

# Consumer tendency – December 2024

18.12.2024

**0.4 p. p.**

Change in current consumer confidence indicator

**In December 2024, there was an improvement in both current and future consumer sentiment moods compared to the previous month. The current consumer confidence indicator, synthetically describing the current trends in individual consumption, was -16.7<sup>a</sup> which was by 0.4 p.p. higher in relation to last month.**

## Current consumer confidence indicator in December 2024

Among the components of the indicator, the evaluations of the current possibility of making important purchases and current economic situation of the country improved the most (increases by 2.7 percentage points and 1.4 percentage points, respectively). A higher value was also recorded for the evaluation of the future financial situation of the household (increase by 0.1 percentage points). Lower value than a month before was recorded only for the evaluation of the current financial situation of the household (decrease by 2.1 percentage points). The evaluation of the future economic situation of the country remained unchanged.

Referring to December 2023, the current value of current consumer confidence indicator is lower by 1.5 percentage points.

In 2024, current consumer confidence indicator was by 12.3 percentage points higher compared to 2023, and reached the value of -14.0<sup>a</sup>

Current consumer confidence indicator is higher by 0.4 percentage points compared to the previous month

## Leading consumer confidence indicator in December 2024

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, increased by 0.1 percentage points in relation to the previous month, and was at the level of -11.5<sup>a</sup>.

The increase in the value of the indicator was most influenced by the evaluations of the future level of the unemployment and future financial situation of a household (increases by 0.9 and 0.1 percentage points, respectively). There was a decrease in the evaluation of the possibility of future money saving (by 0.5 percentage points). The evaluation of the future economic situation of the country remained unchanged.

In December this year leading consumer confidence indicator reached a value lower by 5.1 percentage points than in the corresponding month of 2023.

In 2024, the value of leading consumer confidence indicator was by 6.1 percentage points higher than in 2023, and was at the level of -18.7<sup>a</sup>

Leading consumer confidence indicator is higher by 0.1 percentage points compared to the previous month

**Answers to additional questions in connection with the current situation on the territory of Ukraine are presented in the annex.**

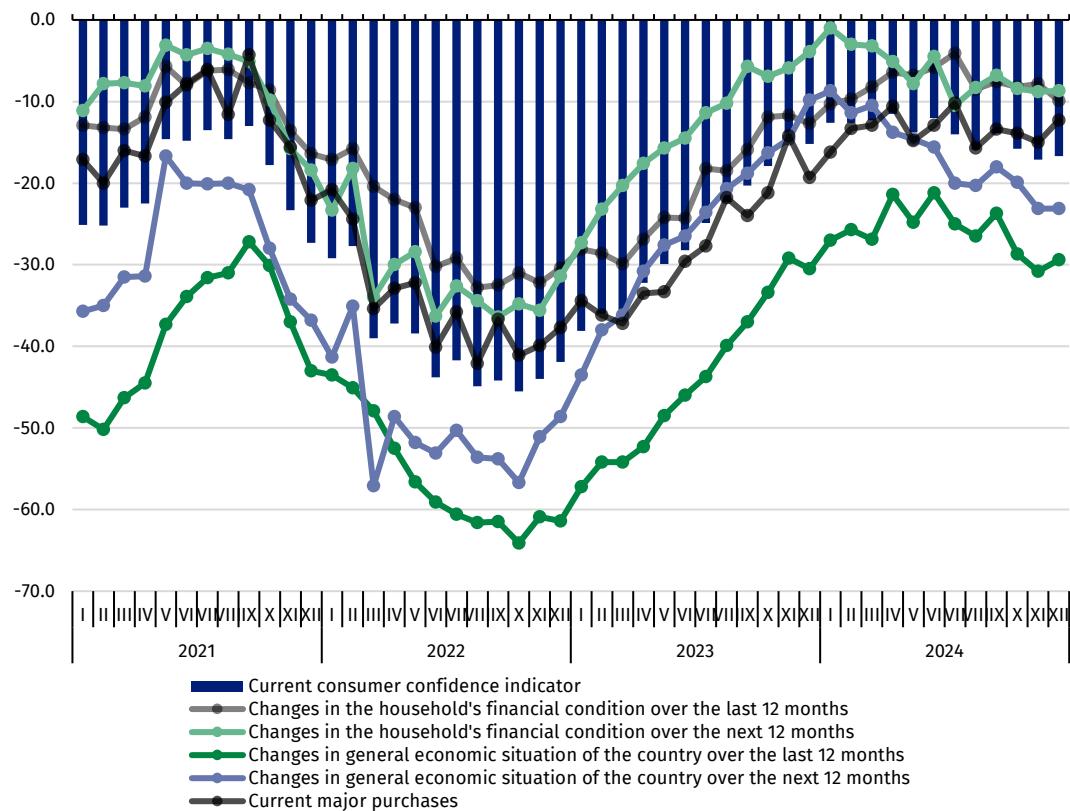
<sup>a</sup> Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 02-11.12.2024, 1339 interviews were conducted.

**Table 1. Current consumer confidence indicator**

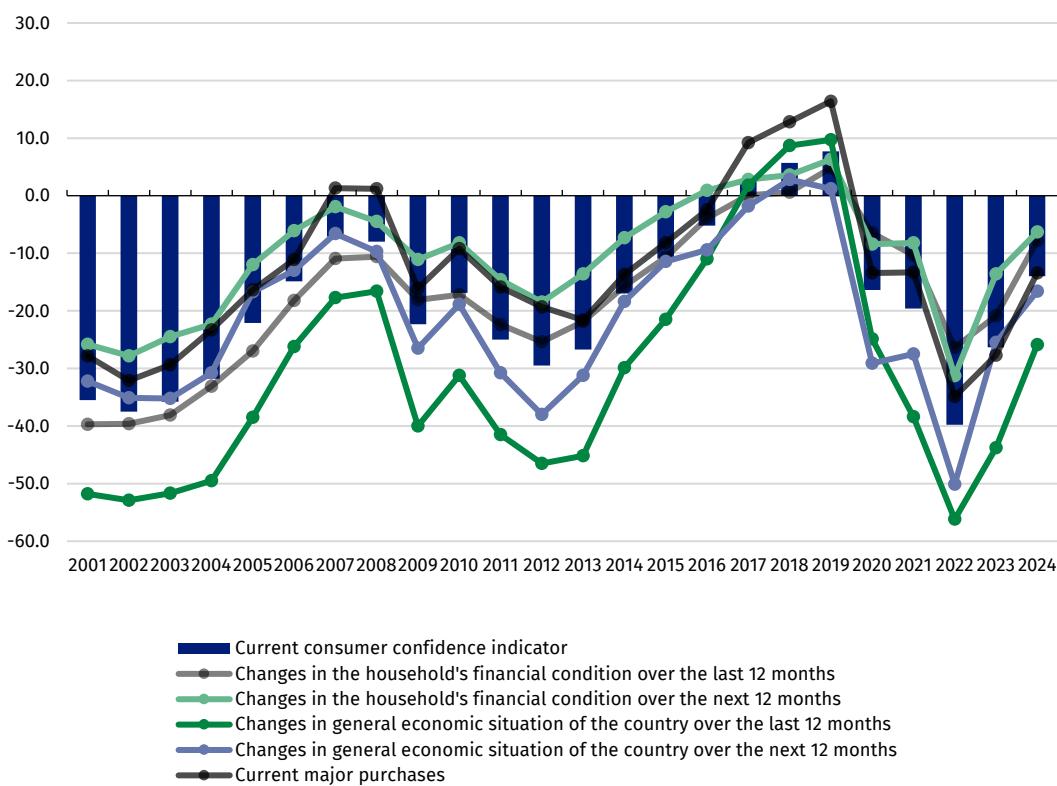
Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator	
Year	Quarter	over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months			
		Month	a	b	c	d	e	
balance of evaluations in percent								
<b>Years</b>								
2013		-21.9	-13.6	-45.2	-31.2	-21.6	-26.7	
2014		-15.7	-7.3	-29.9	-18.4	-13.7	-17.0	
2015		-10.7	-2.8	-21.5	-11.4	-8.2	-10.9	
2016		-3.9	0.9	-11.0	-9.4	-2.5	-5.2	
2017		0.1	2.8	1.8	-1.8	9.2	2.4	
2018		0.6	3.6	8.7	2.8	12.8	5.7	
2019		4.8	6.3	9.7	1.2	16.4	7.7	
2020		-6.5	-8.4	-24.9	-29.1	-13.4	-16.4	
2021		-10.3	-8.2	-38.4	-27.5	-13.3	-19.6	
2022		-26.4	-31.3	-56.2	-50.1	-34.9	-39.8	
2023		-20.9	-13.6	-43.8	-25.5	-27.7	-26.3	
2024		-7.8	-6.3	-25.9	-16.6	-13.4	-14.0	
<b>Quarters</b>								
2023	IV	-12.1	-5.5	-31.0	-13.6	-18.2	-16.1	
2024	I	-9.4	-2.4	-26.5	-10.2	-14.1	-12.5	
	II	-6.3	-5.8	-22.5	-14.7	-12.8	-12.4	
	III	-6.8	-8.5	-25.1	-19.4	-13.1	-14.6	
	IV	-8.6	-8.6	-29.6	-22.0	-13.7	-16.5	
<b>Months</b>								
2023	12	-12.7	-3.9	-30.5	-9.8	-19.3	-15.2	
2024	01	-10.3	-1.0	-27.0	-8.7	-16.2	-12.6	
	02	-9.7	-3.0	-25.7	-11.4	-13.3	-12.6	
	03	-8.2	-3.2	-26.9	-10.5	-12.9	-12.3	
	04	-6.4	-5.1	-21.4	-13.8	-10.6	-11.5	
	05	-6.8	-7.8	-24.8	-14.6	-14.8	-13.8	
	06	-5.8	-4.5	-21.2	-15.6	-12.9	-12.0	
	07	-4.1	-10.5	-25.0	-20.0	-10.2	-14.0	
	08	-8.5	-8.3	-26.5	-20.3	-15.7	-15.9	
	09	-7.6	-6.8	-23.7	-18.0	-13.4	-13.9	
	10	-8.2	-8.4	-28.7	-19.9	-13.9	-15.8	
	11	-7.8	-8.8	-30.8	-23.1	-15.0	-17.1	
	12	-9.9	-8.7	-29.4	-23.1	-12.3	-16.7	

Current consumer confidence indicator is the average of balances of evaluations changes in the household's financial condition, changes in general economic situation of the country and currently made major purchases

**Chart 1. Current consumer confidence indicator and its component values by month in 2021–2024**



**Chart 2. Current consumer confidence indicator and its component values by years**

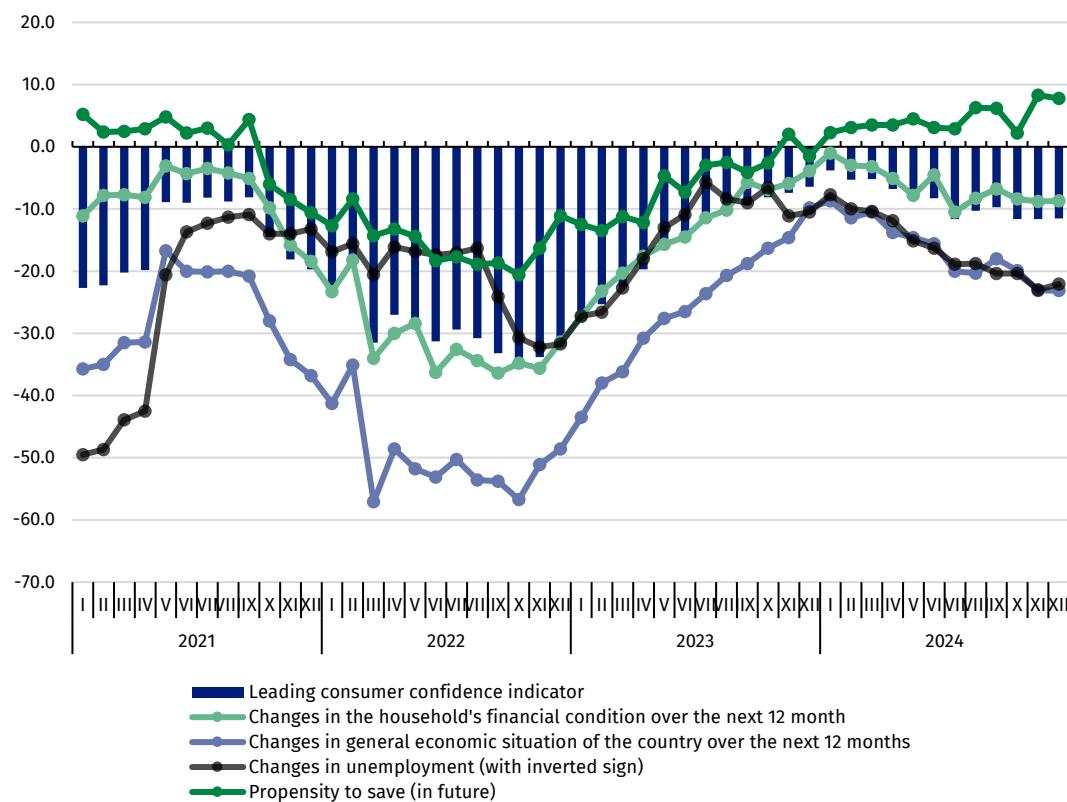


**Table 2. Leading consumer confidence indicator**

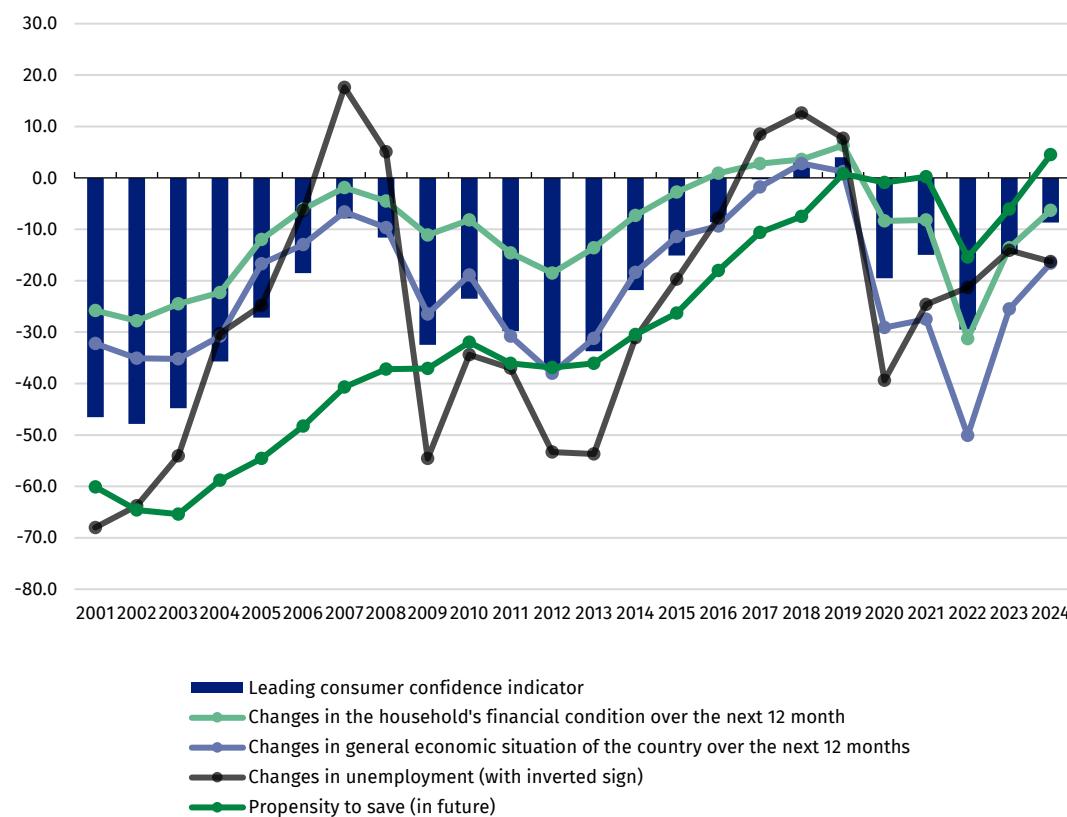
Survey period	Changes in the household's financial condition		Changes in general economic situation of the country	Changes in unemployment (with inverted sign)	Propensity to save (in future)	Leading consumer confidence indicator
	Year	Quarter	b	d	f	
	balance of evaluations in percent					
	<b>Years</b>					
2013		-13.6	-31.2	-53.7	-36.1	-33.7
2014		-7.3	-18.4	-31.1	-30.5	-21.8
2015		-2.8	-11.4	-19.7	-26.3	-15.1
2016		0.9	-9.4	-7.8	-18.0	-8.6
2017		2.8	-1.8	8.5	-10.6	-0.3
2018		3.6	2.8	12.6	-7.5	2.9
2019		6.3	1.2	7.7	0.8	4.0
2020		-8.4	-29.1	-39.4	-0.9	-19.5
2021		-8.2	-27.5	-24.6	0.2	-15.0
2022		-31.3	-50.1	-21.3	-15.4	-29.5
2023		-13.6	-25.5	-14.1	-6.1	-14.8
2024		-6.3	-16.6	-16.3	4.5	-8.7
<b>Quarters</b>						
2023	IV	-5.5	-13.6	-9.4	-0.7	-7.3
2024	I	-2.4	-10.2	-9.4	2.9	-4.8
	II	-5.8	-14.7	-14.4	3.7	-7.8
	III	-8.5	-19.4	-19.4	5.1	-10.5
	IV	-8.6	-22.0	-21.8	6.1	-11.6
<b>Months</b>						
2023	11	-5.9	-14.6	-11.1	2.0	-7.4
	12	-3.9	-9.8	-10.5	-1.5	-6.4
2024	01	-1.0	-8.7	-7.7	2.3	-3.8
	02	-3.0	-11.4	-10.0	3.1	-5.3
	03	-3.2	-10.5	-10.4	3.5	-5.2
	04	-5.1	-13.8	-11.9	3.5	-6.8
	05	-7.8	-14.6	-15.1	4.5	-8.2
	06	-4.5	-15.6	-16.3	3.1	-8.3
	07	-10.5	-20.0	-18.9	2.9	-11.6
	08	-8.3	-20.3	-18.8	6.3	-10.3
	09	-6.8	-18.0	-20.4	6.2	-9.7
	10	-8.4	-19.9	-20.4	2.2	-11.6
	11	-8.8	-23.1	-23.0	8.3	-11.6
	12	-8.7	-23.1	-22.1	7.8	-11.5

Leading consumer confidence indicator is the average of balances of evaluations changes in the household's financial condition, general economic situation of the country, trends in the level of unemployment (with inverted sign) and saving money in the next 12 months

**Chart 3. Leading consumer confidence indicator and its component values by month in 2021–2024**



**Chart 4. Leading consumer confidence indicator and its component values by years**



## Annex

# Additional questions in relation to the current situation on the territory of Ukraine



**59.3 %**

respondents declared the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency (in November it was 58.2%)

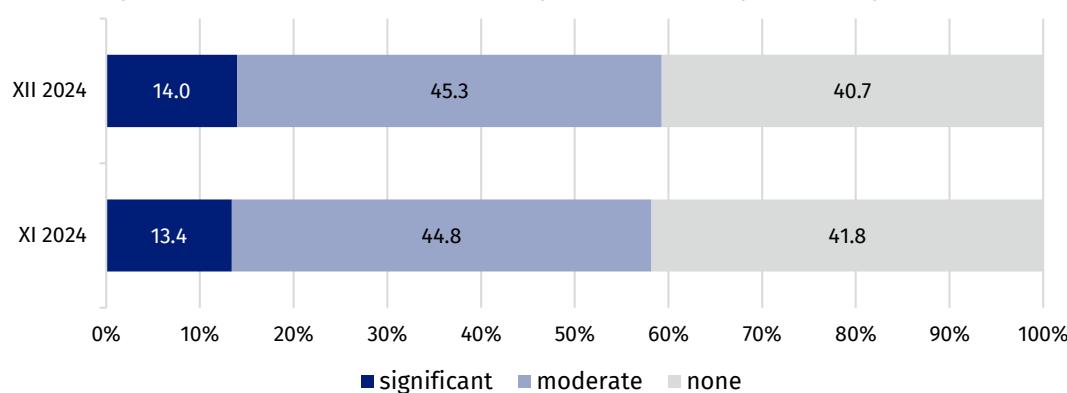
In December 2024, for 30.5% of respondents, the current situation on the territory of Ukraine poses a big threat for the sovereignty and independence of Poland (increase of 3.9 percentage points compared to the previous month).

### Impact of the current situation on the territory of Ukraine on responses to the consumer tendency

From among respondents declaring the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency, 45.3% described it as moderate and 14.0% as significant. For 40.7% of respondents, the current situation had no impact on the answers.

14.0% of respondents declared a significant impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency

**Chart 1. Impact of current situation on the territory of Ukraine on responses - response structure (%)**

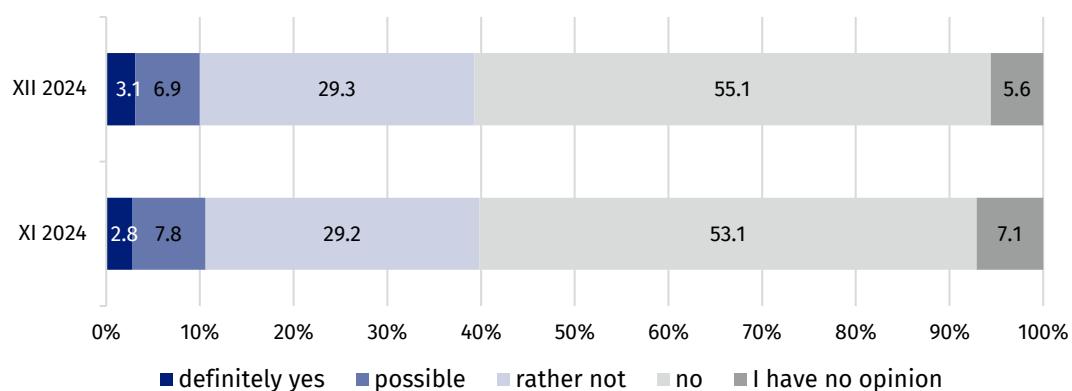


### Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed (62.3% of respondents), 3.1% of respondents have a definite fear of losing their job or stopping their own business. For the "possible" and "rather not" options, the response rate was 6.9% and 29.3%, respectively. The percentage of working people who do not have any concerns is 55.1%. A small number of working respondents (5.6%) had no opinion.

3.1% of respondents expressed a definite fear of losing their job or stopping their own business

**Chart 2. Fear of losing your job or stopping your own business due to the current situation on the territory of Ukraine - structure of responses for employees (%)**

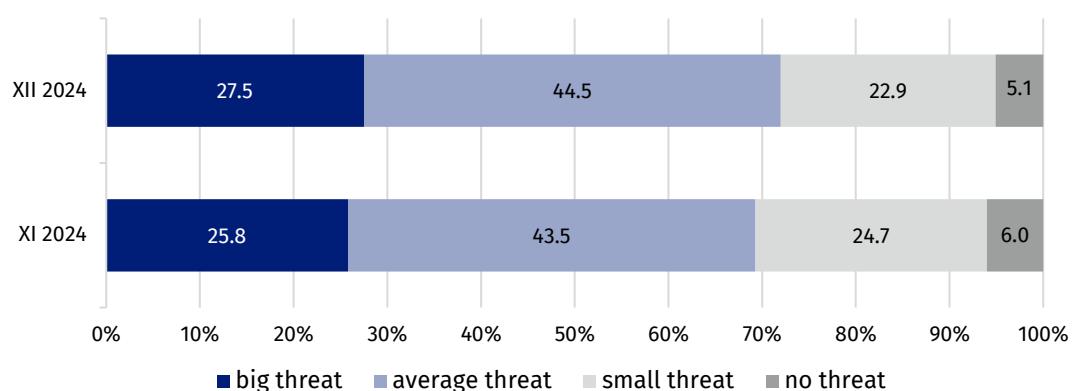


#### What threat is the current situation on the territory of Ukraine for the economy in Poland

According to 27.5% of respondents, the current situation on the territory of Ukraine is a big threat for the economy in Poland. The average threat to the economy is felt by 44.5% of respondents. Only 22.9% declare a small threat, while 5.1% of respondents declare no threat.

For 27.5% of respondents, the current situation on the territory of Ukraine is a big threat for the economy in Poland

**Chart 3. What is the threat of the current situation on the territory of Ukraine for the economy in Poland - response structure (%)**

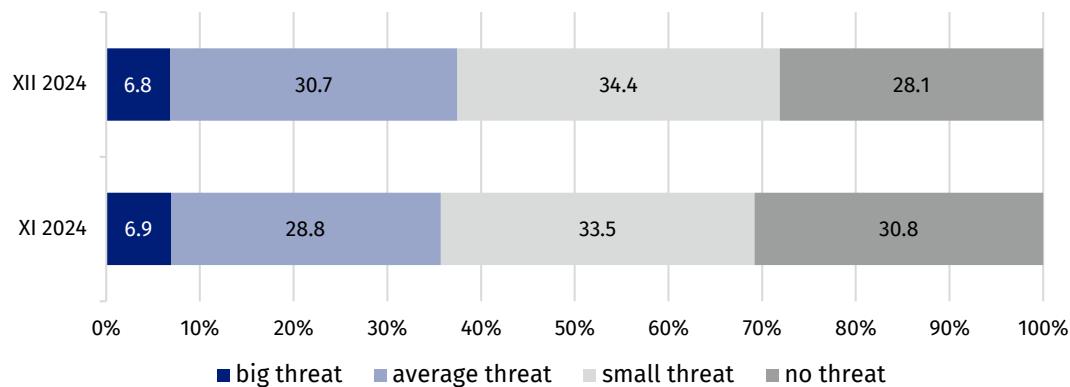


#### What threat is the current situation on the territory of Ukraine for personal financial situation

For 6.8% of respondents, the current situation on the territory of Ukraine is a big threat for their personal financial situation. The average threat is felt by 30.7% of those who answered the questions about the consumer tendency. A small threat is declared by 34.4%, while no threat was stated by 28.1% of respondents.

For 6.8% of respondents, the current situation on the territory of Ukraine is a big threat for their personal financial situation

**Chart 4. What is the threat of the current situation on the territory of Ukraine for your personal financial situation - structure of responses (%)**

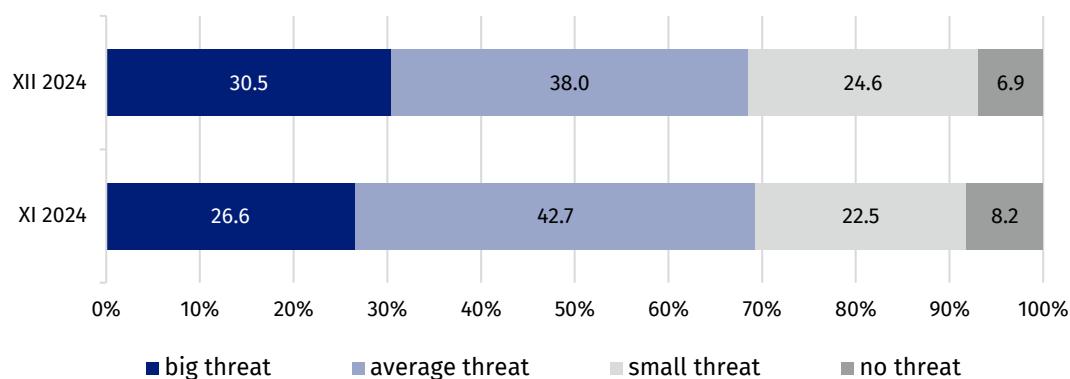


**What threat is the current situation on the territory of Ukraine for the sovereignty and independence of Poland**

For 30.5% of respondents, the current situation on the territory of Ukraine is a big threat for the sovereignty and independence of Poland. The average threat is felt by 38.0% of those who answered the questions about the consumer tendency. 24.6% declare a small threat, while only 6.9% of respondents declare no threat.

For 30.5% of respondents, the current situation on the territory of Ukraine is a big threat for the sovereignty and independence of Poland

**Chart 5. What is the threat of the current situation on the territory of Ukraine for the sovereignty and independence of Poland - response structure (%)**



**Table 1. Additional questions (response rates) - the current situation on the territory of Ukraine**

SPECIFICATION	October 2024	November 2024	December 2024
<b>What impact did the current situation on the territory of Ukraine have on your responses?</b>	significant	12.0	13.4
	moderate	47.5	44.8
	none	40.5	41.8
<b>In connection with the current situation on the territory of Ukraine, are you afraid of losing your job or stopping your own business?</b>	definitely yes	0.9	1.7
	possible	4.8	4.7
	rather not	17.5	17.9
	no	34.8	32.5
	I have no opinion	3.0	4.3
	not applicable (for non-working peo-	39.0	38.9
<b>What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?</b>	big threat	25.6	25.8
	average threat	41.6	43.5
	small threat	25.6	24.7
	no threat	7.2	6.0
<b>What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?</b>	big threat	6.0	6.9
	average threat	29.4	28.8
	small threat	33.9	33.5
	no threat	30.7	30.8
<b>What threat do you think is the current situation on the territory of Ukraine for the sovereignty and independence of Poland?</b>	big threat	27.2	26.6
	average threat	38.5	42.7
	small threat	26.2	22.5
	no threat	8.1	8.2

In case of quoting Statistics Poland data, please provide information: "Source of data: Statistics Poland", and in case of publishing calculations made on data published by Statistics Poland, please include the following disclaimer: "Own study based on figures from Statistics Poland".

Prepared by:  
**Statistical Office in Łódź**

**Director Piotr Ryszard Cmela, Ph.D.**  
Phone: (+48 42) 684 56 11

Issued by:  
**Press Office**

Mobile: (+48) 695 255 032  
Phone: (+48 22) 608 38 04, (+48 22) 449 41 45,  
(+48 22) 608 30 09  
e-mail: [obslugaprasowa@stat.gov.pl](mailto:obslugaprasowa@stat.gov.pl)

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