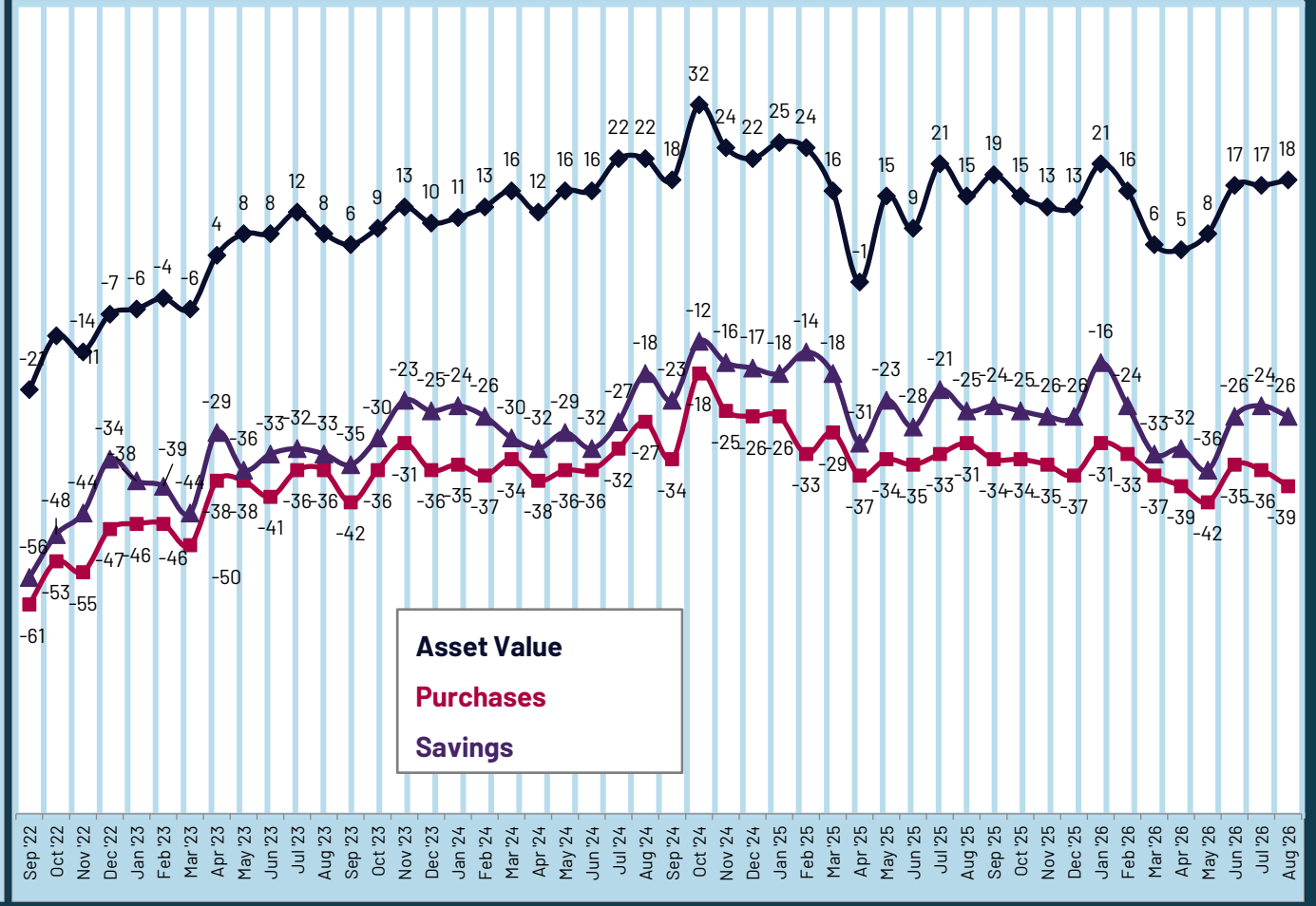
Balance Of Opinion in Summary – The Year Ahead

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.

Immigration and Healthcare are also prominent. Climate change has also caught the attention, no doubt as a result of the scorching summer.

Base: All adults 16+ N = 1,029

Q8ai: Which three of the following topics do you find the most worrying in your country?

Jan '26	Feb '26	Mar '26	Apr '26	May '26	Jun '26	Jul '26	Worry	% mentioned in August 2026
54%	54%	60%	56%	63%	58%	55%	Inflation /cost of living	60%
46%	46%	40%	39%	38%	41%	41%	Housing	42%
27%	25%	25%	24%	24%	31%	31%	Immigration control	30%
35%	36%	32%	29%	34%	31%	30%	Healthcare	29%
16%	12%	24%	26%	17%	12%	18%	Climate Change	21%
20%	24%	17%	19%	19%	27%	24%	Crime and Violence	21%
19%	17%	15%	14%	17%	13%	18%	Rise of extremism	15%
18%	14%	12%	12%	15%	17%	16%	Poverty and social inequality	15%
14%	17%	15%	18%	15%	17%	11%	Military conflict between nations	12%
10%	10%	12%	12%	11%	10%	10%	Taxes	10%
9%	8%	7%	8%	10%	8%	9%	Moral decline	9%
8%	10%	6%	8%	8%	6%	7%	Unemployment	8%
6%	10%	8%	9%	7%	8%	8%	Financial / political corruption	8%
5%	6%	4%	6%	5%	5%	6%	Threats against the environment	6%
2%	2%	2%	2%	3%	2%	4%	Terrorism	4%
3%	2%	4%	3%	3%	3%	3%	Education	3%
4%	5%	4%	4%	3%	3%	2%	Maintaining social programmes	1%
2%	2%	3%	1%	2%	1%	2%	Access to credit	1%

THANK YOU

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