

IPSOS B&A

CONSUMER CONFIDENCE

September 2026

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INTRODUCTION

Introduction

1

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



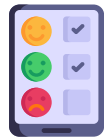
2

Survey results are based on a sample of 1,027 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 4th to the 14th September 2026.





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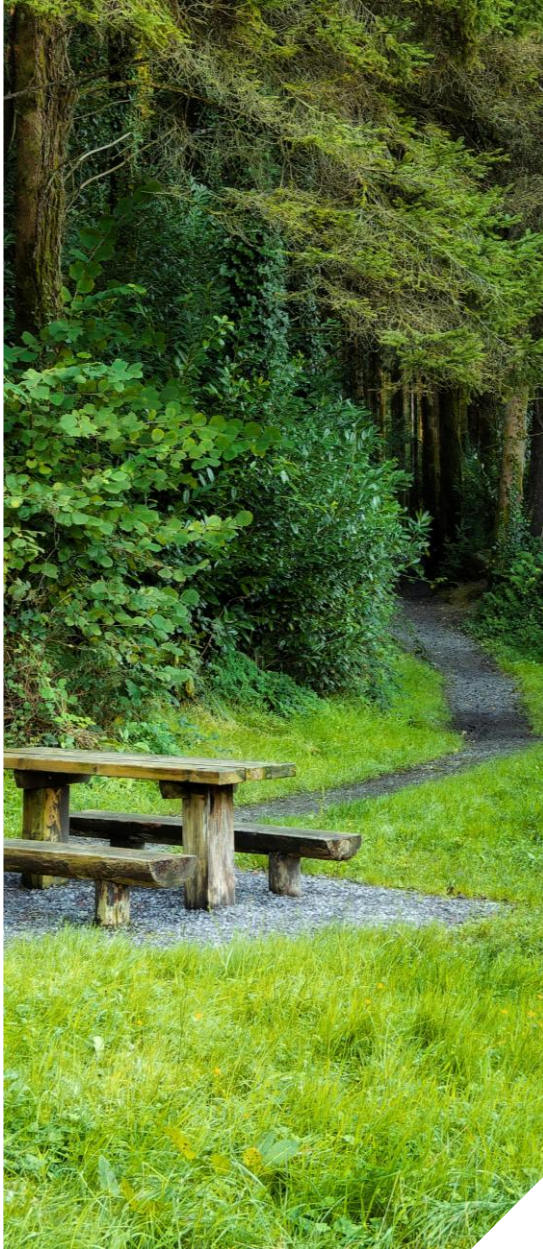
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KEY HIGHLIGHTS



As Autumn arrives, we have become melancholy again.

This wave of the Ipsos B&A Consumer Confidence Barometer was conducted from the 4th to the 14th of September 2026.

Overall consumer confidence has fallen back by four points and now stands at -55 in September compared to -51 in August (those feeling pessimistic versus those feeling more upbeat).

Indeed, most key metrics have seen a degradation this month.

Two in three (67%) believe that the country will be **worse off** in the year ahead while just 12% expect the economy to improve.

Dubliners continue to be least negative. As seen previously, confidence is lower among females. Those aged 55+ are the generational cohort that are most downbeat. C2DE's are also more pessimistic about the next 12 months.

The proportion of households who claim to be **"coping"** with the rising prices has fallen sharply. Just 57% of households feel they are comfortable (down seven points). This represents the lowest level we have seen so far on this metric. A consistent one in five (22%) say that they are struggling to some extent.

This is reflected in CPI standing at 4.1% in September – its highest level since January 2024.

Just one in five feel their disposable income will improve this year, but this is darkened by the 45% who feel that their income will drop.

Over half (55%) think they will **spend less** over the year ahead, versus just one in eight (13%) planning to **spend more**, leading to a net gap of -42; a slippage of three points since August.

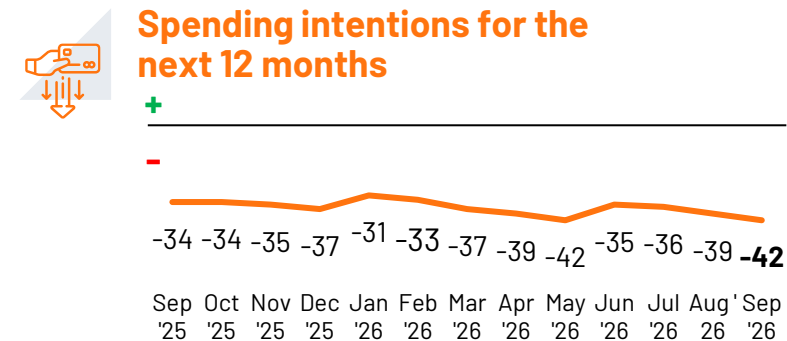
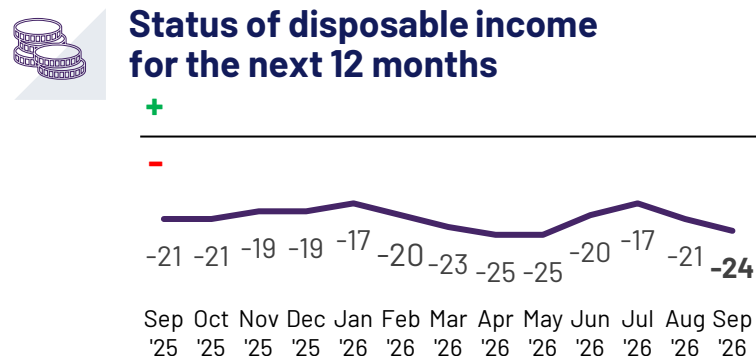
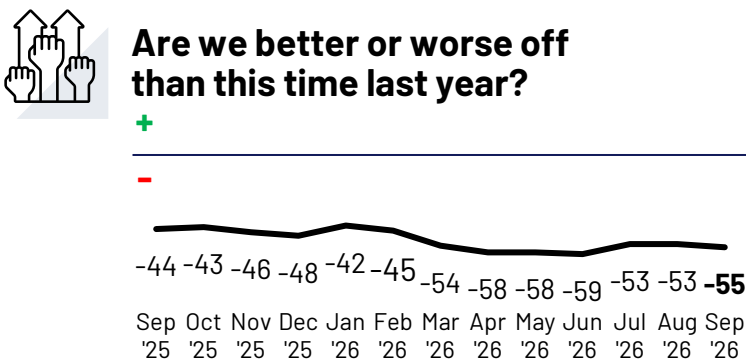
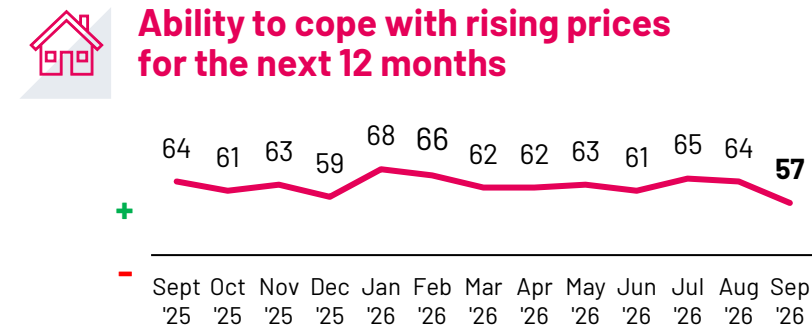
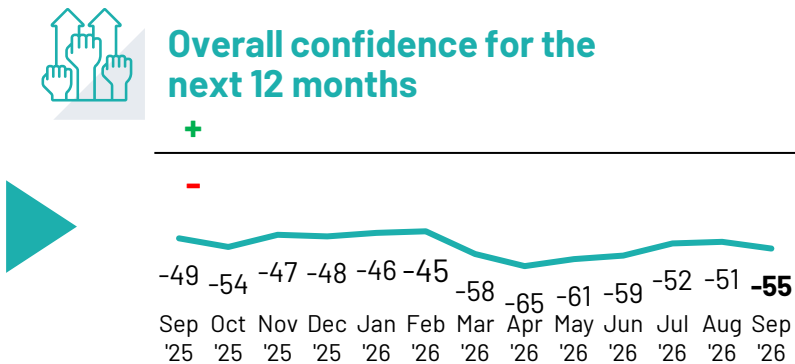
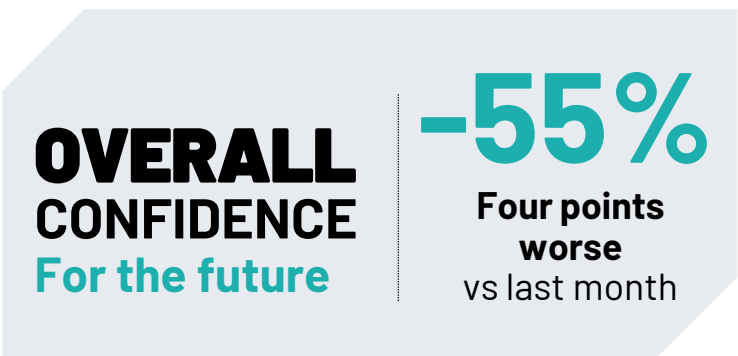
In terms of savings, 53% expect to **save less**, with a fifth planning to keep more money aside. The net gap (-32) has widened by six points versus last month.

Anticipated asset growth over the next 12 months has also dropped in September. Those living in Dublin tend to be more upbeat – the net gap for them (positivity versus negativity) stands at +26, versus +7 outside the capital.

So, what worries Ireland most? The cost-of-living unsurprisingly continues to be the most pressing concern (59%), followed by housing (40%). Immigration and healthcare are also notable concerns, with 30% and 26% voicing their concerns respectively on these issues.

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

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



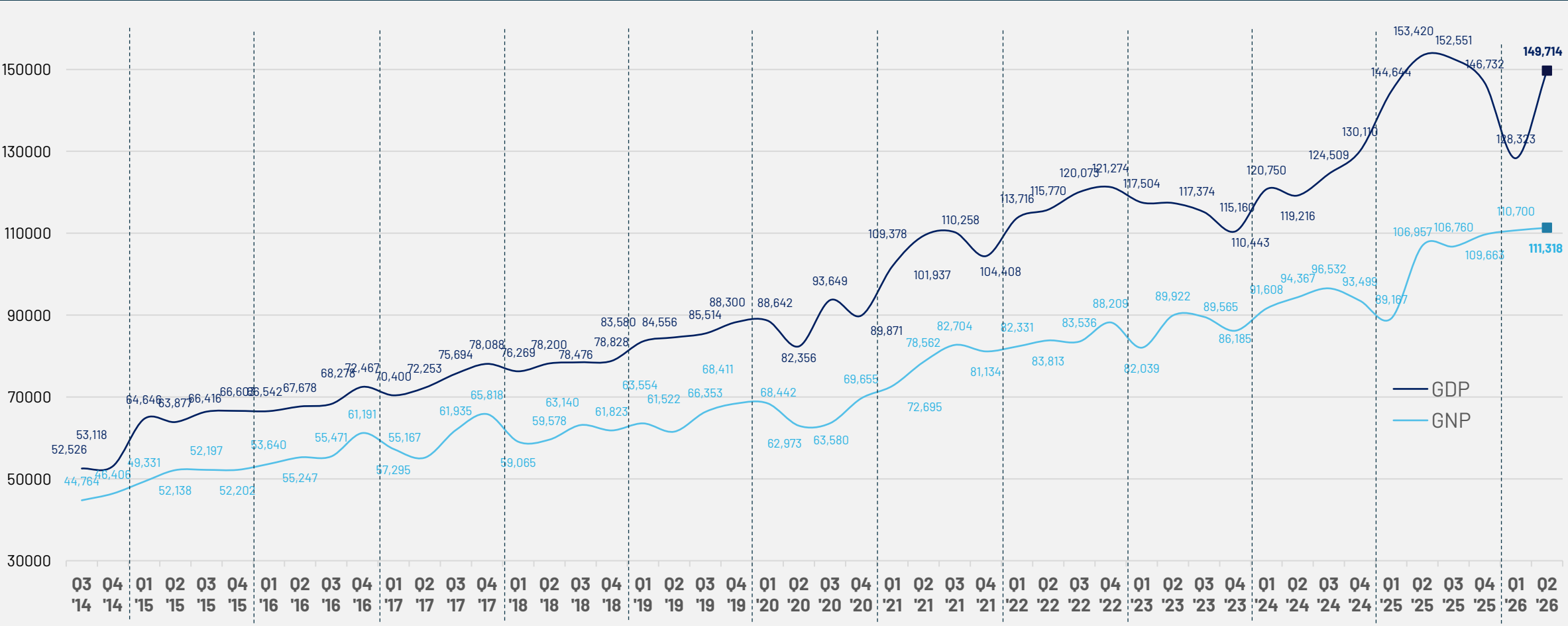
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MACRO CONTEXT



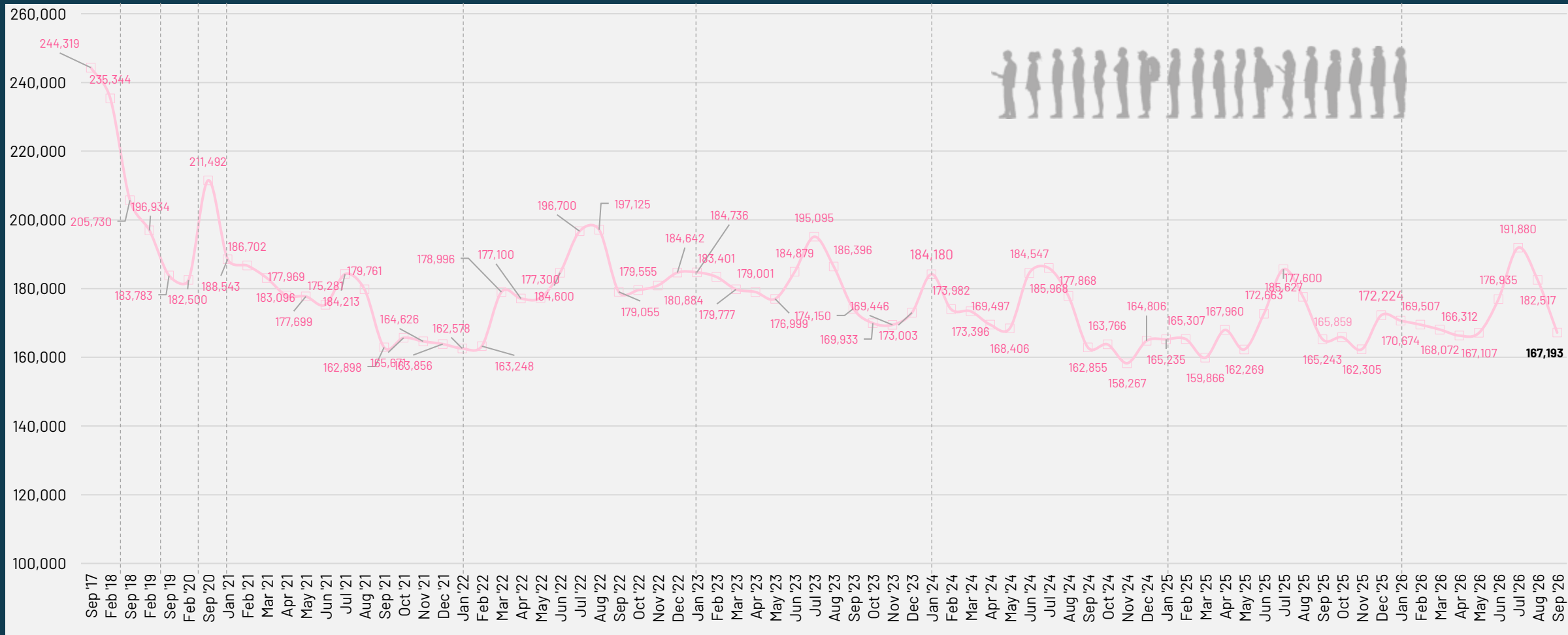
The most recent CSO data* indicates that after two quarters of notable decline, GDP has recovered strongly, driven by growth in the multinational-dominated sectors of the economy. GNP however, shows more modest growth.



*Q3 data will be made available in December

Source: www.CSO.ie Quarterly National Accounts

The unadjusted Live Register figures stood at 167.2k in September. Year on year, the increase is 1,950 or 1.2%.

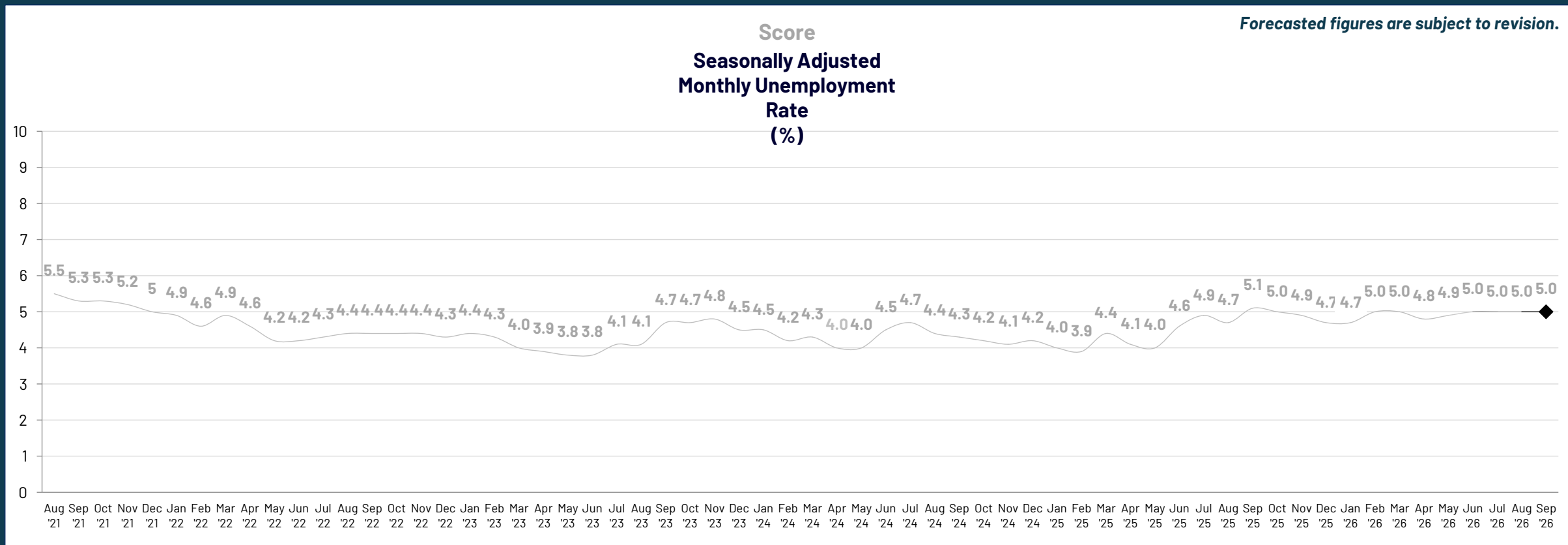


*The Live Register is not designed to measure unemployment. It includes part-time work e.g. seasonal & casual workers who work up to 3 days per week.
Note: Based on unadjusted data.

Source: www.CSO.ie Quarterly National Accounts

Estimated unemployment has remained steady in September, standing at 5% of the population. Among males, unemployment is at 4.9% versus 5.2% among females.

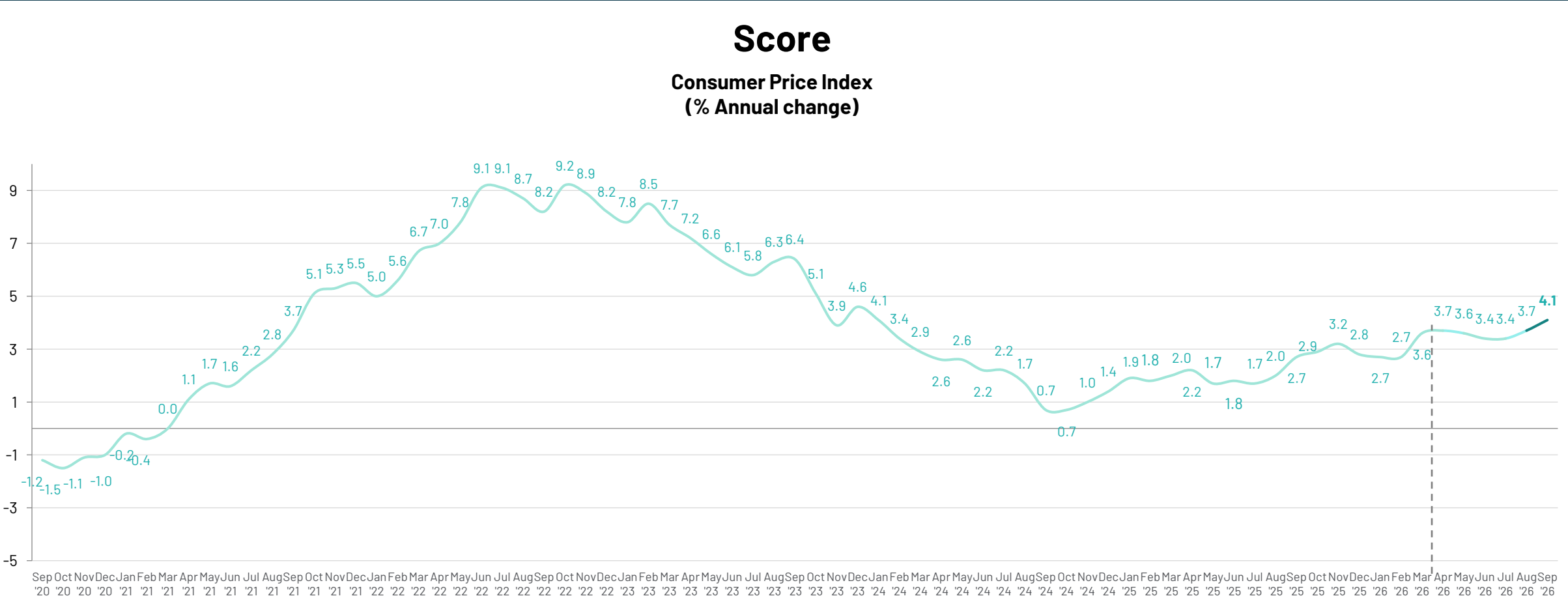
Seasonally Adjusted Monthly Unemployment Rate



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

The Consumer Price Index rose to 4.1% in September – its highest level since January 2024.

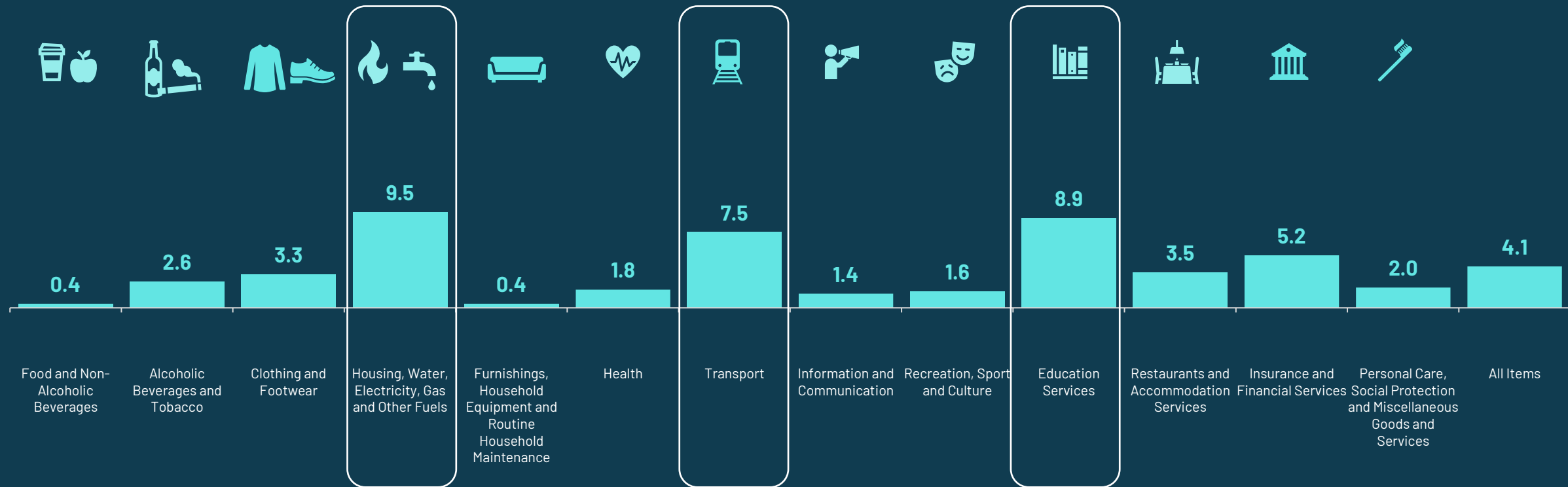
Consumer Price Index (% Annual change)



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

The most significant increases in the 12 months to September 2026 were seen in Housing, Water, Electricity, Gas & Other Fuels (+9.5%), Education Services (+8.9%) and Transport (+7.5%). Increases were registered in all sectors.

Consumer Price Index by Sector (% Annual change)



There is an apprehension as we pay heed to certain economic signposts.

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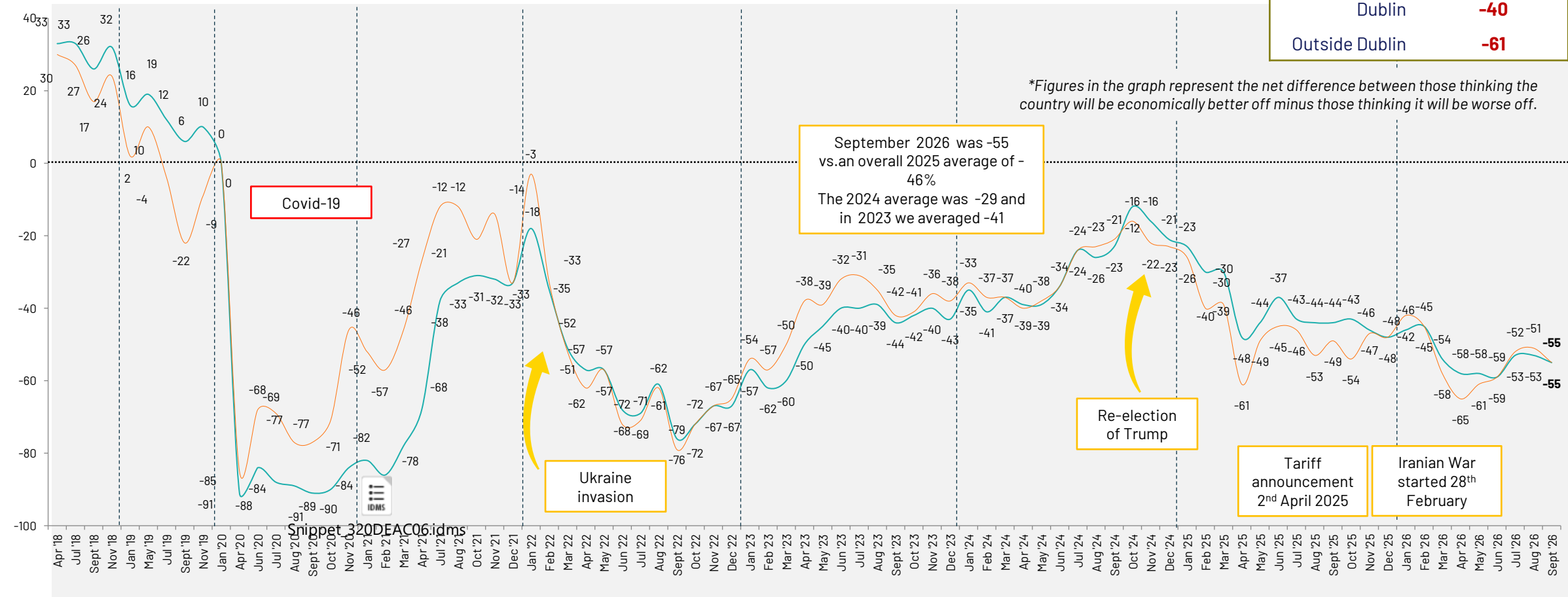
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CONSUMER CONFIDENCE FINDINGS

After a mini-revival over the summer, sentiment has slipped back again in September, with those living outside Dublin notably less upbeat.

Current vs. Looking Forward



- ? 0.1 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?
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?

Source: Ipsos B&A Consumer Confidence Report

Females and those lower down the socio-economic ladder are also less optimistic, along with those aged 55 and over.

NET DIFF	-55 Total	-41 Male	-68 Female	-39 16-34	-58 35-54	-66 55+	-49 ABC1F	-62 C2DE	-40 Dublin	-61 Outside Dublin	-55 Irish	-56 Non-Irish
Aug '26	-51%	-43%	-60%	-37%	-61%	-53%	-52%	-51%	-41%	-56%	-52%	-48%
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%

Base: All Adults 16+

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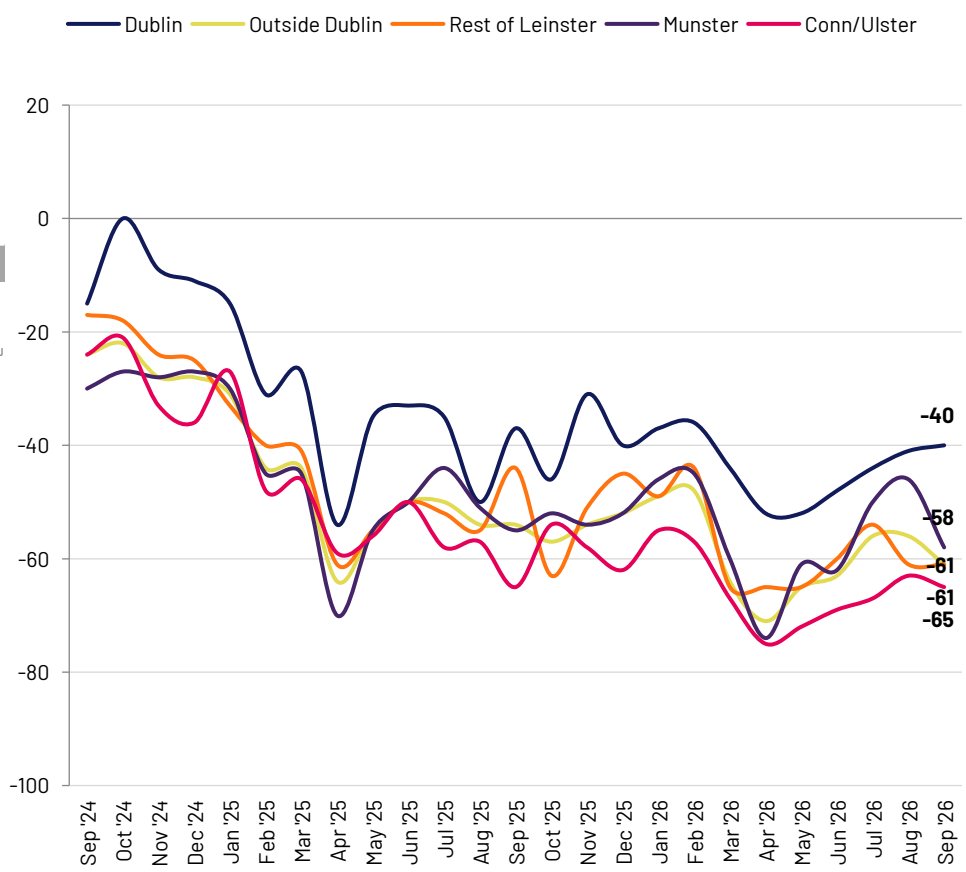
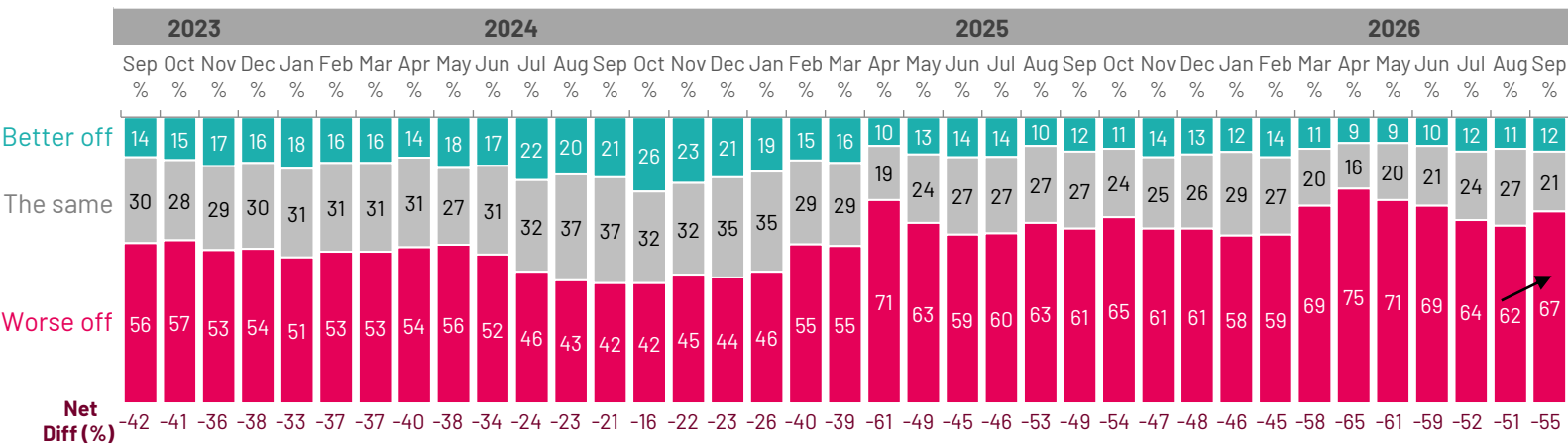


Q.2 And what about the coming year, do you think that the country will be better off, worse off or about the same as this year?

One in eight are feeling positive for the next 12 months, but there has been a five-percentage point increase in those feeling more negative.



	Looking Forward 2023												Looking Forward 2024												Looking Forward 2025												Looking Forward 2026											
	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											
Dublin	-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	-40											
Outside Dublin	-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	-61											



	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	Sep
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	-55

Right vs. Wrong Direction Global Monitor

When viewed within a global context, Ireland mirrors the global average in terms of which direction the country is going in. From a European perspective, only Sweden and Poland are more buoyant.

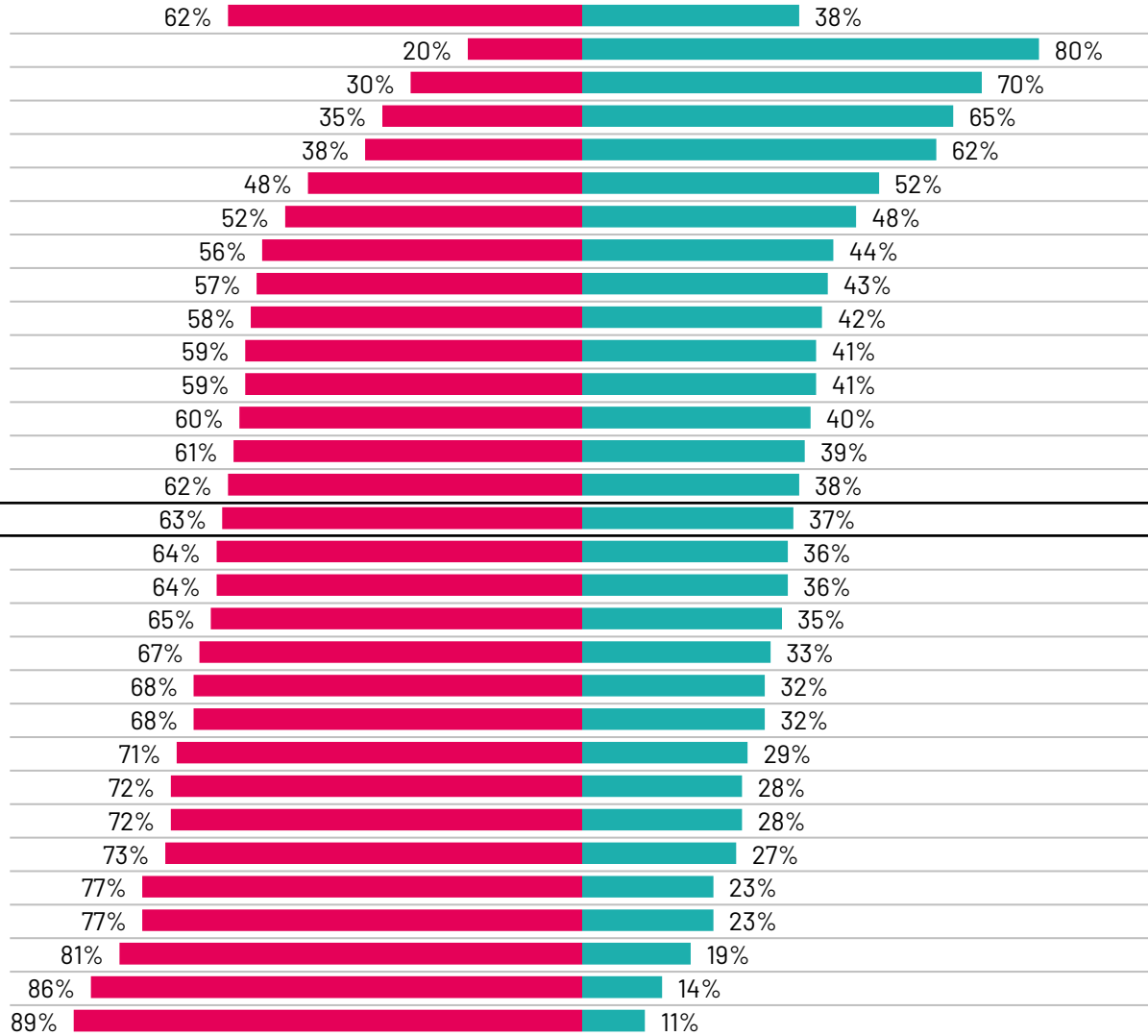
Base: Representative sample of 25,010 adults aged 16-74 in 30 participating countries, August 21st 2026 - September 4th 2026.

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

Country

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

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



Right Direction
Wrong Track

There has been a sharp decrease in the proportion of households who are coping, and we are at the lowest level seen so far, with all regions more circumspect in September.

September 2026 %

My household is definitely coping

18

My household is somewhat coping

39

Unsure at this stage

21

My household is having some difficulty coping

15

My household is definitely having difficulty coping

7

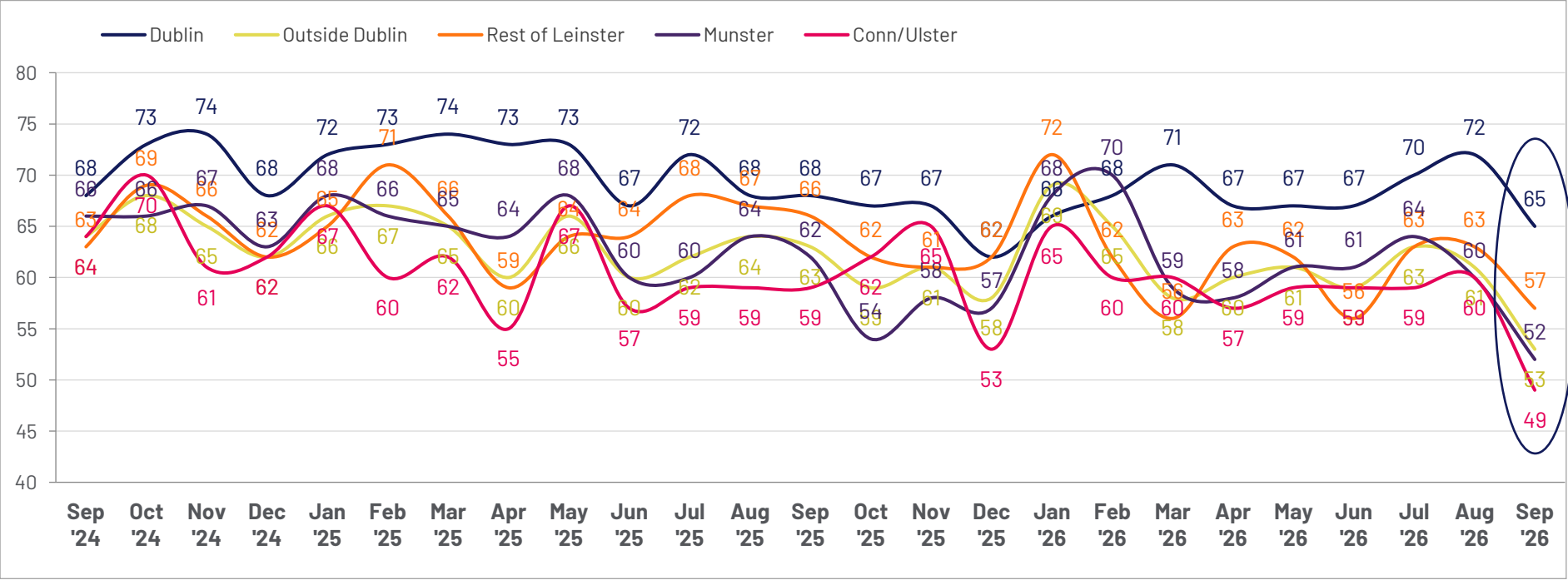
Any Coping

57%



Dublin: 65%

Outside Dublin: 53%



Dubliners and those aged 65+ (73%) are significantly more likely to say that they **are** coping. A significant proportion of those living in Conn/Ulster (31%) are **not** coping along with 30% of 35-49-year-olds.

	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	Sep 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	57

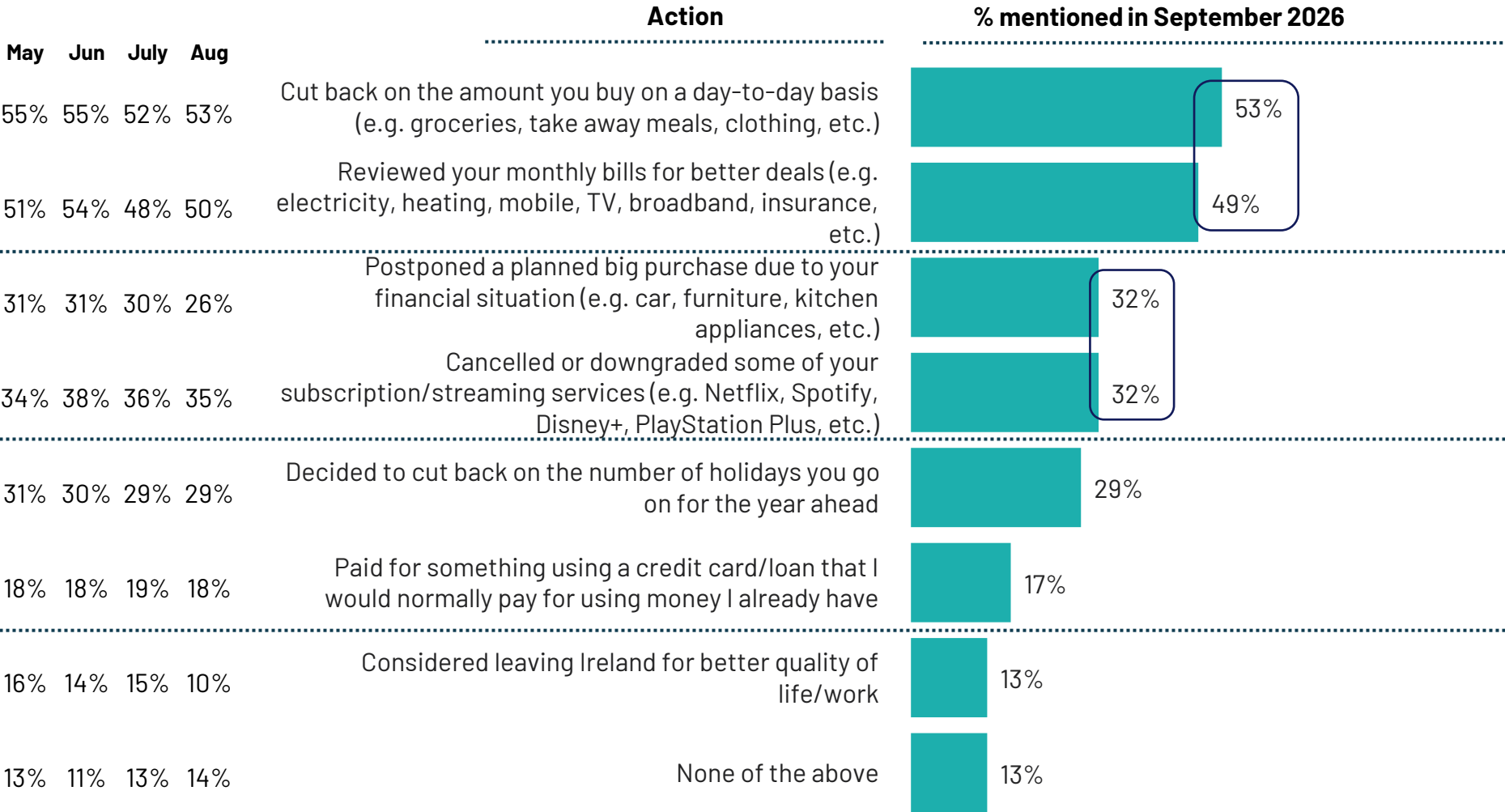
Actions taken last month

Over half have cut back on their day-to-day expenditure, with one in two having reviewed their monthly bills to identify where there are better deals.

One in three have curtailed “big-ticket” purchases or have reviewed subscription services.

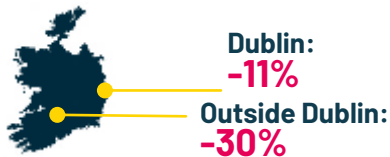
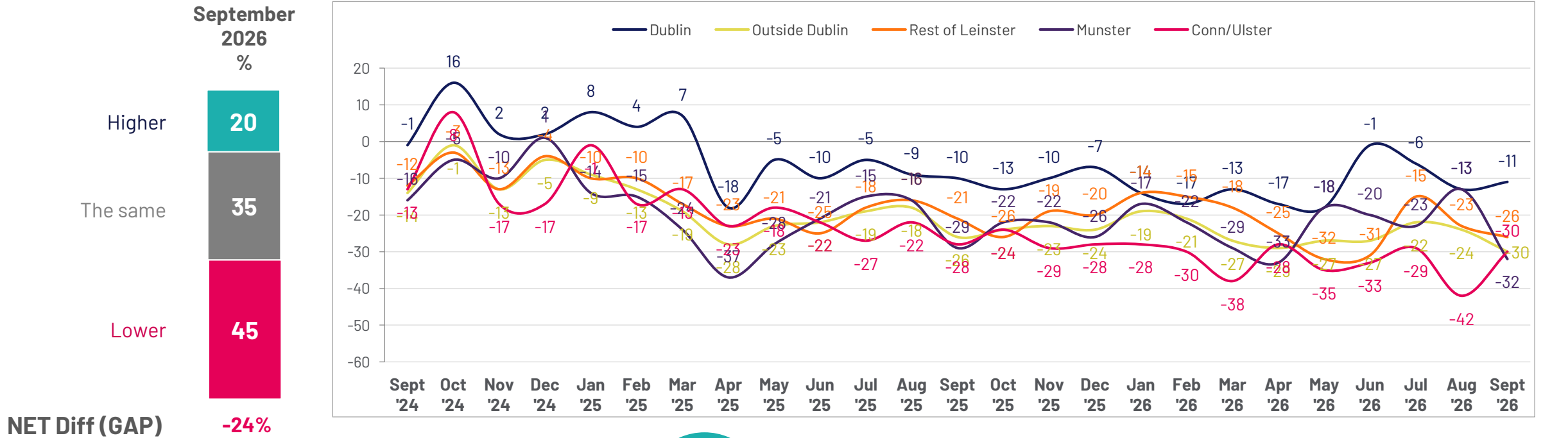
Base: All adults 16+ N = 1,027

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, but over twice that proportion believe their income will reduce.

Base: All Adults 16+

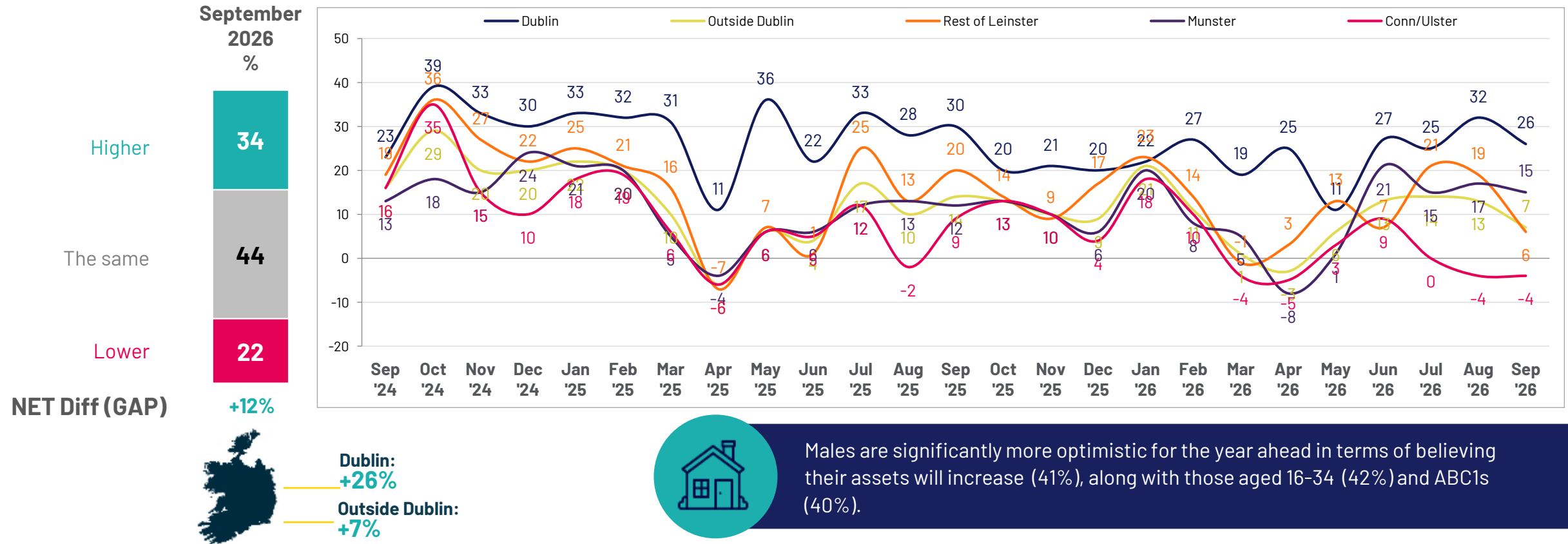


Those outside the capital are gloomier about the next 12 months. 31% of 25-34-year-olds, 29% of Dubliners and 25% of ABCIs expect their income to increase; all significantly ahead of the overall population.

	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													
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	-24	

Anticipated asset growth over the next 12 months has fallen back in September, and is largely driven by Dublin Residents.

Base: All Adults 16+



+	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													
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	+12	

Half expect to spend less in the coming year.

September 2026 %

More

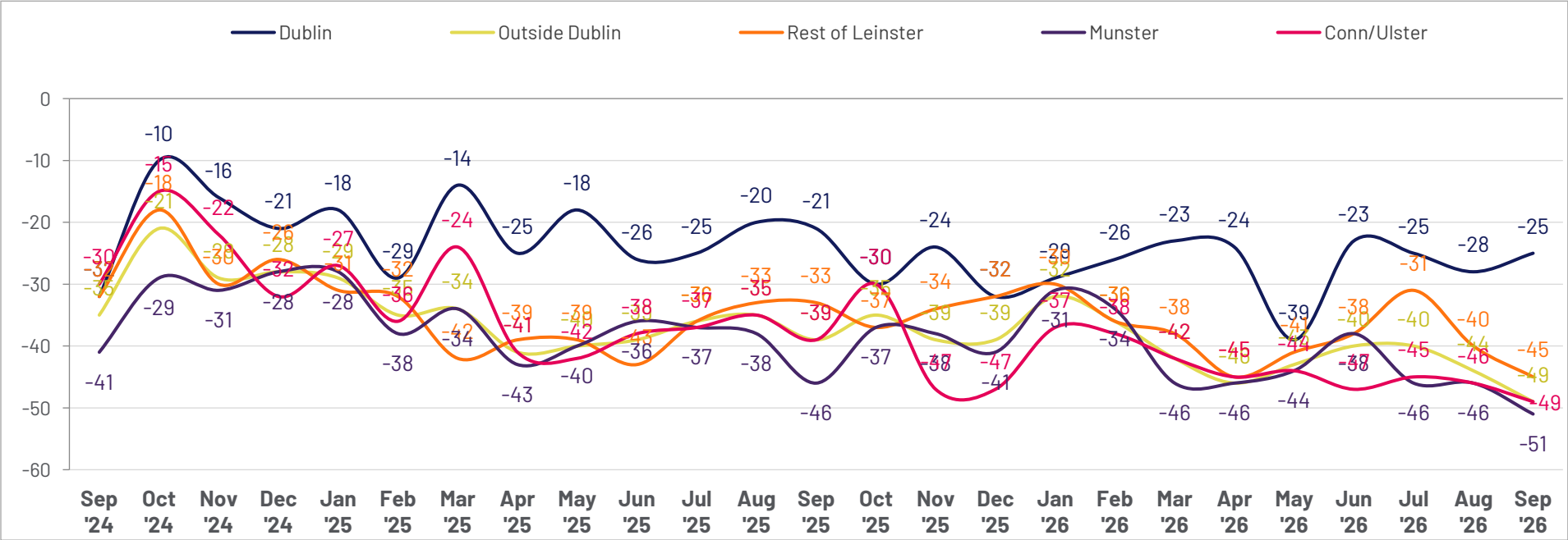
13

The same

32

Less

55



NET Diff (GAP)

-42%



Dublin: -25%

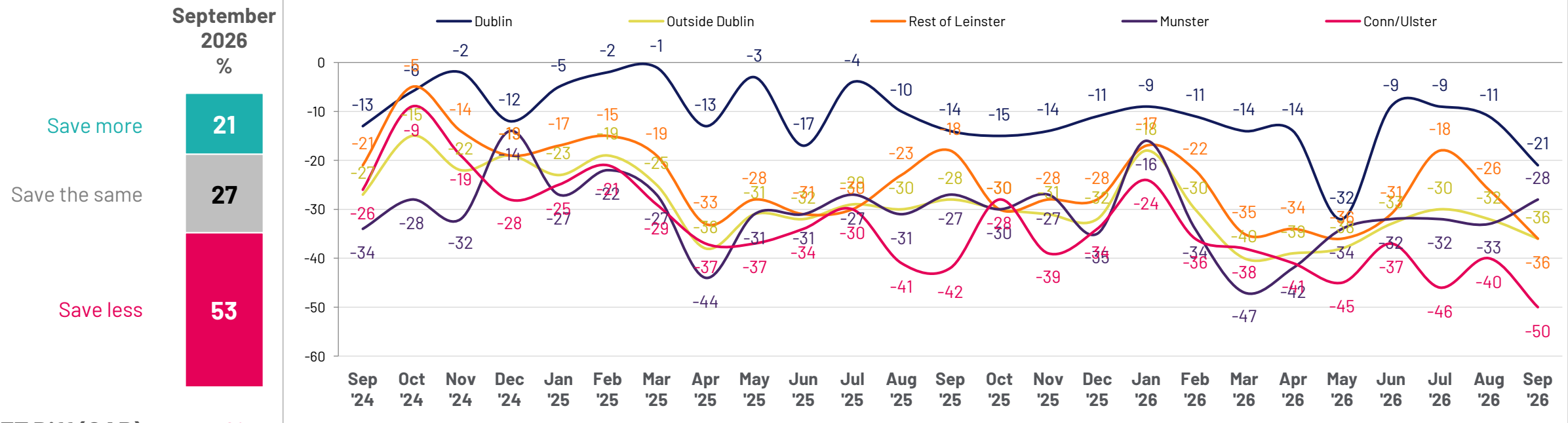
Outside Dublin: -49%



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 (61%) and C2DEs (60%) 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	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													
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	-42	

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



NET Diff (GAP) -32%



Dublin: -21%
Outside Dublin: -36%



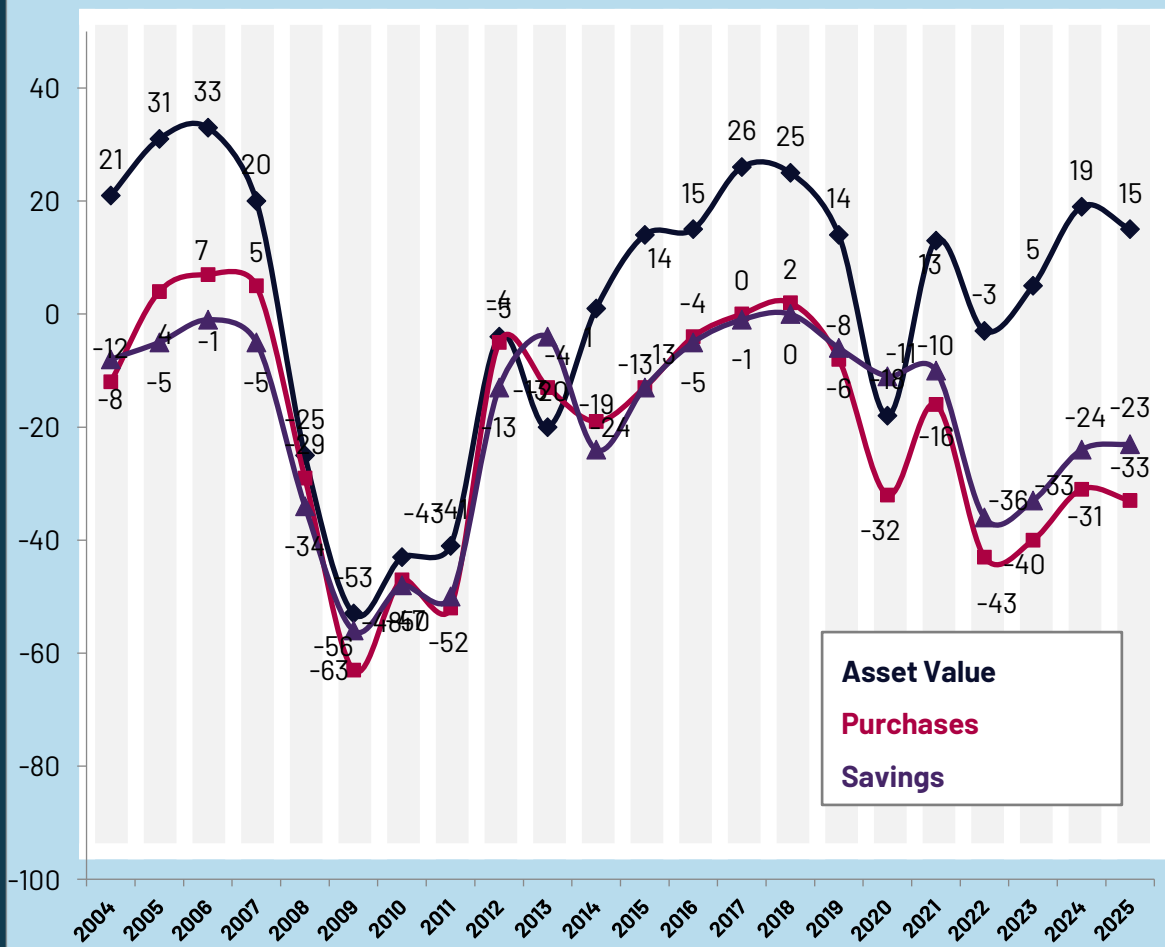
Those more likely to save more over the next 12 months are 16-24-year-olds (50%).

	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	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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	-32	

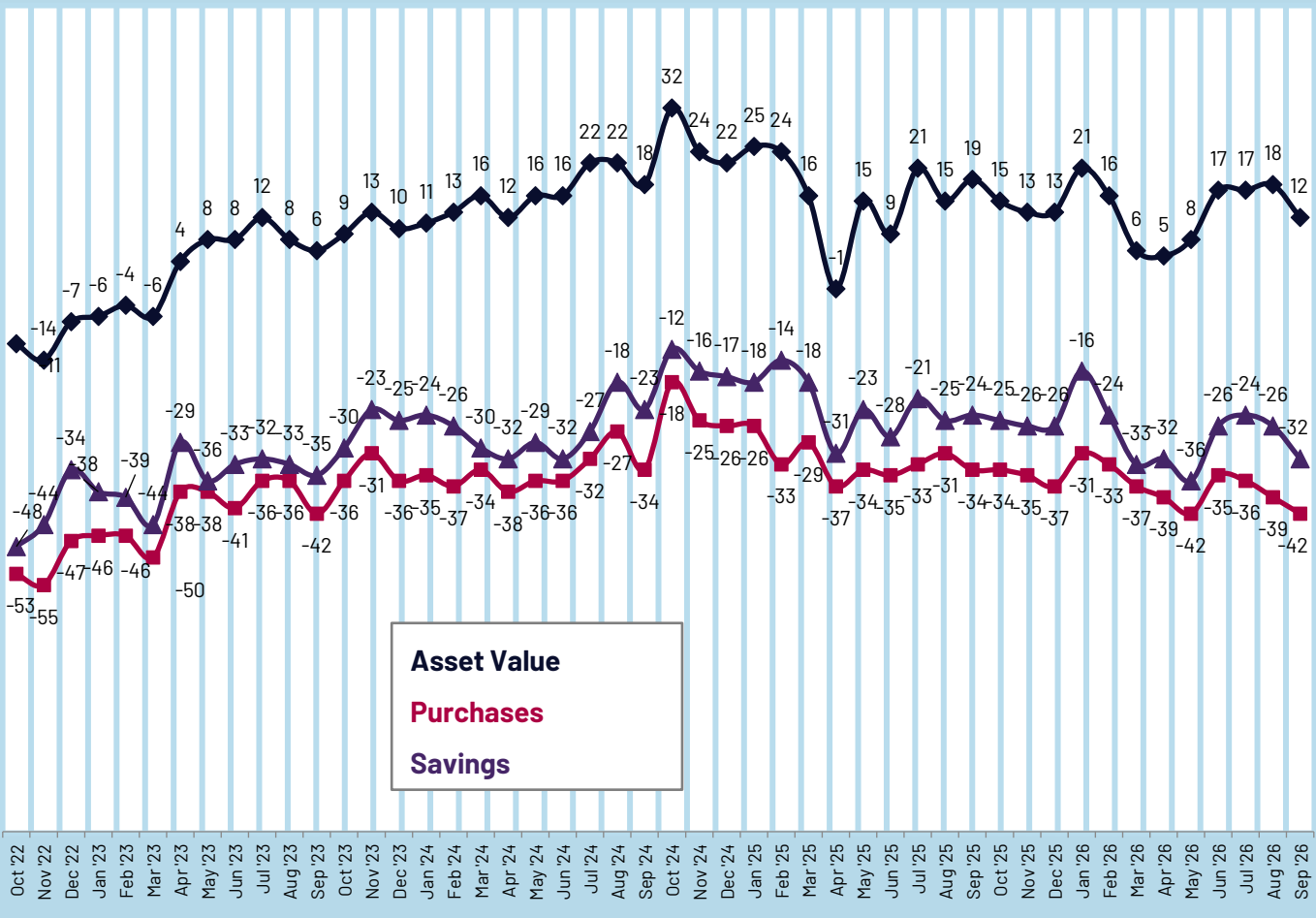
Balance Of Opinion in Summary – The Year Ahead

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?

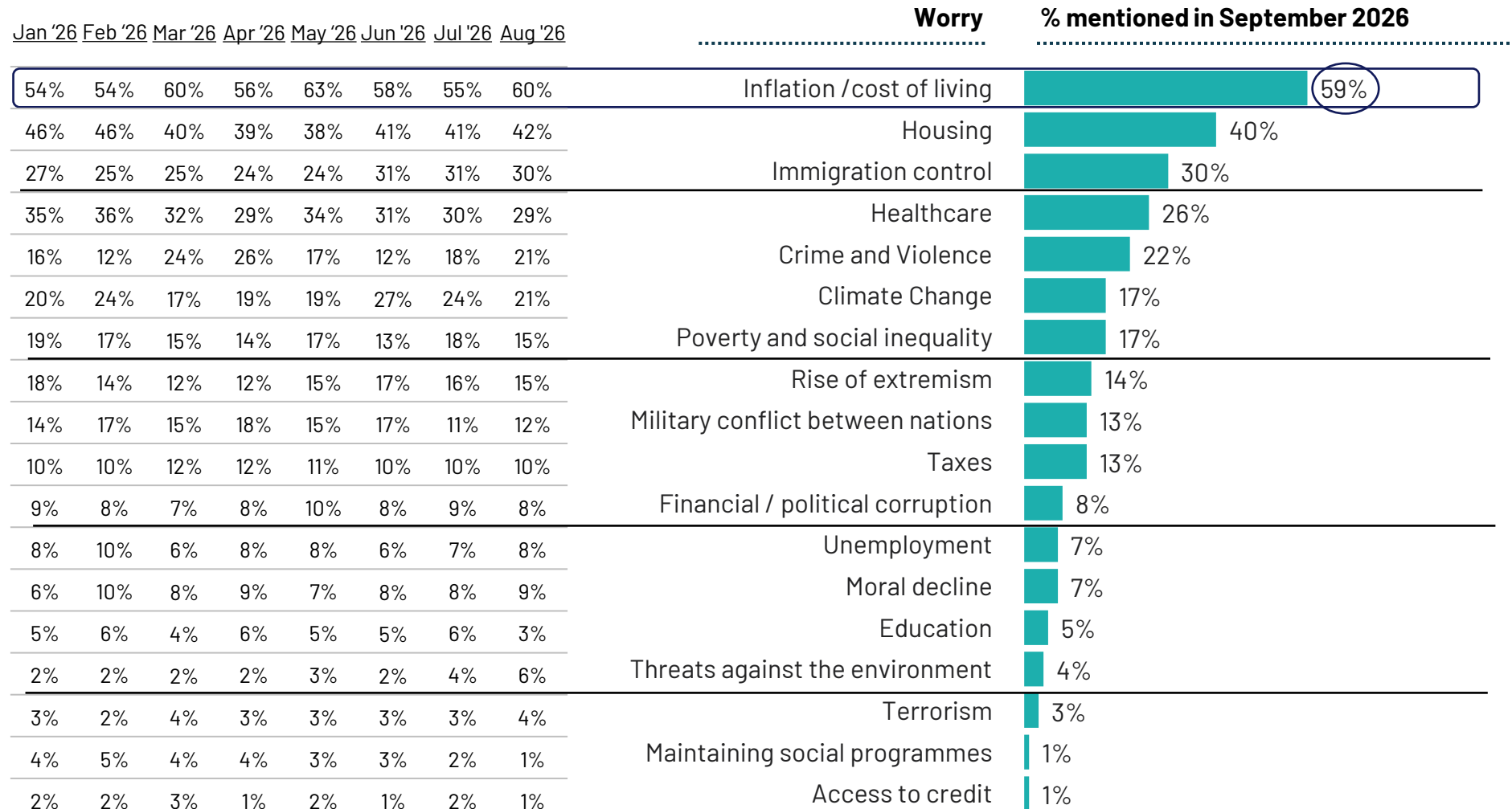
What worries Ireland?

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

Immigration and Healthcare are also prominent in the eyes of the public.

Base: All adults 16+ N = 1,027

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



THANK YOU



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