



Ireland Consumer Mood Monitor

July 2025



Consumer sentiment has improved slightly since April, but overall it remains very negative. Most concerns are focused on the rising cost-of-living, with many also worried about the health of both the Irish and global economies.

Consumer mood improves, but still in negative territory



01

After a sharp drop last April following the US administration's announcement of new import tariffs, our measure of the Consumer Mood in Ireland has shown some recovery, rising by 17pts to -61 (the % of people that think things will get better versus the % that think it will get worse). While the improvement is notable, overall sentiment remains firmly negative.

03

Cost-of-living remains the biggest concern for consumers and while official figures show that headline inflation has been largely stable over the last 12 months, many people are still worried about rising prices especially for essentials like energy and food. This is a key reason why a significant majority of consumers expect their financial wellbeing to deteriorate in the coming six months.

02

While some of the mood music around tariffs has softened and with a deal being struck between the US and EU just after survey fieldwork completed for this edition of the Consumer Mood, there is still a good deal of uncertainty that is no doubt giving rise to concerns for consumers about the outlook for both the global and domestic economies.

04

With the Government signalling that the upcoming budget is unlikely to include the same cost-of-living supports seen in previous years (e.g. energy credits) and with growing uncertainty around inflation due to continued the threat of a global trade war, there's little reason to expect a major improvement in the Consumer Mood in the months ahead.

**Some improvement
in consumer
confidence following
a collapse last April,
but it still remains
extremely negative
with most expecting
the economy to
worsen**



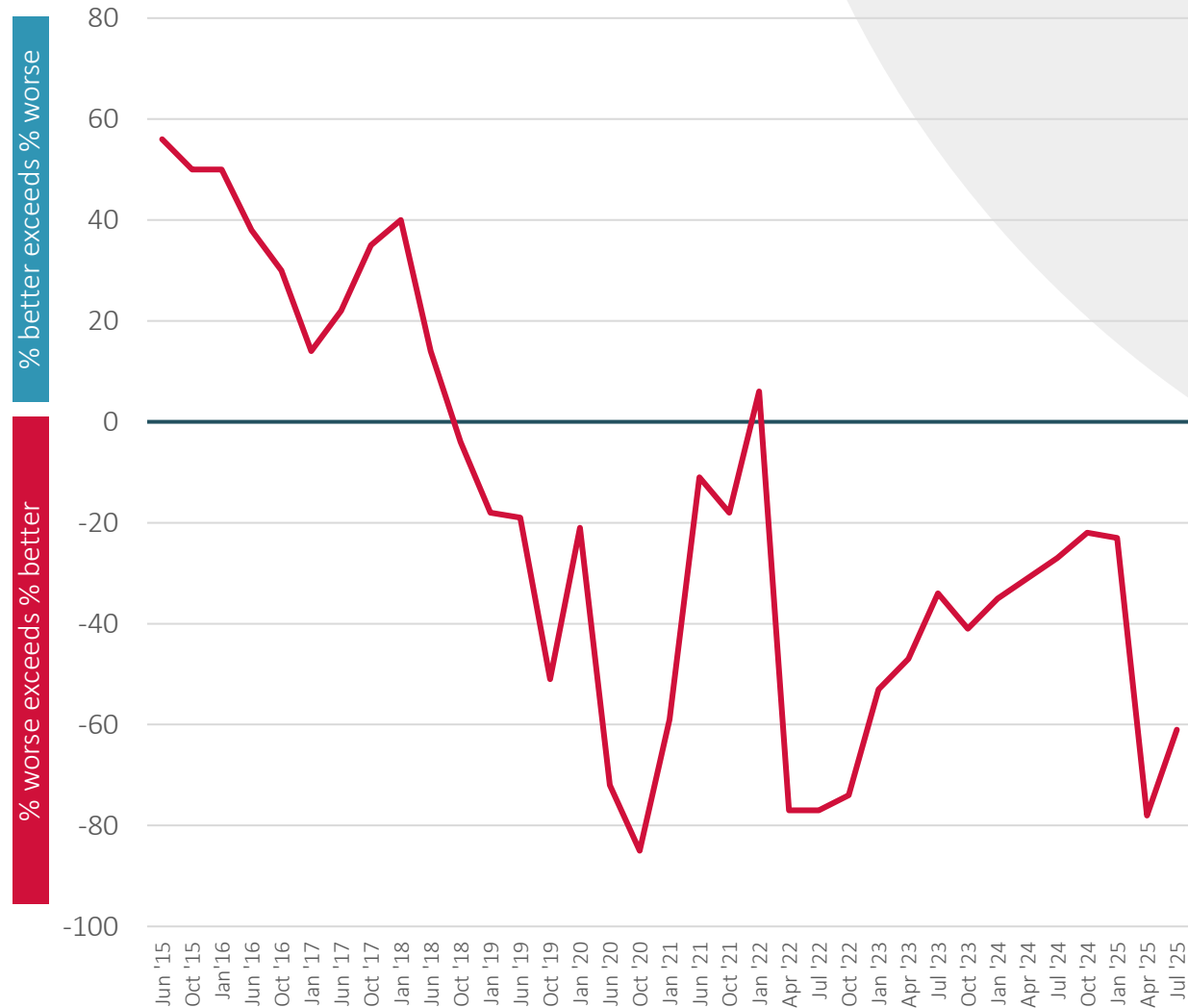
Consumer Mood somewhat improved, but remains extremely negative

Consumer confidence has improved marginally since April, but nonetheless remains extremely negative on the whole with far more believing the economy will fare worse than better in the coming months

Base: all adults living in ROI aged 18+

The RED C Consumer Mood – outlook for the Irish economy

% get better LESS % get worse over the next six months



RED C Consumer
Mood:

-61

+17 v Apr '25
-34 v Jul-24

Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse

Consumer mood up among all cohorts, but remains negative across the board



Consumer Mood Monitor by key demographics: expectations for the Irish economy six months from now
% get better LESS % get worse over the next six months



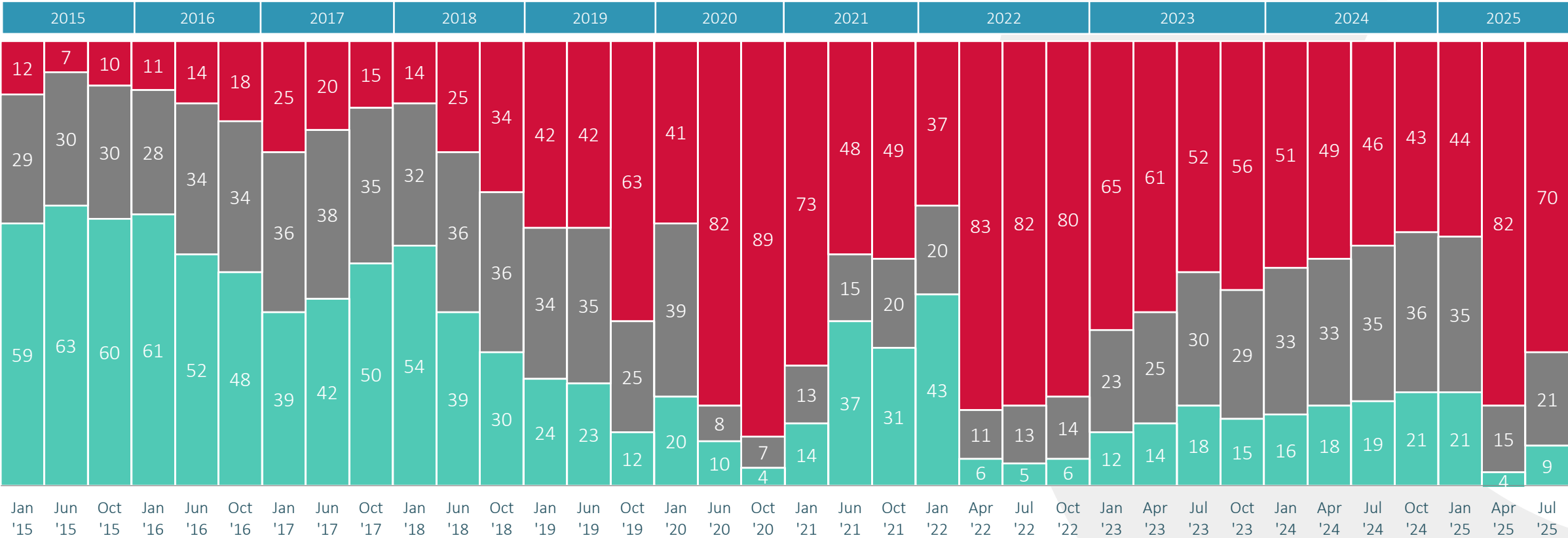
7 in 10 expect the Irish economy to worsen in the coming months



How do you expect the Irish economy to fare in the next six months?

% worse / better / stay the same

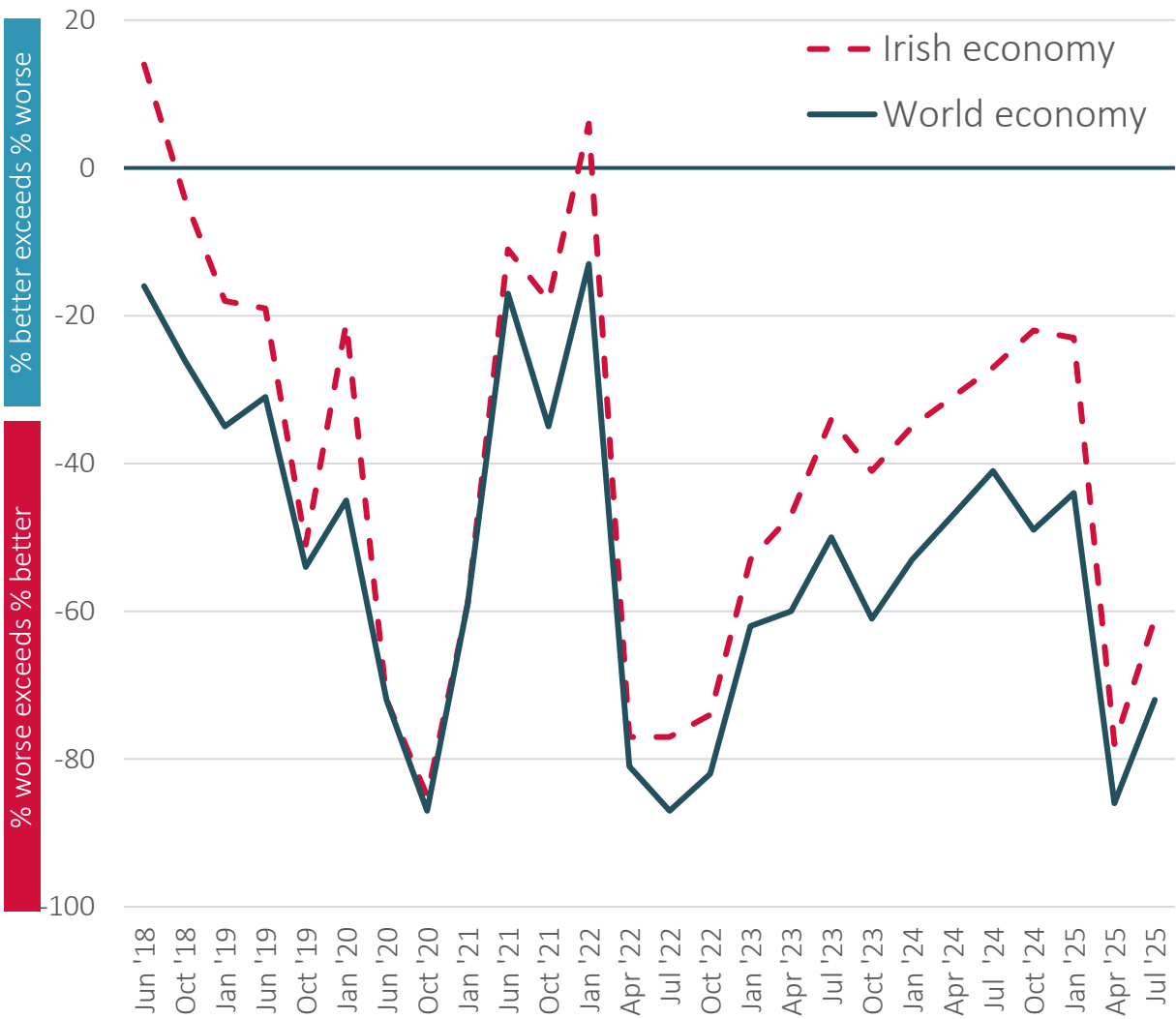
■ Worse ■ Same ■ Better



Outlook on world economy follows similar trend

In line with views on the Irish economy, the outlook for the global economy has improved marginally on April, although remains extremely negative overall

Outlook for the World Economy
% get better LESS % get worse in next six months



Global economy
Jul 2025:

-86

+14 v Apr-25
-31 v Jul-24

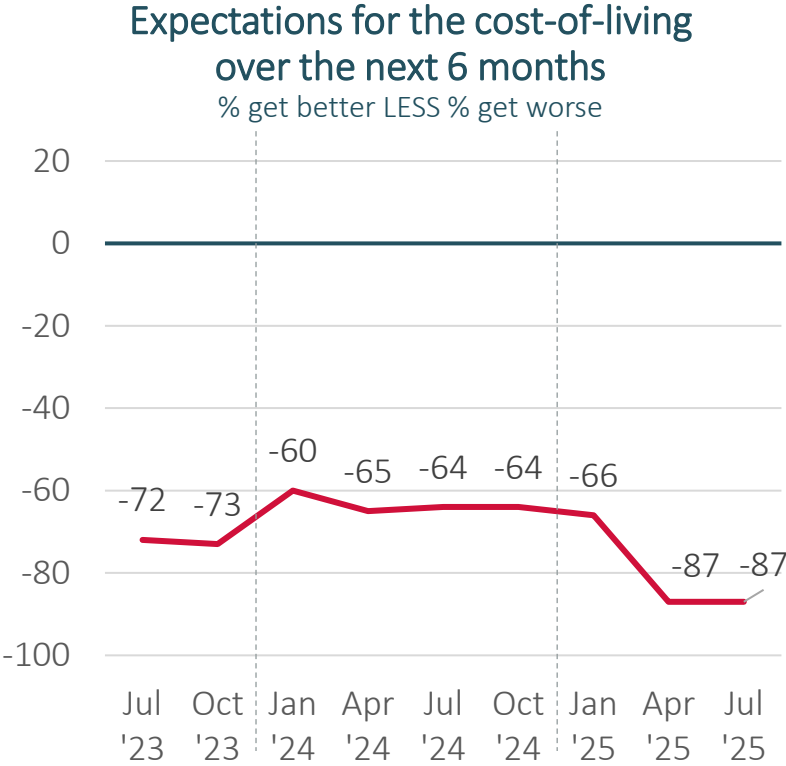
Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse

Consumers have become marginally more positive around the cost-of-living and employment, but these remain predominant concerns



Cost-of-living expected to worsen

Most people think the cost-of-living will keep getting worse in the months ahead. This is likely because of worries about new tariffs on goods from the US coming into Europe, as well as ongoing political tensions in the US and the Middle East.

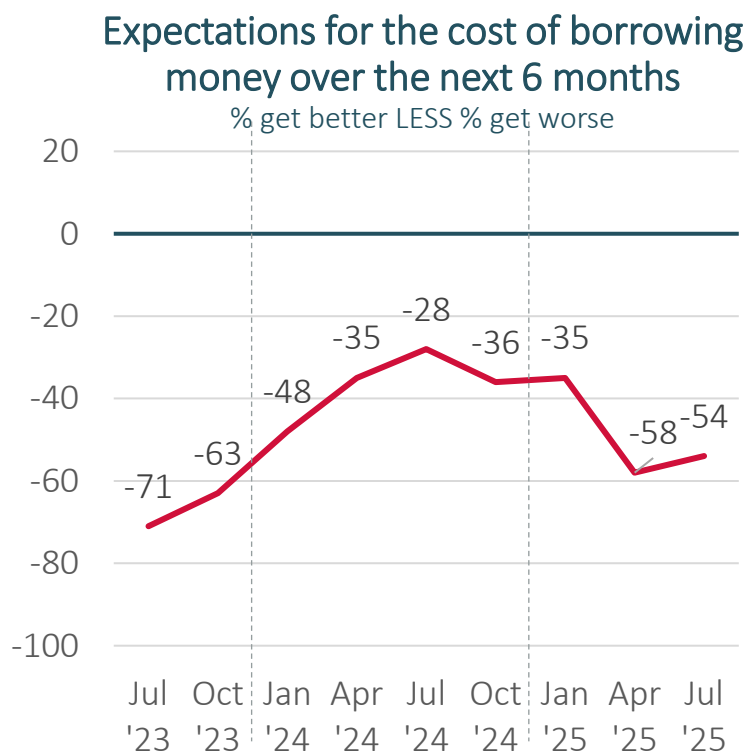


Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse



Little change in outlook on borrowing

Many more people expect borrowing costs to get worse rather than better, and even though the European Central Bank's recent cycle of rate cuts appears to be over, interest rates could still go up if inflation in the Eurozone rises in the coming months, especially if tariffs were introduced on US goods and pushed prices higher.

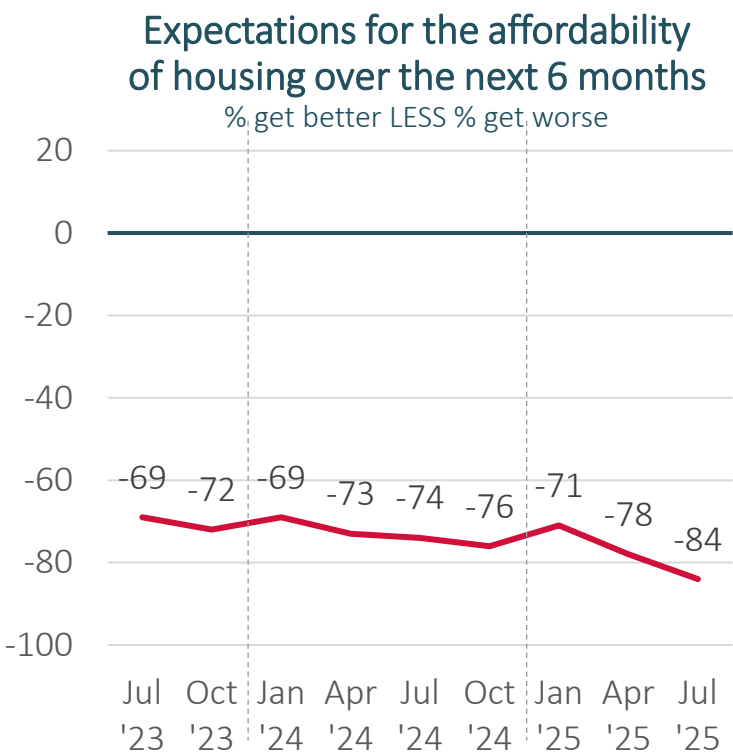


Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse



Further drop in outlook on housing

Consumer outlook on the affordability of housing is extremely negative and has fallen even further over the past six months, which does reflect a growing perception amongst the Irish public that little is being done to alleviate the housing crisis.

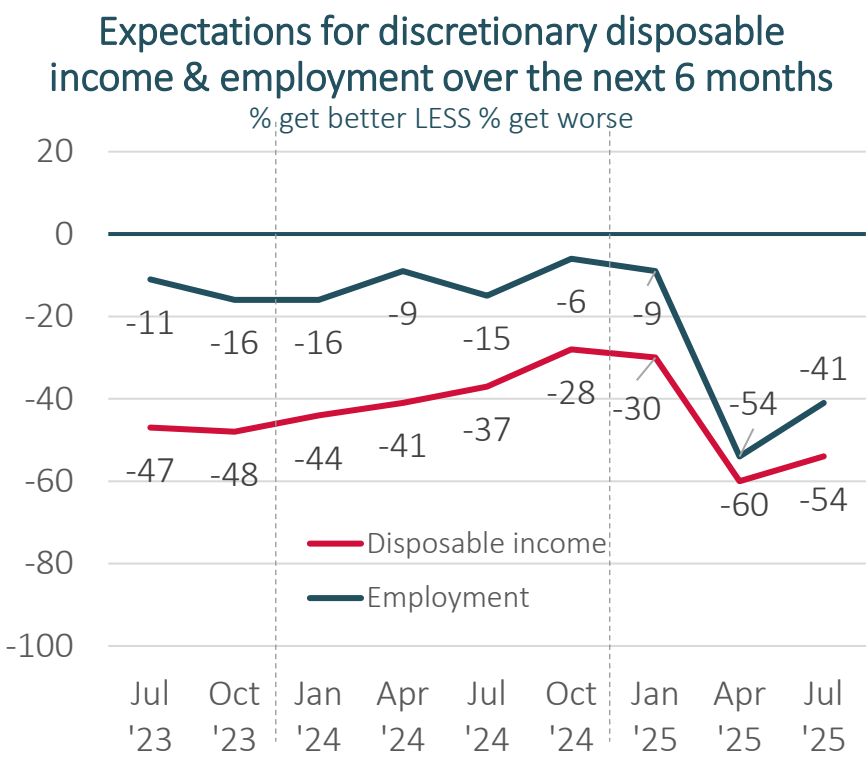


Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse



Some recovery in outlook on jobs

The outlook on employment has recovered somewhat in the wake of tariff negotiations, but remains highly cautious nonetheless. Disposable income continues to be the greater concern of the two with a marginal improvement, but the outlook remaining highly pessimistic.

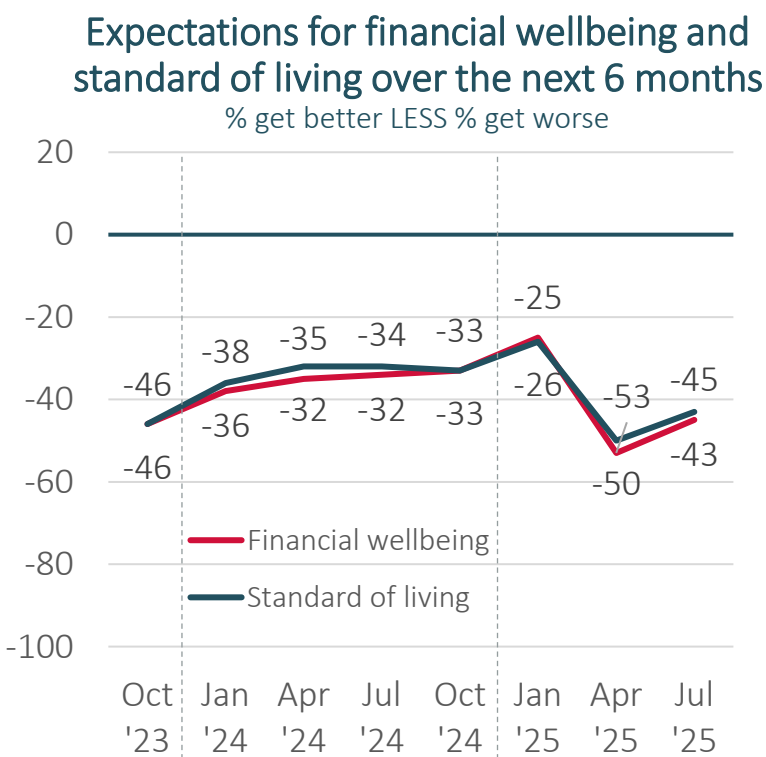


Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse



Standard of living still a concern

There's a slight improvement since April in how people feel about their personal finances and standard of living. However, confidence is still well below where it was in January. Later in this report, we explore the key reasons behind people's views on their financial wellbeing in more detail.



Above zero: % expect things to get better GREATER than % expect things to get worse
Below zero: % expect things to get better LESS % than expect things to get worse

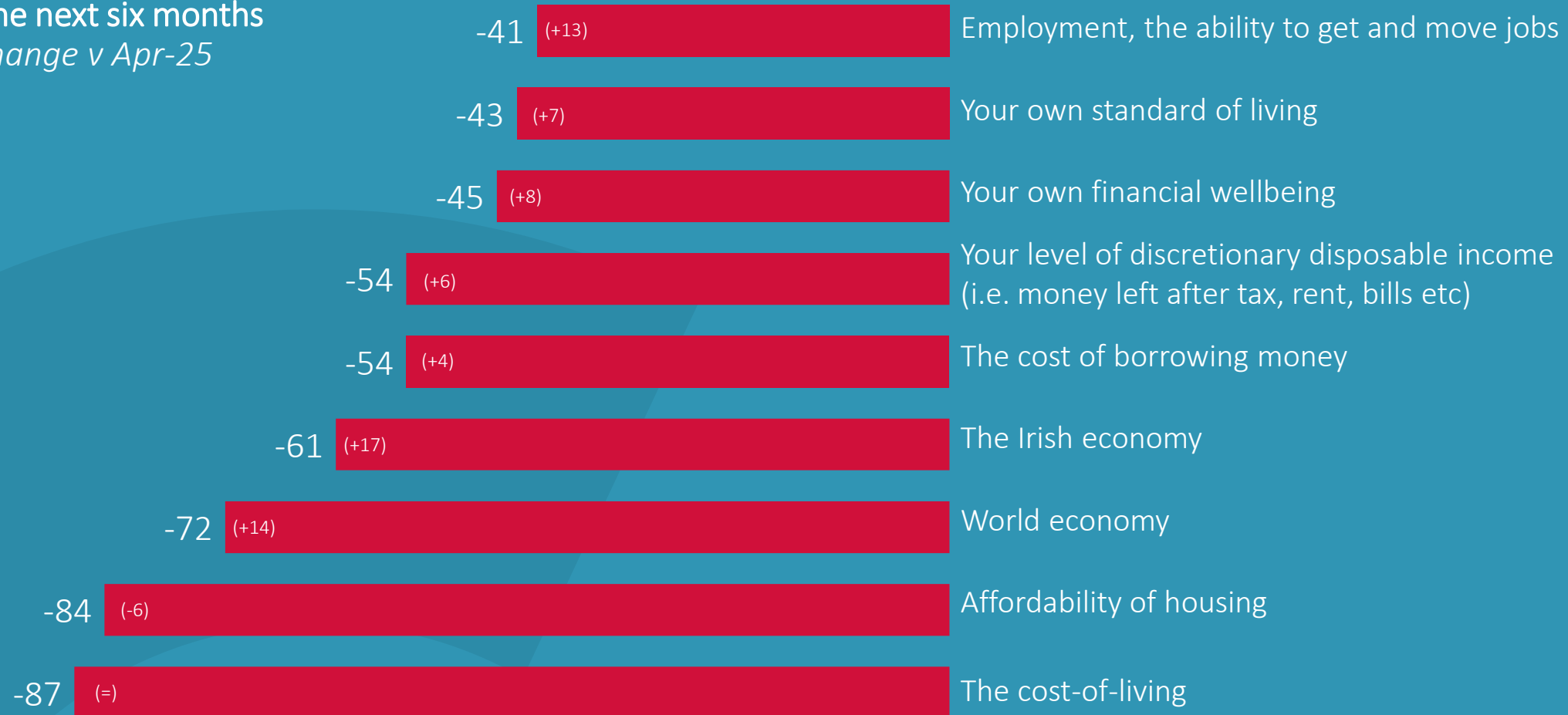


The mood has recovered albeit marginally across most metrics



Consumers' views on the affordability of housing continue to worsen

% get better less % get worse
over the next six months
() = change v Apr-25



**Consumers expecting
to spend more on
groceries and home
energy, putting
pressure on
discretionary spending**



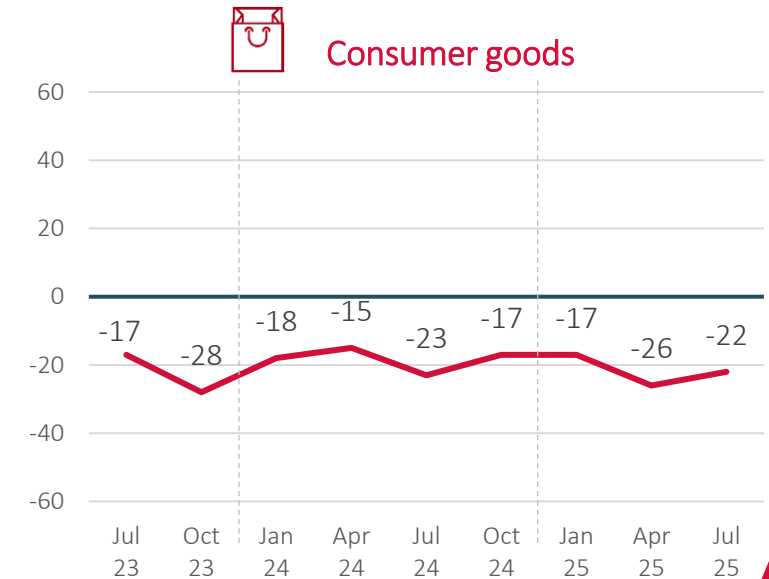
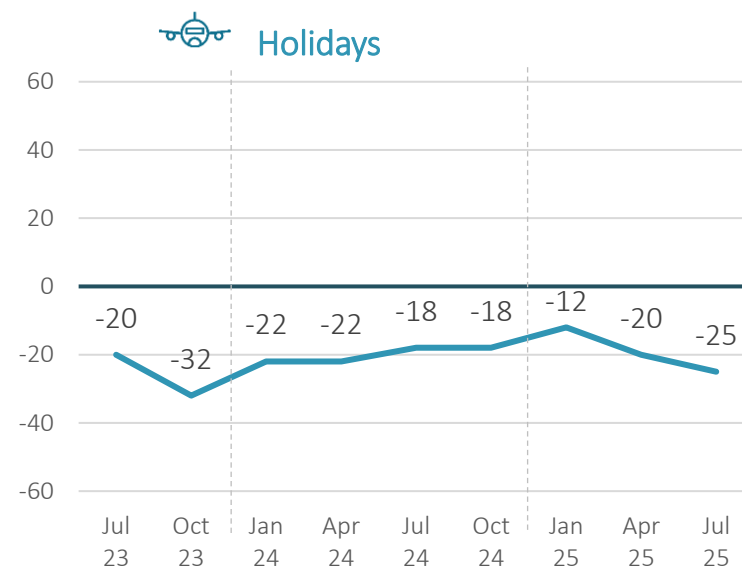
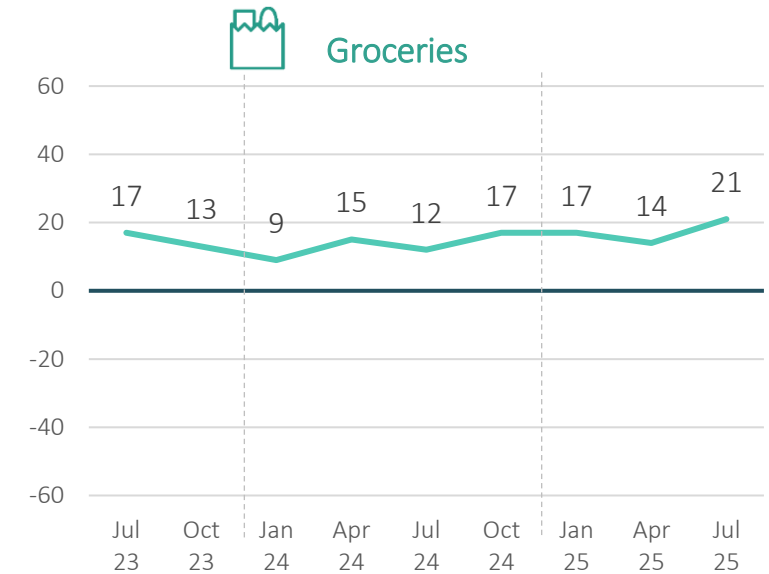
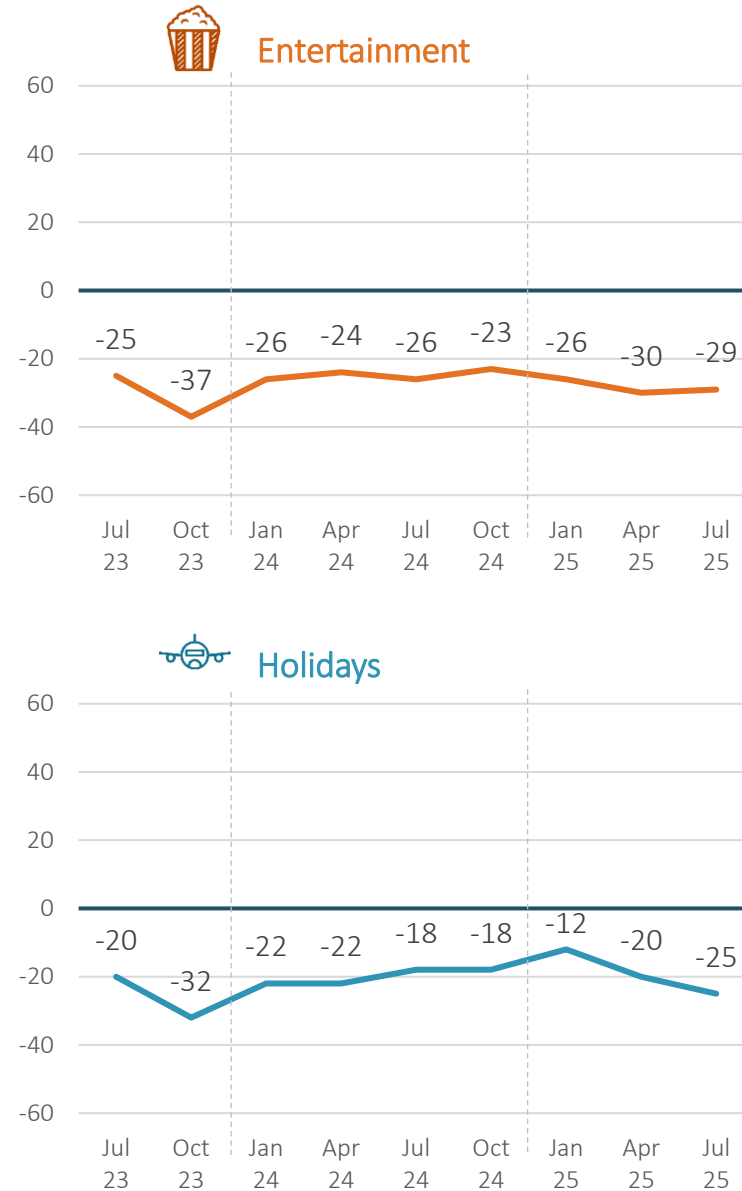
Many still expecting further increases in grocery prices

More expect to spend more on groceries than expect to spend less, while planned expenditure remains low across entertainment, holidays, and consumer goods.

Expected spending on groceries is up, likely reflecting anticipated price increases rather than people planning to buy more food.

Expectations for expenditure over the next 6 months

% increase LESS % decrease



Above zero: % expect spend to increase GREATER than % expect spend to decrease
Below zero: % expect spend to increase LESS than % expect spend to decrease

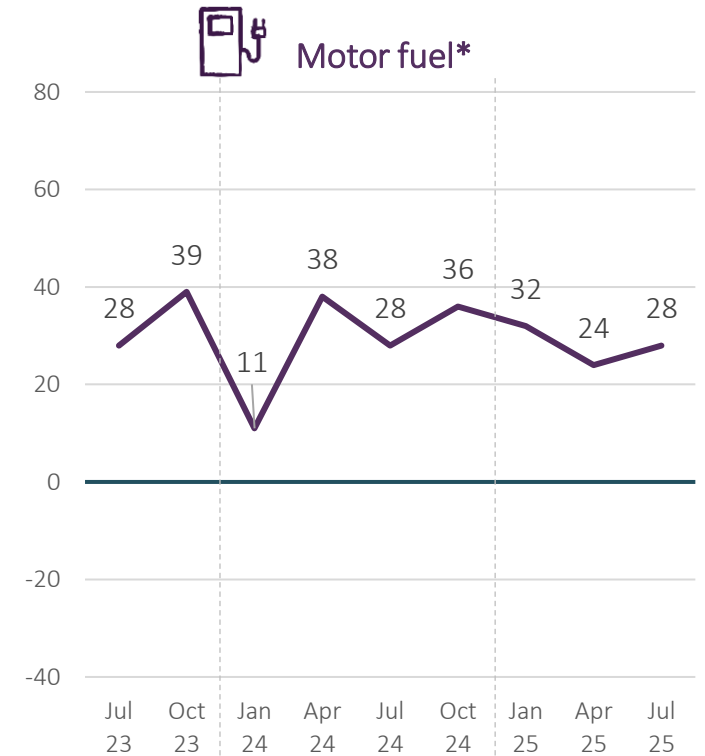
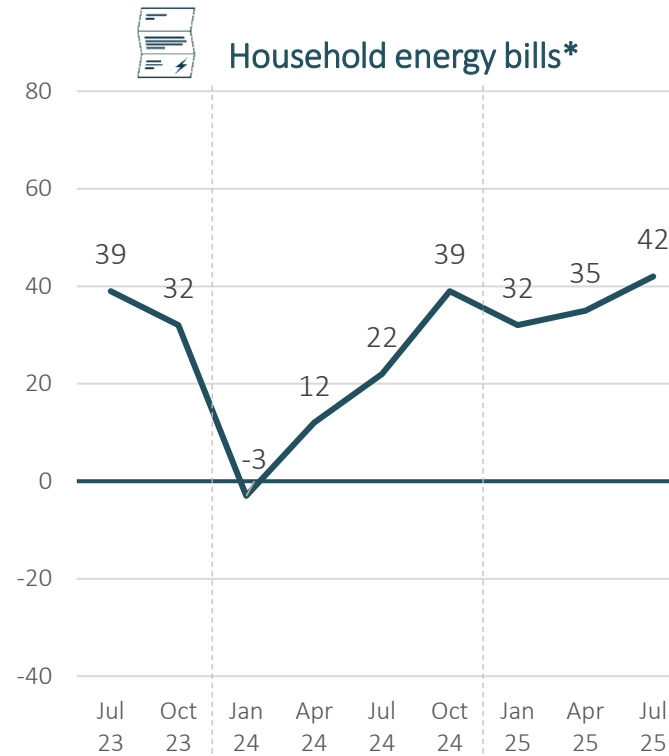
Household energy bills expected to rise in the second half of the year

Most expect their spending on household energy to increase in the wake of price hikes by suppliers and as we head into the winter. This is the most negative view on this we have seen in over two years.

The proportion expecting to spend more on motor fuel is in line with the same time period in previous years.

Expectations for expenditure over the next 6 months

% increase LESS % decrease




Above zero: % expect spend to increase GREATER than % expect spend to decrease
Below zero: % expect spend to increase LESS than % expect spend to decrease

*excludes not applicable

To better understand consumers' state of mind, we asked them this quarter to tell us in their own words why they think their financial wellbeing will improve, stay the same, or get worse over the next six months ...





Just one-in-ten (10%) expect their financial wellbeing to **improve** in the coming six months. Many attribute this to tangible changes in their incomes, whether this is through pay rises, promotions, new or better jobs, or increased working hours. Others are actively taking control of their finances by budgeting, saving and consolidating debt. This represents a **small but motivated group who are optimistic about their future and are taking steps to improve their situation.**



I am confident I will be a strong candidate for the manager position at my workplace within the next six months and I am optimistic that my wages will increase, allowing me to earn more than my current salary and thereby improving my financial situation.

10%

Expect their financial wellbeing to fare slightly or much **BETTER** in the coming six months



Notably higher for young men aged 18-34, singles and those living at home with their parents

Why do some people expect their financial wellbeing to IMPROVE over the next six months?

% of those that expect their financial wellbeing to fare slightly or much better in coming six months (n=102)



37%

Pay rises and promotions



23%

New or better job



21%

Reducing debt and / or cut spending



14%

Budgeting / better financial planning



12%

Generally optimistic about future



11%

Plan to save more




My wife has gotten a raise in her salary, so I'm very confident we'll be able to manage our income much better now. Our standard of living should see a big increase in the next six months.



I am currently restructuring my loans into one payment at a lower rate, so my repayments will be less each month. The money not used on loans will go to an emergency fund. I will reduce discretionary spending and put this money into savings.



I've finally gotten the hang of managing my money, and my job has settled down nicely now. Because of those two things, I'm feeling really optimistic about what the future holds



A little over one-in-three (35%) expect their financial wellbeing to **stay the same** in the coming six months. Many put this down to being on fixed incomes, that they have stable jobs, or don't foresee any major changes in their spending. This generally reflects a **sense of control and consistency** rather than concern, where they are **managing their money carefully and feel confident they can maintain their current position.**



Steady employment for both of us is ensuring that while costs have increased our income is keeping pace. While grocery shopping prices have increased we have been able to offset by shopping around and looking out for bargains. Household bills remain a small worry but so far we have been able to manage without any great difficulty.

35%

Expect their financial wellbeing to
STAY THE SAME in the coming six months



Notably higher for those aged 55+, in the AB social grade, retired and in their own home with no mortgage

Why do some people expect their financial wellbeing to STAY THE SAME over the next six months?

% of those that expect their financial wellbeing to fare the same in coming six months (n=344)



29%

Things will stay
the same as
they are



27%

Earnings will
remain
unchanged



17%

Cutting back on
spending



14%

Continue to
manage their
money



13%

No major
financial
responsibilities



10%

Expected
increase in
income





Steady employment for both of us is ensuring that while costs have increased our income is keeping pace. While grocery shopping prices have increased we have been able to offset by shopping around and looking out for bargains. Household bills remain a small worry but so far we have been able to manage without any great difficulty.



Although I expect the cost-of-living to continue to increase, I hope to offset that by cutting back in several ways. I expect to go to the pub less and use my car less. I also expect to buy fewer things that are not essential to me. I am very worried about the ever-increasing cost-of-living.



At the moment I am beginning to budget more. I am looking at moving providers for bills to reduce costs. I am more aware of food, bill costs and I plan to have a buffer for larger bills and Xmas.



A sizable majority expect their financial wellbeing to **deteriorate** in the coming six months. Cost-of-living is the primary concern, with a specific focus on energy bills and the cost of food/groceries. Many also mention stagnant wages and job insecurity, while others are worried about the impact of US tariffs and domestic government policy failures. Overall, the mood is one of anxiety and uncertainty.

“Bills and the cost-of-living is spiralling out of control. Our weekly grocery shop has increased again this month. Kids going back to school in September will seriously affect us to pay all our bills for next two months. The government has also stated there will be no cost-of-living benefits this winter. This will reduce our ability to pay for certain things around Christmas.

55%

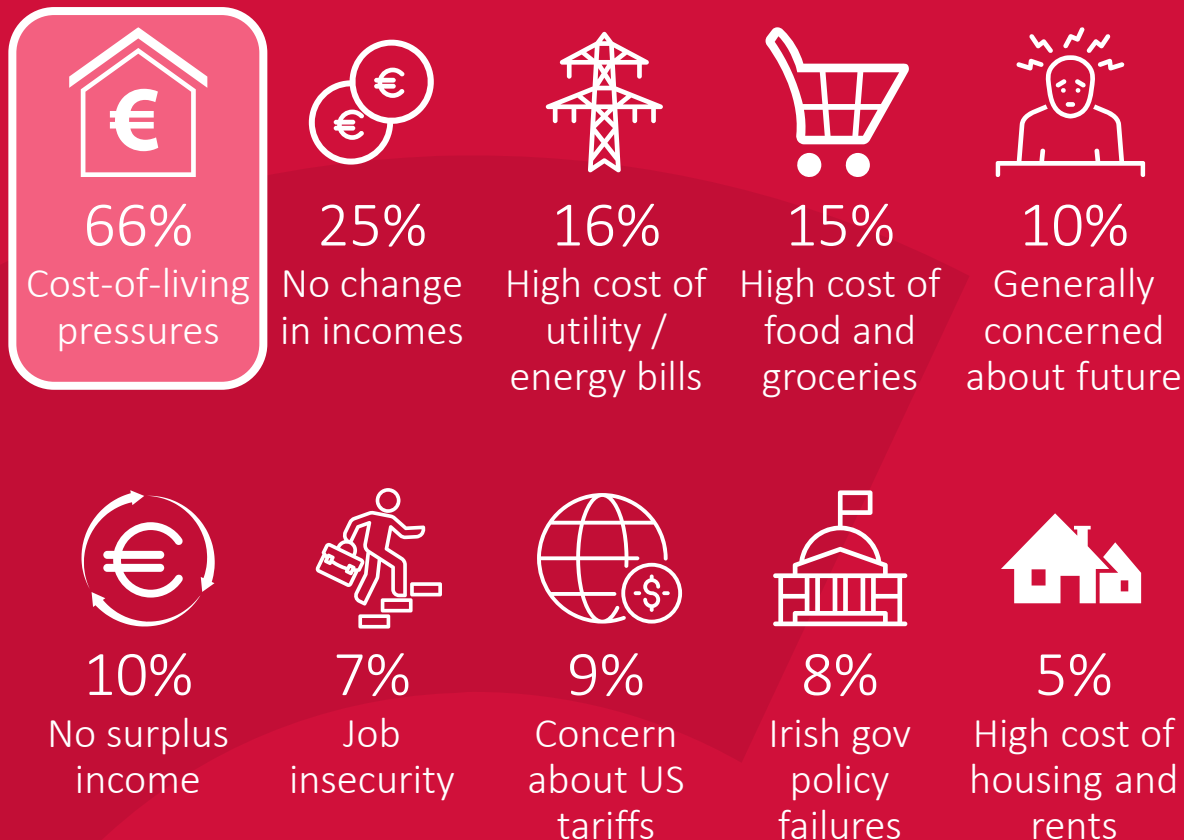
Expect their financial wellbeing to fare slightly or much **WORSE** in the coming six months



Notably higher for middle-aged (35-54) women, those with dependent children, renters and those living in local authority provided accommodation

Why do some people expect their financial wellbeing to DETERIORATE over the next six months?

% of those that expect their financial wellbeing to fare slightly or much worse in coming six months (n=557)



Because of the cost-of-living. Groceries, energy, insurances are all increasing while wages remain stagnant. Interest rates are too low to bother saving.

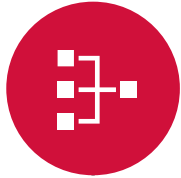


I can already see the price of groceries, takeaways, gas and electricity bills going up. After all the bills are paid, there's nothing left for holidays or nights out. Whereas a year ago we could afford to do those things. Things are getting tight.



Global uncertainty, lots of redundancies in Ireland. Cost of everything is going up in our weekly shops and we are not buying fancy stuff, just the basics. Gas, electricity, car insurance, home insurance, GP bills, vet costs, dentists, everything has gone up and we are struggling to pay for these things even though we have "good" jobs.

How can brands help consumers manage financial uncertainty?



Speak to different financial realities

Consumers are not a single group. While a large majority expect things to get worse, some feel stable and a few are even optimistic about the outlook. **Brands should tailor messaging to reflect these varied experiences, from reassurance to encouragement.**



Support smart financial choices

Consumers are actively budgeting, saving, and seeking value. **Brands that offer practical solutions, from flexible pricing to budgeting tools, will help build loyalty and trust.**



Recognise the emotional weight of financial strain

For many, financial uncertainty isn't just about numbers: it's about stress, anxiety and a sense of vulnerability. **Brands that acknowledge this emotional layer and communicate with empathy, reassurance and humanity can build deeper trust and connection.**



Be clear, honest and practical

Consumers are likely to tune-out from unrealistic or out-of-touch messaging. **Brands need to focus on clarity, transparency and practical value, showing how they can genuinely help people make smarter choices, save money or get more from less.**

Appendix

- Methodology
- About RED C

Methodology

- n=1,003 online interviews were conducted using RED C's online panel, RED C Live – this methodology has been used since June 2018
- Waves before and including January 2018 were conducted using a telephone (CATI) methodology
- Quotas were set and data weighted to ensure a nationally representative sample of the population aged 18+ years
- This is the 56th wave of the RED C Consumer Mood Monitor and fieldwork was conducted between 18th and 23rd July 2025



RED C Who are we?

With offices in **Dublin, Dundalk and London** RED C are one of Ireland and the UK's premier providers of research-based consultancy services.

Founded in Dublin in 2003, we have been providing **high quality** research based consultancy services to both blue chip and up and coming businesses both **nationally and internationally** for many years.

Now **50 highly experienced and skilled** staff, look after the insight needs of companies **worldwide**.





We deliver

CLARITY

to business by truly understanding how humans behave, feel and act

Helping you **See More Clearly**, by better understanding business opportunities, plus growth, retention and change strategies

Opportunity



Understanding people, behaviour, markets, society and technology in order to uncover opportunities.

Growth



Uncovering choices, preferences and decisions that enable business to design brands, products and services that beat the competition.

Retention



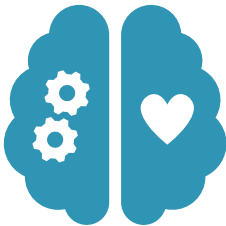
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

Change



Accelerating how products and services are adopted and marketed.

Underpinned by understanding of real human behaviour, and using a set of specially designed products

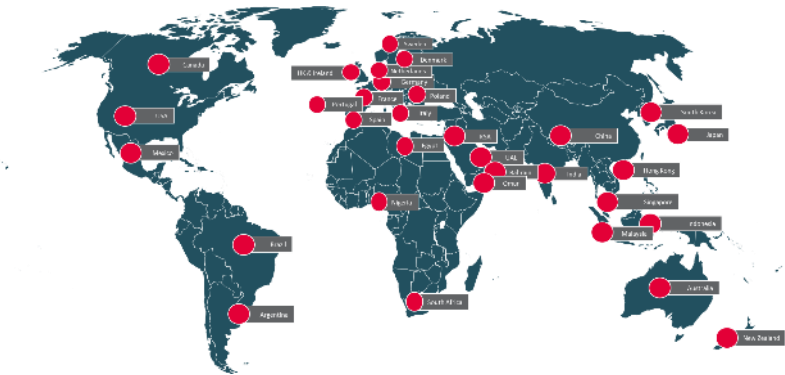


System 1



RED Star

Conducted in over 30 markets across the world in the past year



Using a variety of techniques to uncover & understand



Face to Face In Person
150 interviewers nationwide
In Home, Exit, Location



Group Discussions
Online, WhatsApp or
Face to Face



Depth Interviews
One of one or paired in
depth discussions



Social Media
Monitoring, Listening &
Understanding



Surveying



Telephone
30 Station Outbound Telephone
Centre in Dundalk



Online
Bespoke RED C Live Online
Panel of 40,000+

Listening



Online Communities
30-100 people in
ongoing discussions



Biometric Testing
Eye Tracking, Facial Coding
Blood Pressure, Sweat

Monitoring



Passive Monitoring
In person movements, online
journey, media consumption

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

