

RED C



Consumer Mood Monitor UK

April 2025
RED C



Amid ongoing economic uncertainty and the evolving impact of recent government policies, consumer confidence in the UK economy remains fragile.

Here are the key takeouts from our latest survey wave...

RED C Consumer Mood Monitor – Key Headlines (Wave 4)



1

Consumer confidence is at breaking point — and no demographic is immune

From the economy to cost of living, pessimism has deepened across the board, with outlooks for the next six months hitting record lows in our Consumer Mood Monitor across all age groups and financial indicators.

2

Everyday pressures are stacking up — and consumers are feeling squeezed from all sides

Rising concerns around housing, borrowing, job mobility, and shrinking disposable income reveal a consumer landscape under strain — and a critical moment for brands to understand shifting priorities.

3

Consumer caution is spreading — spending fears now extend beyond energy to everyday essentials

Despite seasonal norms and easing inflation, consumers are bracing for higher costs across energy, fuel, and groceries — signalling a shift from isolated concern to widespread spending anxiety.

4

Global headlines are hitting home — tariffs and government cuts are fuelling consumer uncertainty

Rising worries about international trade tensions and domestic policy decisions are feeding into financial insecurity, with growing concern across all demographics about what lies ahead

Economic change has been at the centre of national news



Who are the millions of Britons not working, and why?

UK economic growth to be slower than forecast due to tariffs, say economists

'Good chance' Reeves will have to raise taxes in autumn budget, thinktank says - as it happened

Low growth and rising prices - it's looking gloomy for the UK

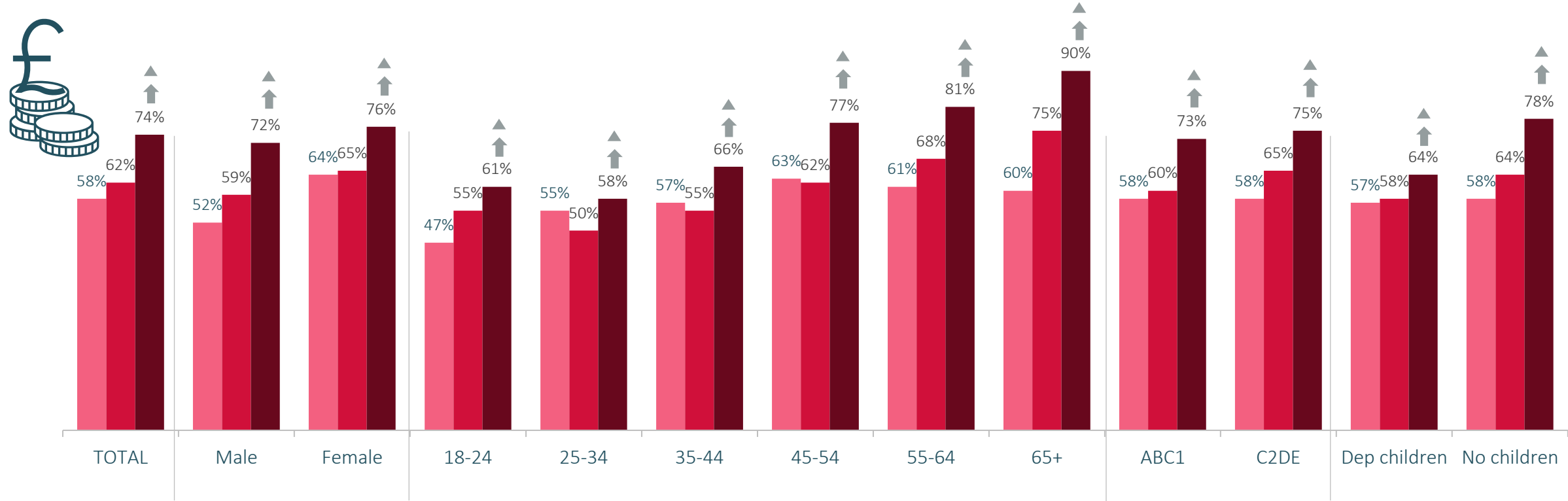
UK inflation rate: How quickly are prices rising?

Expectations for UK economy declined across all demographics

Unprecedented level of pessimism is seen across all subgroups, indicating that all types of consumers are feeling more negative about the economy than previous waves tracked by the UK Consumer Mood Monitor.

Expectations for the UK Economy six months from now

% who believe it will get worse

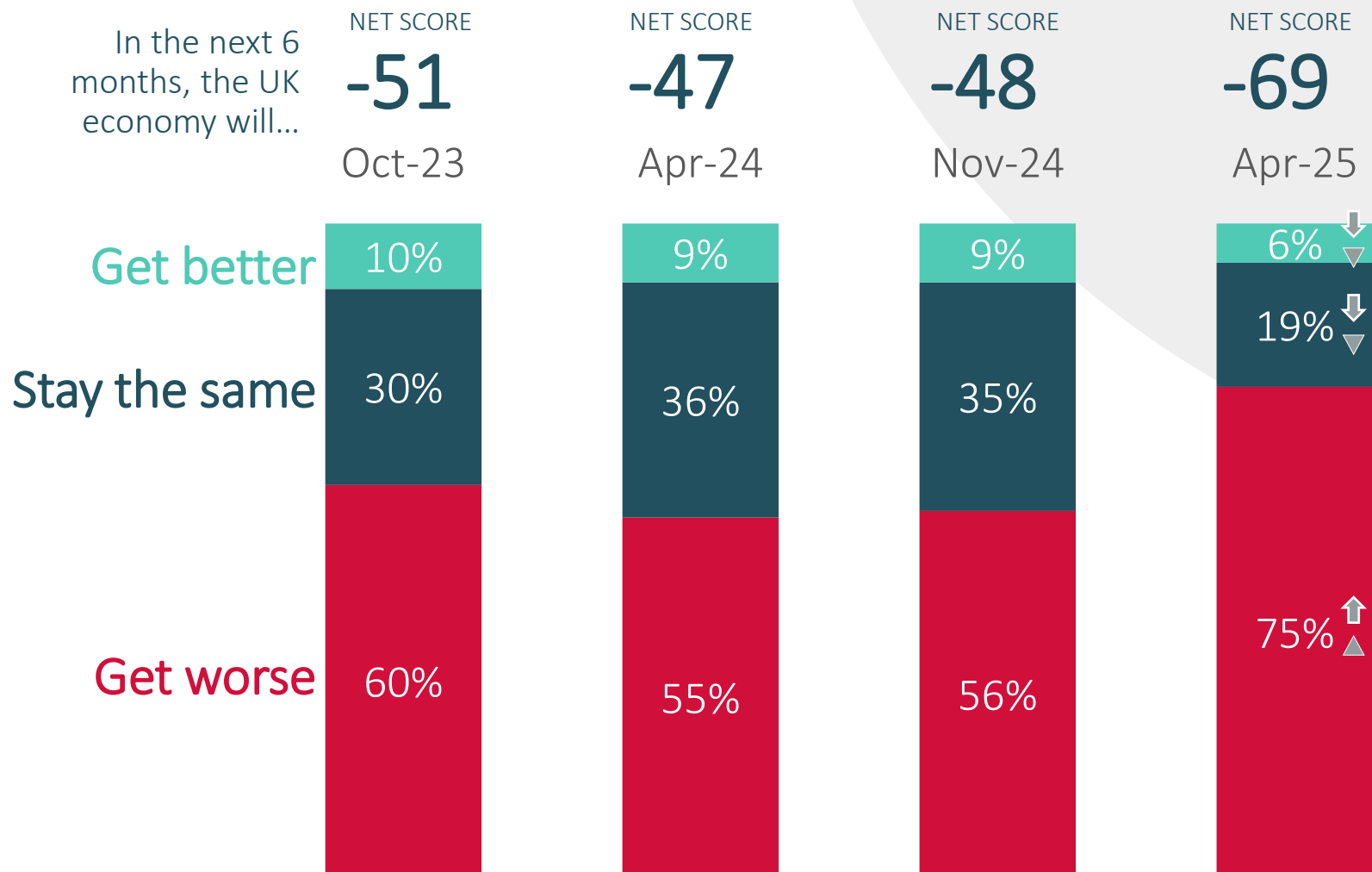


Q1. How do you think the following aspects of the economy will fare in the next 6 months?
Base Apr 24/Nov 24/Apr 25: Total (n=2066/2101/2071) M (n=1009/1008/1037), F (n=1050/1084/1028), 18-24 (n=209/168/221), 25-34 (n=321/318/341), 35-44 (n=330/379/323), 45-54 (n=371/335/352), 55-64 (n=329/366/364), 65+ (n=506/535/470), ABC1 (n=1190/1167/1122), C2DE (n=876/934/949), Any child (n=504/523/516), No child (n=1548/1564/1546)

Outlook for World economy significantly worse

Three quarters expect world economy to worsen in next six months, the same number as the UK economy.

It is clear that tariffs and the potential impacts on trade are weighing on consumers' minds.



Q1. How do you think the following aspects of the economy will fare in the next 6 months?
Base: Total sample Oct 23 (n=2095), Apr 24 (n=2066), Nov 24 (2101)

▲ ▼ Significance tested at 95% vs Nov 24
↑ ↓ Significance tested at 95% vs April 24

Confidence in the UK and world economies has now reached record lows.

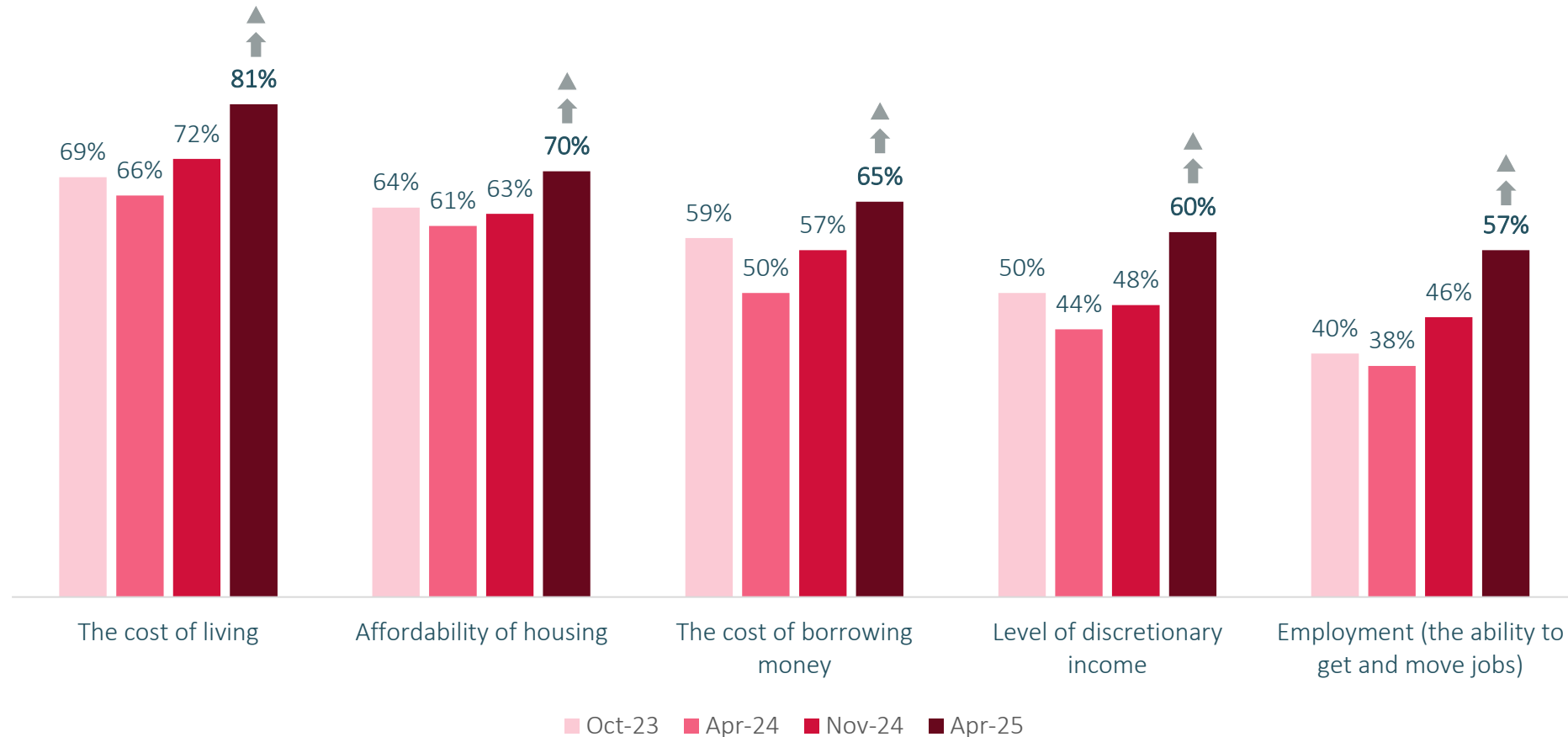
A deeper dive shows that consumers are worried about all aspects of the economy...

Consumers increasingly worried about all aspects of the economy



This includes the affordability of housing which has always had low confidence but was relatively stable until this wave.

Proportion of respondents who believe each aspect of the economy will **get worse** in the next six months



Q1. How do you think the following aspects of the economy will fare in the next 6 months?
Base: Total sample Oct 23 (n=2095), Apr 24 (n=2066), Nov 24 (n=2101), Apr 25 (n=2,071)

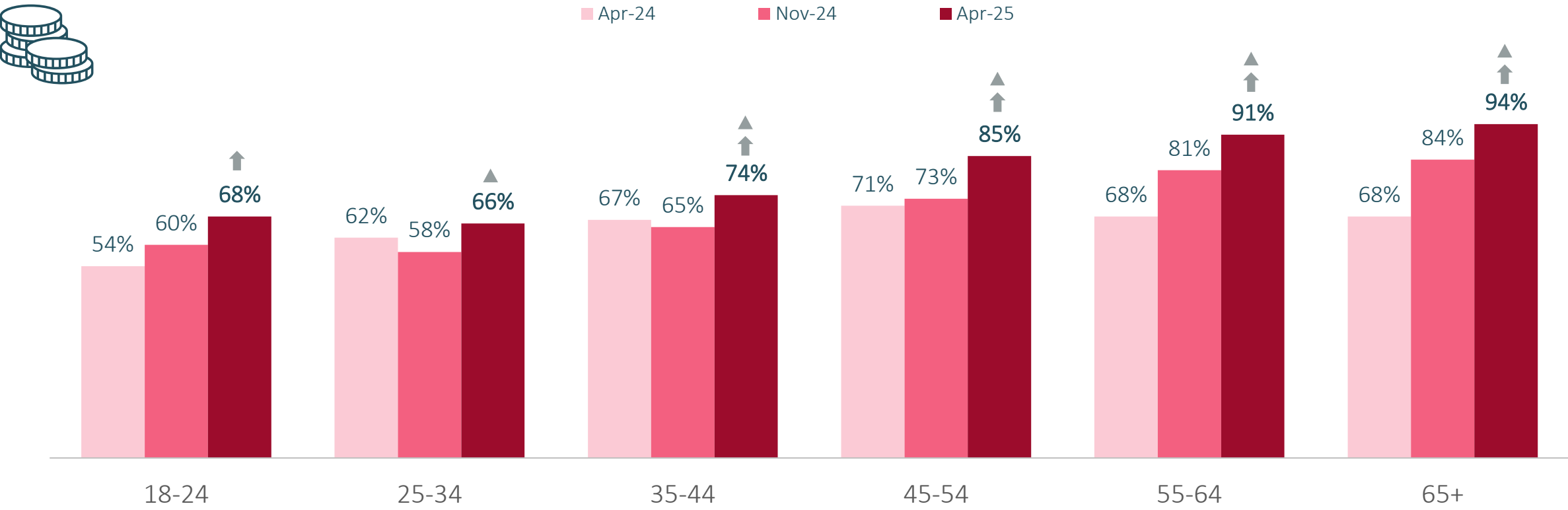
▲▼ Significance tested at 95% vs Nov 24 ↑↓ Significance tested at 95% vs April 24

Although inflation and interest rates have stabilised, consumer sentiment on the cost of living has deteriorated further since our last wave.

Rising living costs are having an outsized impact on those 65+

Many of whom depend on fixed incomes that leave little room to absorb extra costs. Although those 18-34 remain slightly more optimistic vs the other age groups, outlook is still low with 2 in 3 believing it will worsen

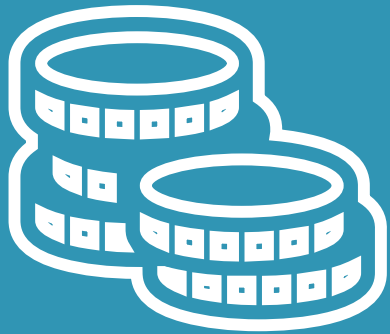
Expectations for the cost of living six months from now
% who believe it will get worse



Q1. How do you think the following aspects of the economy will fare in the next 6 months?
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Most UK consumers brace for tighter budgets, with 3 in 5 expecting less disposable income.



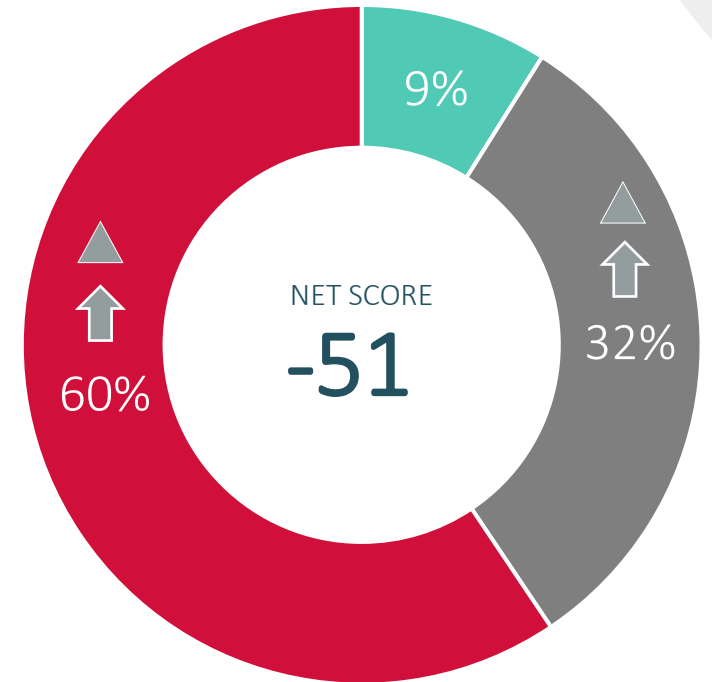
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Base: Apr 25 (n=2071)

▲▼ Significance tested at 95% vs Nov 24

↑↓ Significance tested at 95% vs Apr 24

Disposable Income (Total)
April 2025



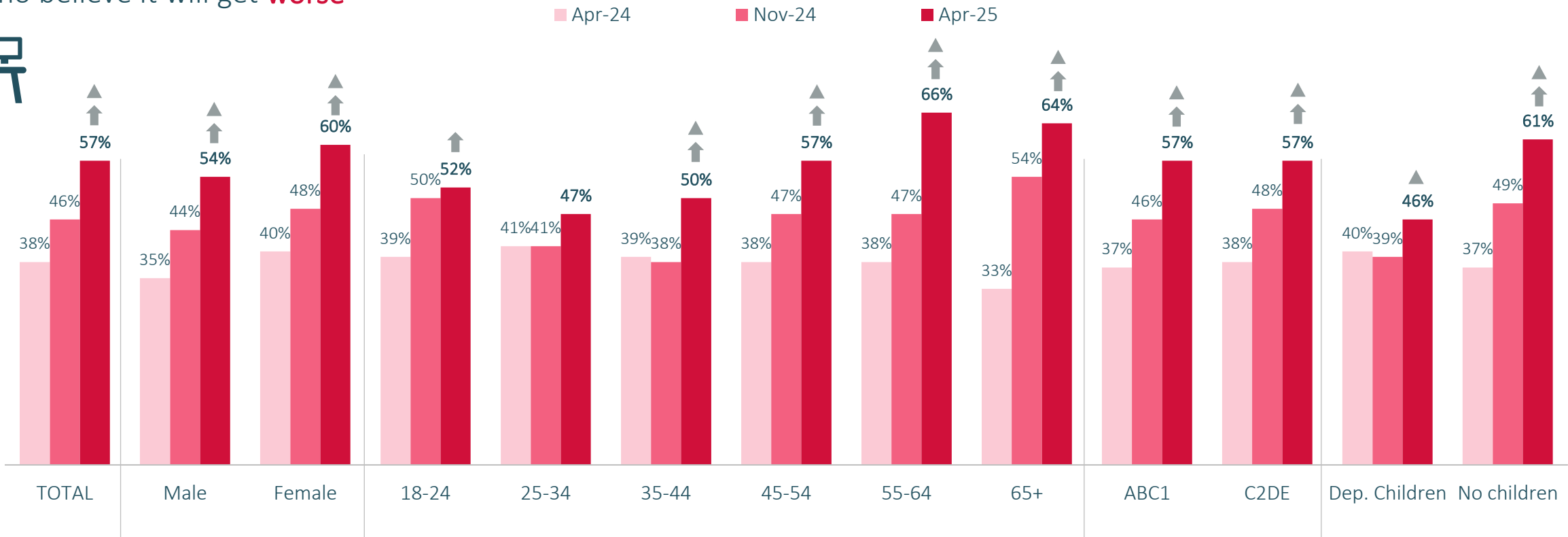
■ Get better ■ Stay the same ■ Get worse

Over half of UK consumers expect job mobility to decline in the next six months — a concern felt most sharply amongst those 55+



Expectations for employment six months from now (the ability to get and move jobs)

% who believe it will get worse



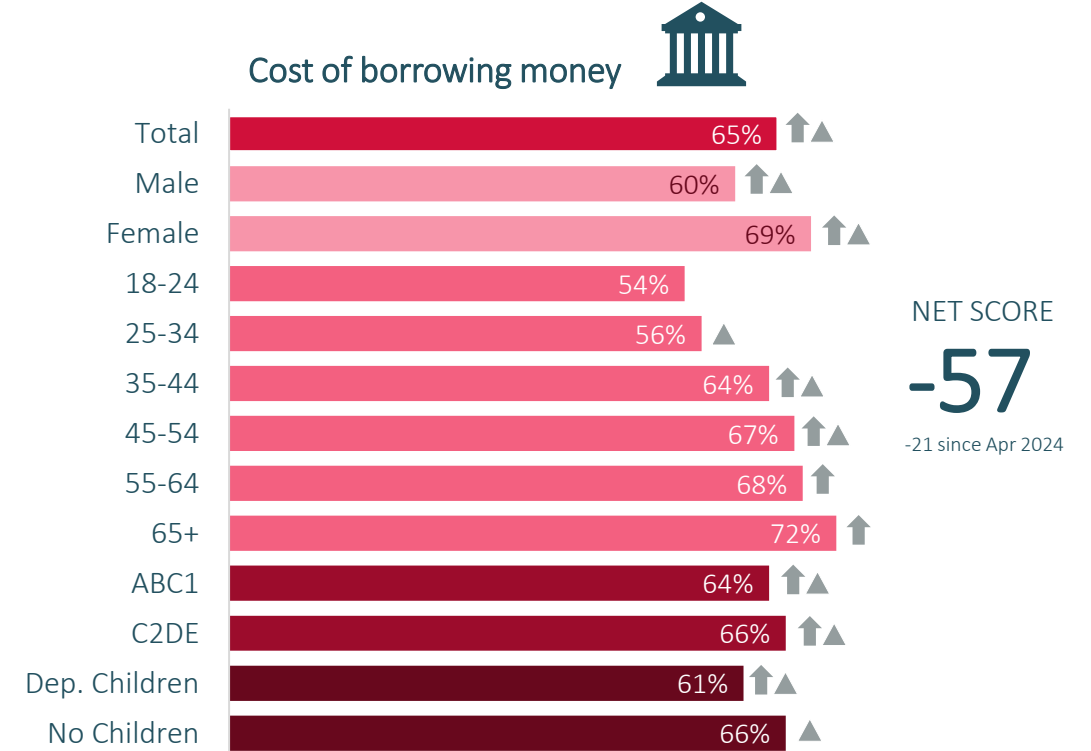
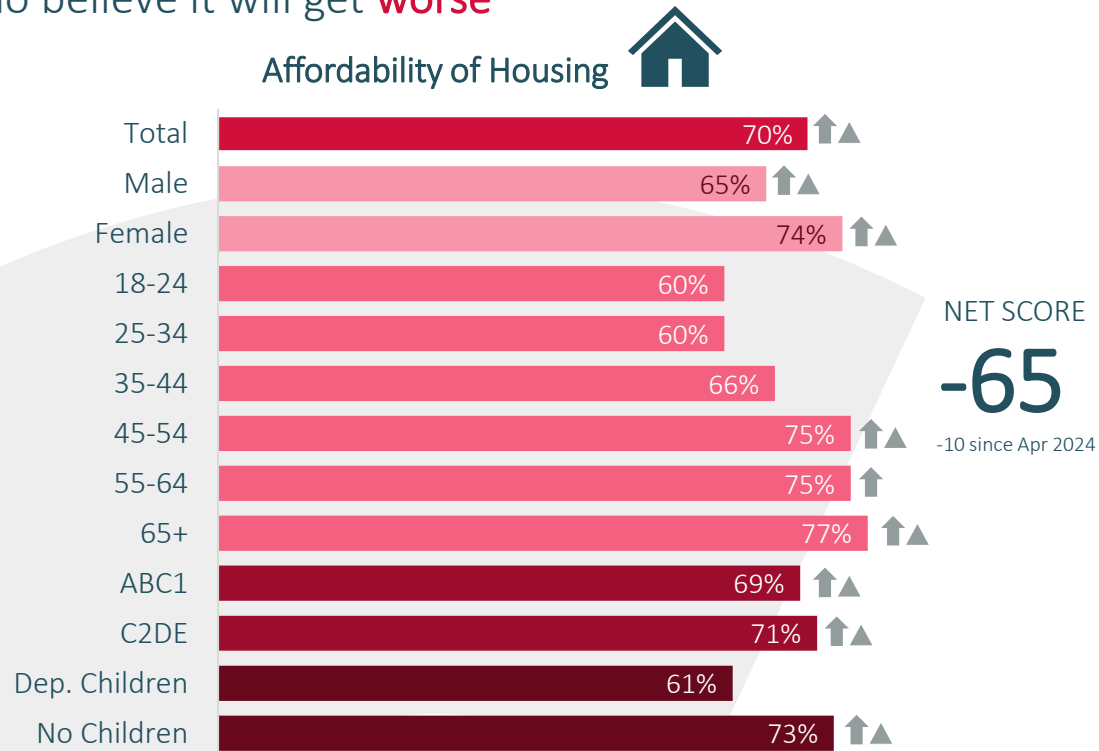
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Affordability anxieties grow: most UK consumers believe both housing and borrowing will become less accessible in the months to come



How do you think the following aspects of the economy will fare in the next 6 months

% who believe it will get **worse**



Q1. How do you think the following aspects of the economy will fare in the next 6 months?

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While household energy remains a key concern, consumers are now growing more wary of spending across a wider range of essentials.

Trump's tariffs and British government cuts dominate the headlines



Trump rips up rulebook on trade and businesses are left reeling

Winter fuel payment cuts may force 100,000 pensioners 'below poverty line'

Could Trump's tariffs tip the world into recession?

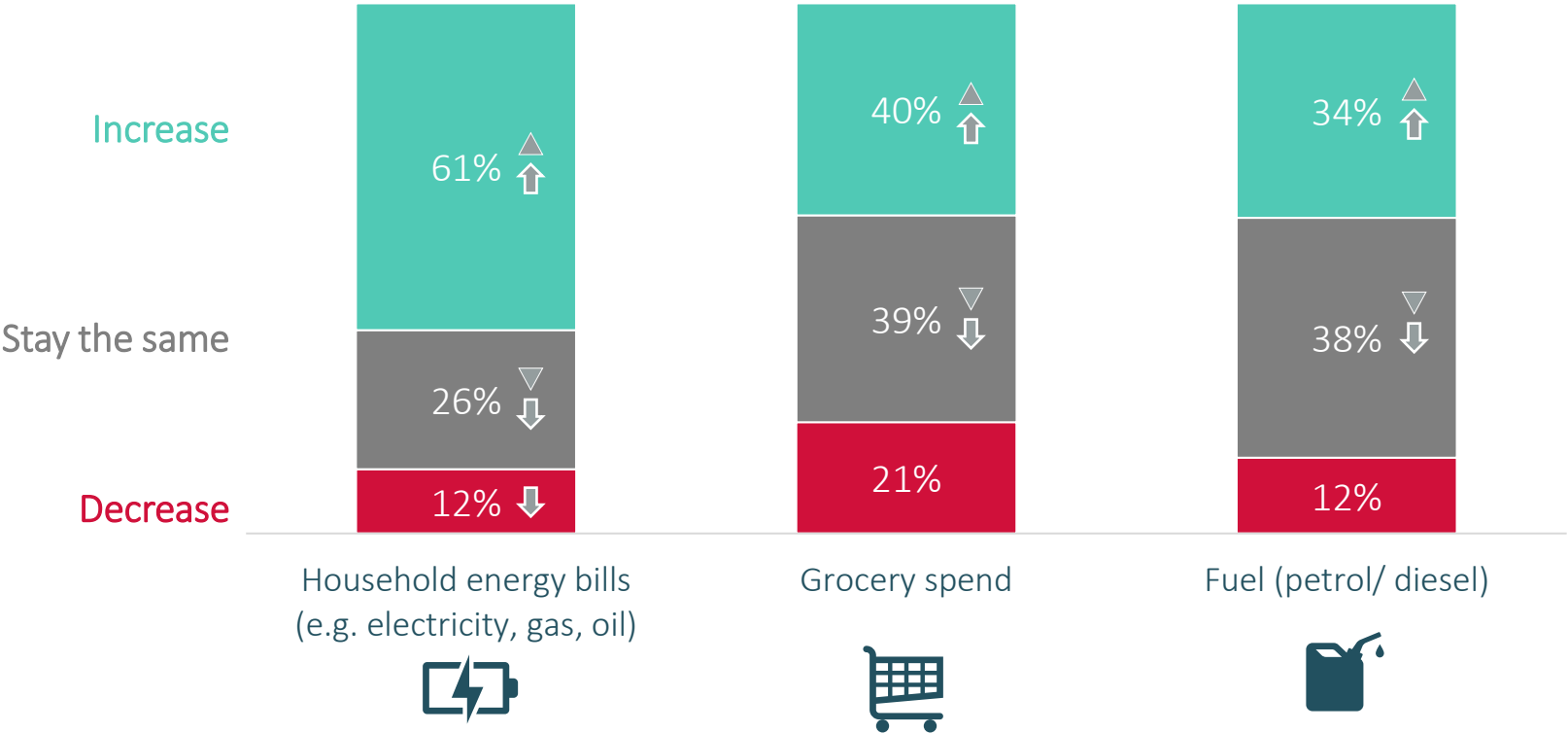
UK growth forecasts hit by Trump's tariffs

Liz Kendall unveils UK benefits cuts set to leave many sick and disabled worse off

Household energy bills expected to increase

The percentage expecting fuel and groceries to increase over the next six months has also risen significantly.

Thinking about the next 6 months, to what extent, if at all, do you expect to increase or decrease your spending on the following areas? – Total sample



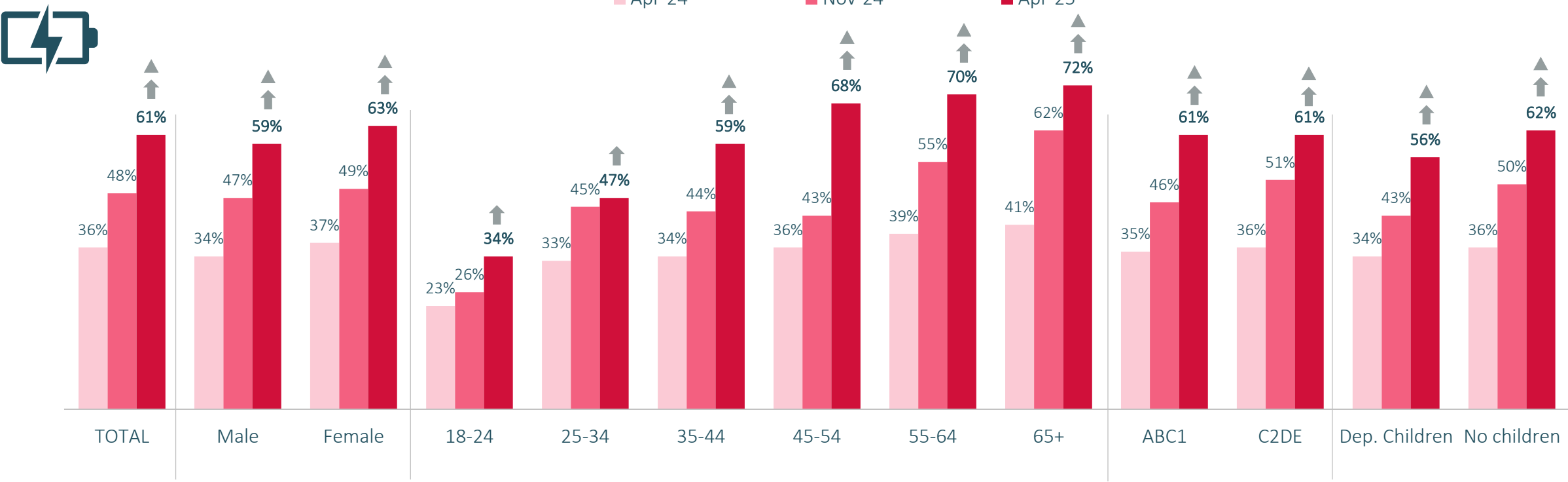
Q2. Thinking about the next 6 months, to what extent, if at all, do you expect to increase or decrease your spending on the following areas? Base: Total sample Apr 25 (n=2,071)

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All demographic groups expect household energy bills to increase

This is particularly stark as fieldwork occurred in Spring, a time when people would normally expect their energy bills to decline.

Expectations for spending on household energy over next six months
% who expect spending to increase

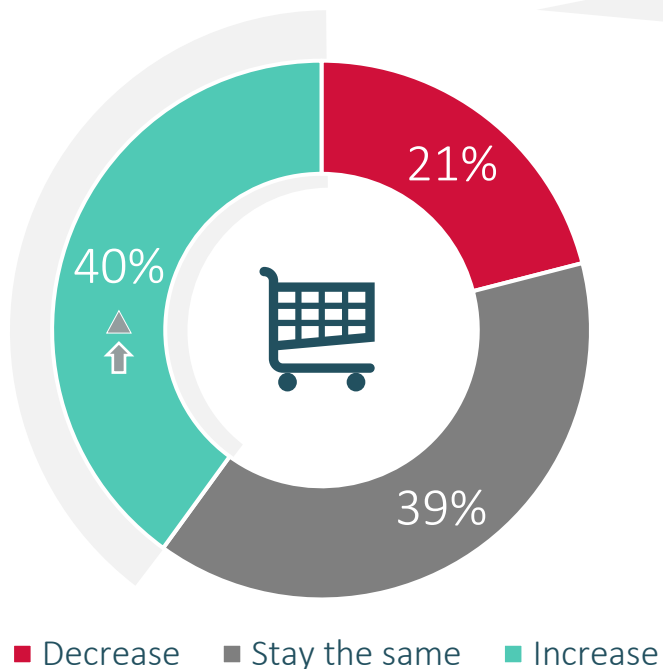


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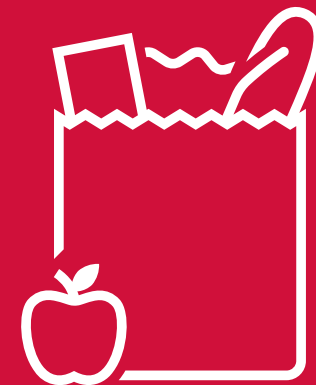
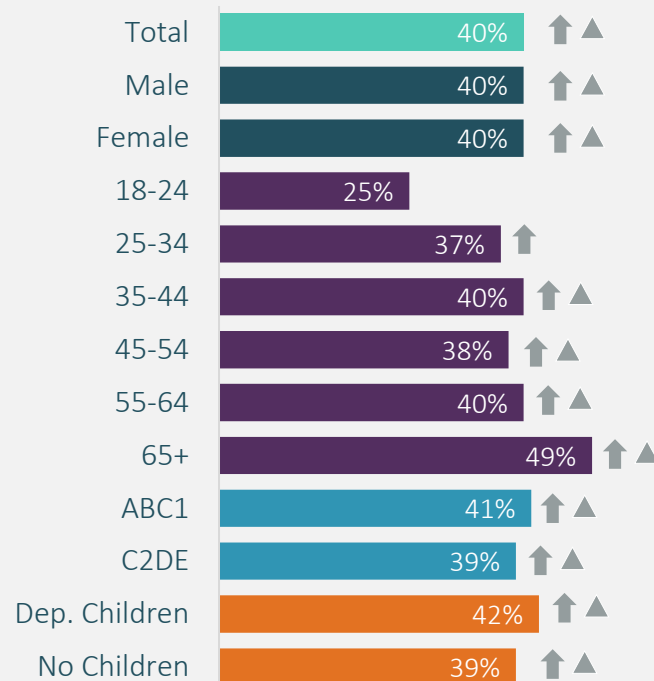
All groups except 18-24s expect spending on groceries to increase

While inflation has fallen significantly over the past two years, it is above the Bank of England's target of 2%.

Expected spending on Groceries
(Total) – April 2025



% who expect spending to increase



Food price rose by 2.6% in April, the biggest increase since May 2024.

*Source:
<https://www.reuters.com/sustainability/sustainable-finance-reporting/uk-food-inflation-highest-11-months-likely-rise-further-brc-says-2025-04-28/#:~:text=Food%20prices%20were%20up%20by,of%200.4%25%20the%20month%20before.>

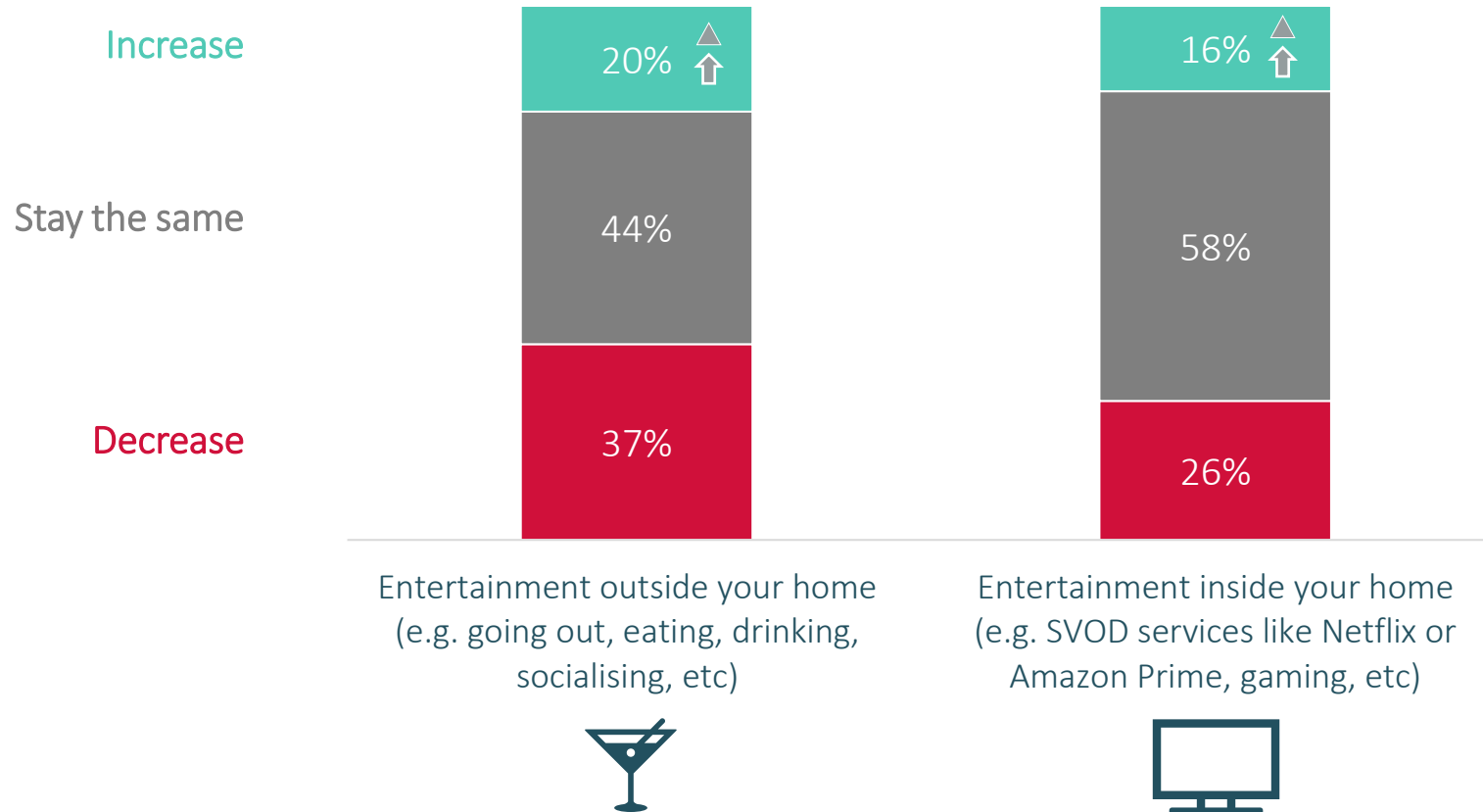
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▲ ▼ Significance tested at 95% vs Nov 24 ▲ ▲ Significance tested at 95% vs April 24

More people expect their spending on entertainment to increase

This applies to entertainment spending both inside and outside the home

Thinking about the next 6 months, to what extent, if at all, do you expect to increase or decrease your spending on the following areas? – Total Sample



Q2. Thinking about the next 6 months, to what extent, if at all, do you expect to increase or decrease your spending on the following areas? Base: Total sample Apr 25 (n=2,071)

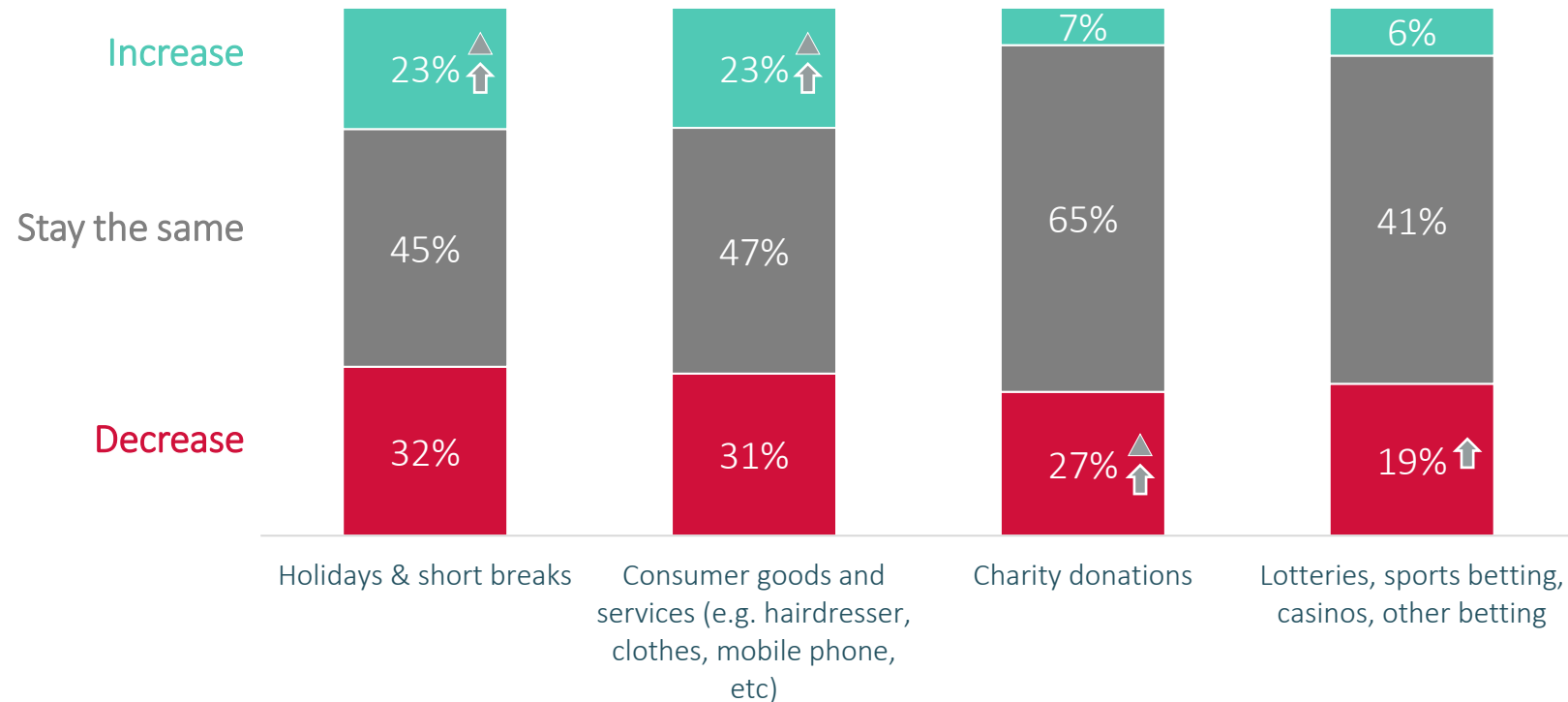
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Spending on holidays & consumer goods to increase

In a cost-conscious climate, more consumers are scaling back on discretionary spends like charity donations and the lottery.

Thinking about the next 6 months, to what extent, if at all, do you expect to increase or decrease your spending on the following areas? – Total Sample



Q2. Thinking about the next 6 months, to what extent, if at all, do you expect to increase or decrease your spending on the following areas? Base: Total sample Apr 25 (n=2,071)

As concerns grow over the impact of US tariffs and domestic budget decisions, UK consumers signal wider unease around both global and national economic direction.

US trade tensions spark alarm among UK consumers, with tariffs fuelling fresh economic anxiety

Tariffs and Trade War with US: Total Sample (Agree %)

I am worried about the impact of tariffs on the cost of living

73%

I am worried about the impact of tariffs on the UK economy

69%

I am worried about the possibility of a trade war with the US

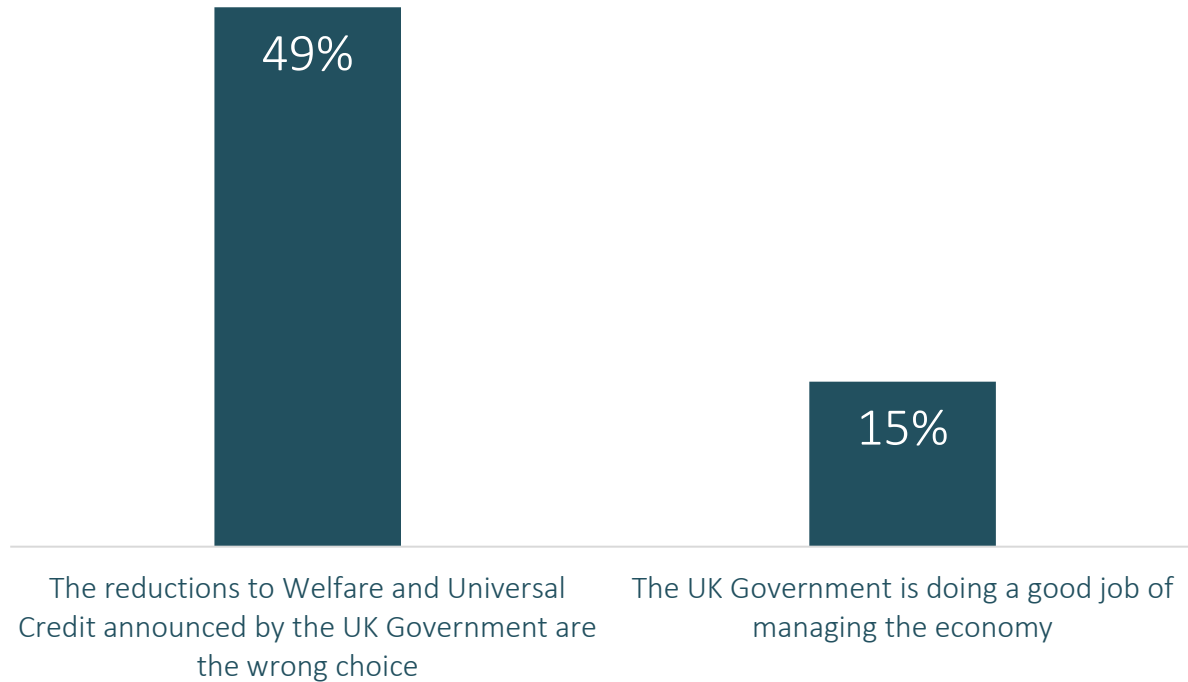
58%

Q3. Looking at these statements others have made about the economy, please select to what extent you agree or disagree Base: Total sample Apr 25 (n=2,071)



Just 1 in 7 UK consumers believe the government is handling the economy well

Thoughts on UK budget & government : Total Sample (Agree %)



Q3. Looking at these statements others have made about the economy, please select to what extent you agree or disagree Base: Total sample Apr 25 (n=2,071)



THANK YOU

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Appendix

Methodology & sample

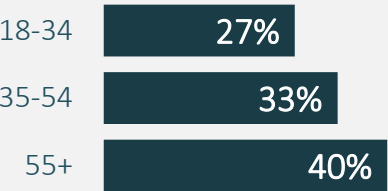


METHODOLOGY

- Online Survey among a Nat Rep sample of n=2,071 UK adults
- Fieldwork: 2nd to 3rd April 2025
- Wave #4 (started in November 2023). Previous wave conducted in November 2024
- Conducted in partnership with **.YONDER**

SAMPLE

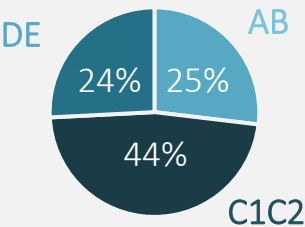
Age



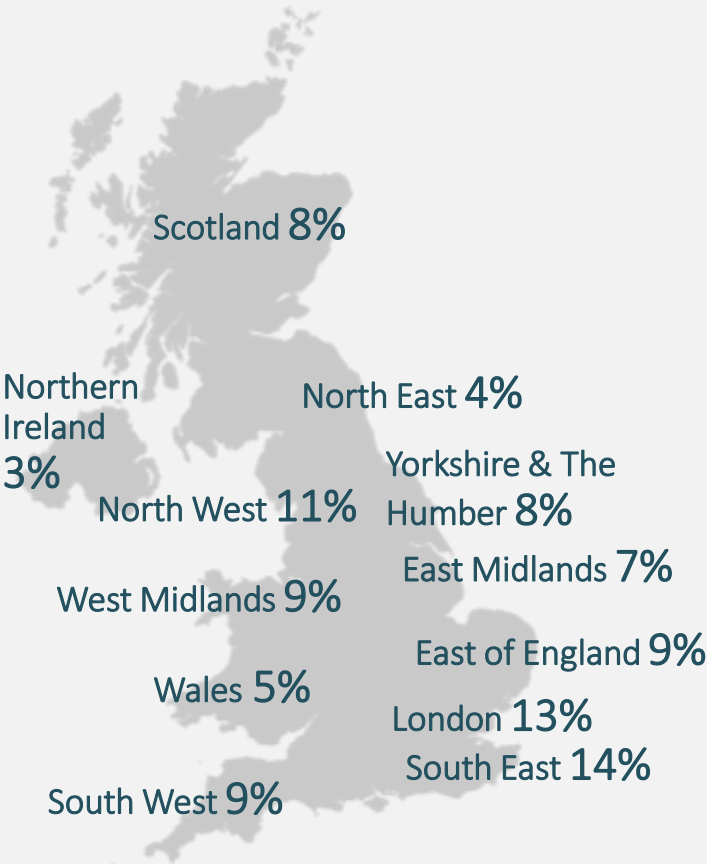
Gender



Occupation



Region

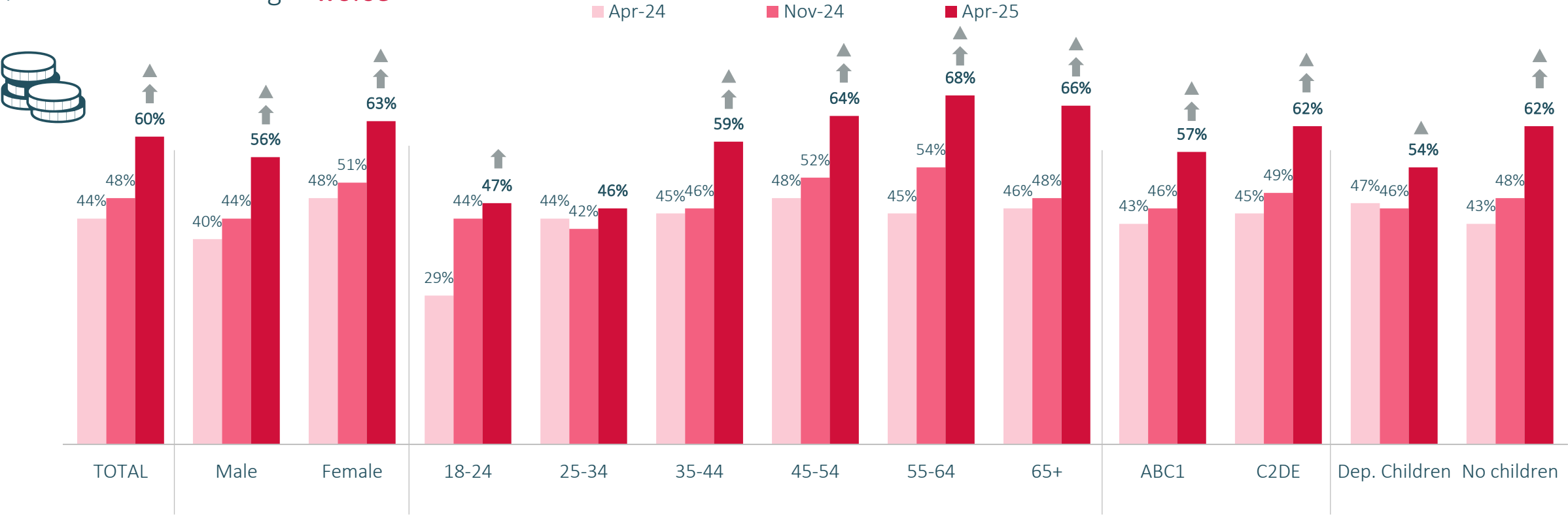


Financial pessimism runs high across the UK, as 60% foresee a drop in disposable income

This sentiment is slightly softened among those younger than 35

Expectations for disposable income six months from now

% who believe it will get worse



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