

# Consumer tendency – January 2026

22.01.2026

 **0.3 p. p.**

Increase current consumer confidence indicator

In January 2026, consumer sentiment moods improved, both regarding the current and future situation (compared to the previous month). The current consumer confidence indicator, synthetically describing the current trends in individual consumption, was minus 9.6<sup>a</sup> which was by 0.3 p.p. higher in relation to last month.

## Current consumer confidence indicator in January 2026

Among the components of the indicator, the evaluation of the current possibility of making important purchases improved the most (increase by 1.9 percentage points). A higher values were also recorded for the evaluations of the future financial situation of the household and future economic situation of the country (increases by 1.2 percentage points and 0.3 percentage points, respectively). Lower values than a month before was recorded for the evaluations of the current economic situation of the country and current financial situation of the household (decreases by 1.5 percentage points and 0.2 percentage points, respectively).

Referring to January 2025, the current value of current consumer confidence indicator improved by 5.5 percentage points.

Current consumer confidence indicator and most of its components were higher than in the previous month

## Leading consumer confidence indicator in January 2026

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, improved by 0.3 percentage points in relation to the previous month, and was at the level of minus 6.7<sup>a</sup>.

Among the components of the indicator, the evaluations of the possibility of future money saving and future financial situation of the household improved the most (increases by 1.7 percentage points and 1.2 percentage points, respectively). There was also an increase in the evaluation of the future economic situation of the country (by 0.3 percentage points). A weaker evaluation than a month before was recorded only for the future level of the unemployment (decrease by 1.7 percentage points).

In January this year leading consumer confidence indicator improved by 3.2 percentage points compared to the same month in 2025.

Leading consumer confidence indicator is higher by 0.3 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.**

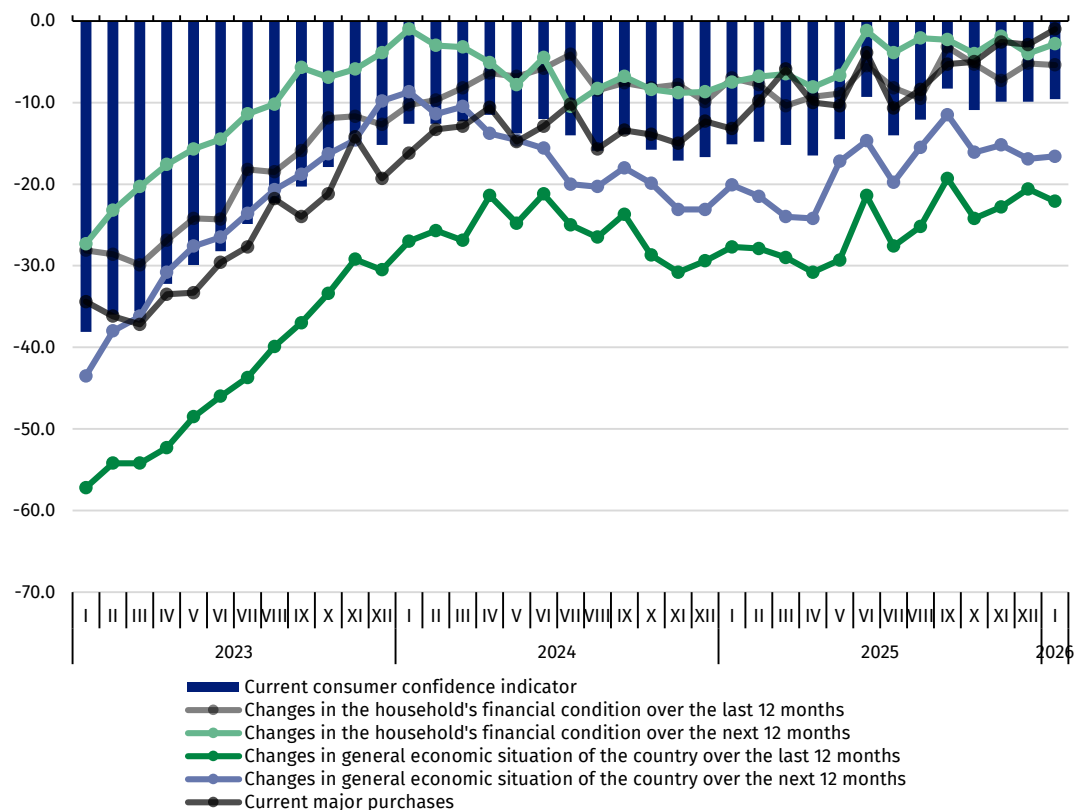
<sup>a</sup> Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 05-15.01.2026, 1373 interviews were conducted.

**Table 1. Current consumer confidence indicator**

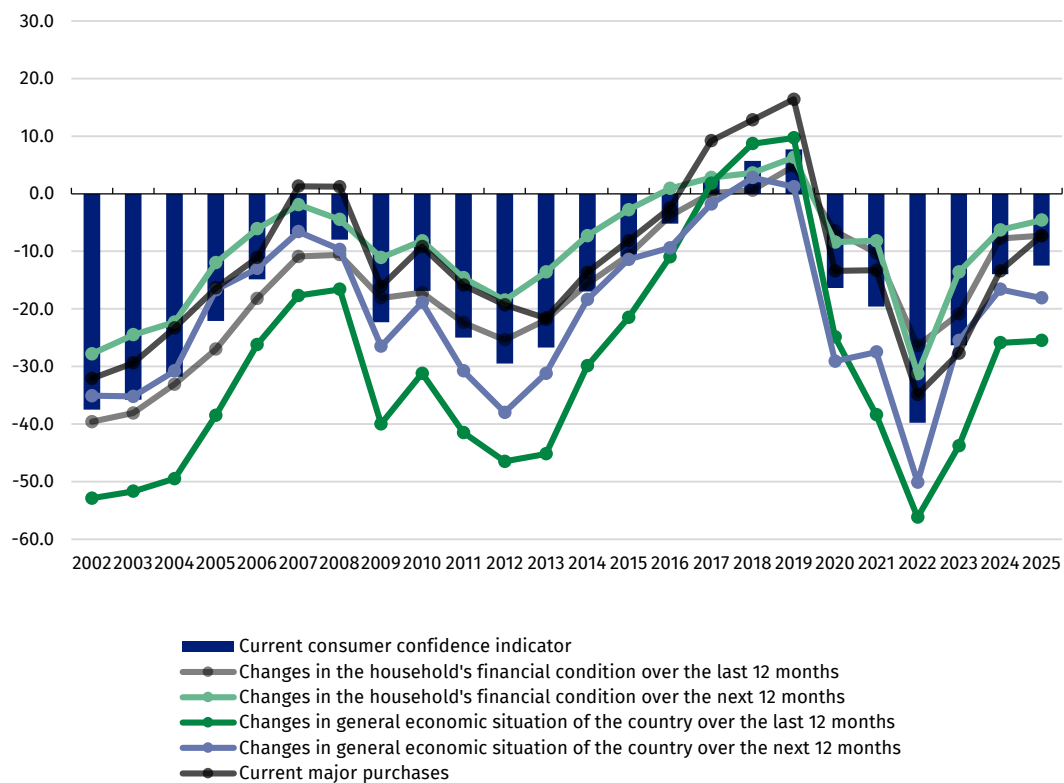
Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator
Year	Quarter Month	over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months		
		a	b	c	d	e	
balance of evaluations							
<b>Years</b>							
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
2025		-7.3	-4.6	-25.5	-18.1	-7.3	-12.5
<b>Quarters</b>							
2025	I	-8.4	-6.9	-28.2	-21.9	-9.6	-15.0
	II	-7.9	-5.4	-27.2	-18.7	-8.1	-13.5
	III	-7.0	-2.7	-24.1	-15.6	-8.1	-11.5
	IV	-5.9	-3.3	-22.5	-16.1	-3.5	-10.3
<b>Months</b>							
2024	12	-9.9	-8.7	-29.4	-23.1	-12.3	-16.7
2025	01	-7.0	-7.5	-27.7	-20.1	-13.2	-15.1
	02	-7.8	-6.8	-27.9	-21.5	-9.8	-14.8
	03	-10.4	-6.5	-29.0	-24.0	-5.9	-15.2
	04	-9.3	-8.1	-30.8	-24.2	-10.0	-16.5
	05	-8.9	-6.7	-29.3	-17.2	-10.4	-14.5
	06	-5.5	-1.2	-21.4	-14.7	-3.9	-9.3
	07	-8.2	-3.9	-27.6	-19.8	-10.7	-14.0
	08	-9.5	-2.1	-25.2	-15.5	-8.4	-12.1
	09	-3.2	-2.3	-19.3	-11.5	-5.3	-8.3
	10	-5.3	-4.0	-24.2	-16.1	-5.0	-10.9
	11	-7.3	-1.9	-22.8	-15.2	-2.6	-9.9
	12	-5.2	-4.0	-20.6	-16.9	-2.9	-9.9
2026	01	-5.4	-2.8	-22.1	-16.6	-1.0	-9.6

Current consumer confidence indicator is the average 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 2023–2026**



**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	Propensity to save (in future)	Leading consumer confidence indicator
Year Quarter Month		b	d	f	g	
		balance of evaluations				
		<b>Years</b>				
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
2025		-4.6	-18.1	-20.3	11.2	-7.9
		<b>Quarters</b>				
2025	I	-6.9	-21.9	-20.9	8.9	-10.2
	II	-5.4	-18.7	-20.2	10.5	-8.4
	III	-2.7	-15.6	-18.3	12.4	-6.1
	IV	-3.3	-16.1	-21.8	13.1	-7.0
		<b>Months</b>				
2024	12	-8.7	-23.1	-22.1	7.8	-11.5
2025	01	-7.5	-20.1	-19.3	7.4	-9.9
	02	-6.8	-21.5	-22.7	7.7	-10.8
	03	-6.5	-24.0	-20.6	11.7	-9.8
	04	-8.1	-24.2	-24.2	9.2	-11.8
	05	-6.7	-17.2	-20.0	8.5	-8.9
	06	-1.2	-14.7	-16.2	13.8	-4.6
	07	-3.9	-19.8	-20.2	13.0	-7.7
	08	-2.1	-15.5	-17.9	10.5	-6.3
	09	-2.3	-11.5	-16.9	13.6	-4.3
	10	-4.0	-16.1	-19.6	13.4	-6.6
	11	-1.9	-15.2	-24.3	11.5	-7.5
	12	-4.0	-16.9	-21.5	14.3	-7.0
2026	01	-2.8	-16.6	-23.2	16.0	-6.7

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

Chart 3. Leading consumer confidence indicator and its component values by month in 2023–2026

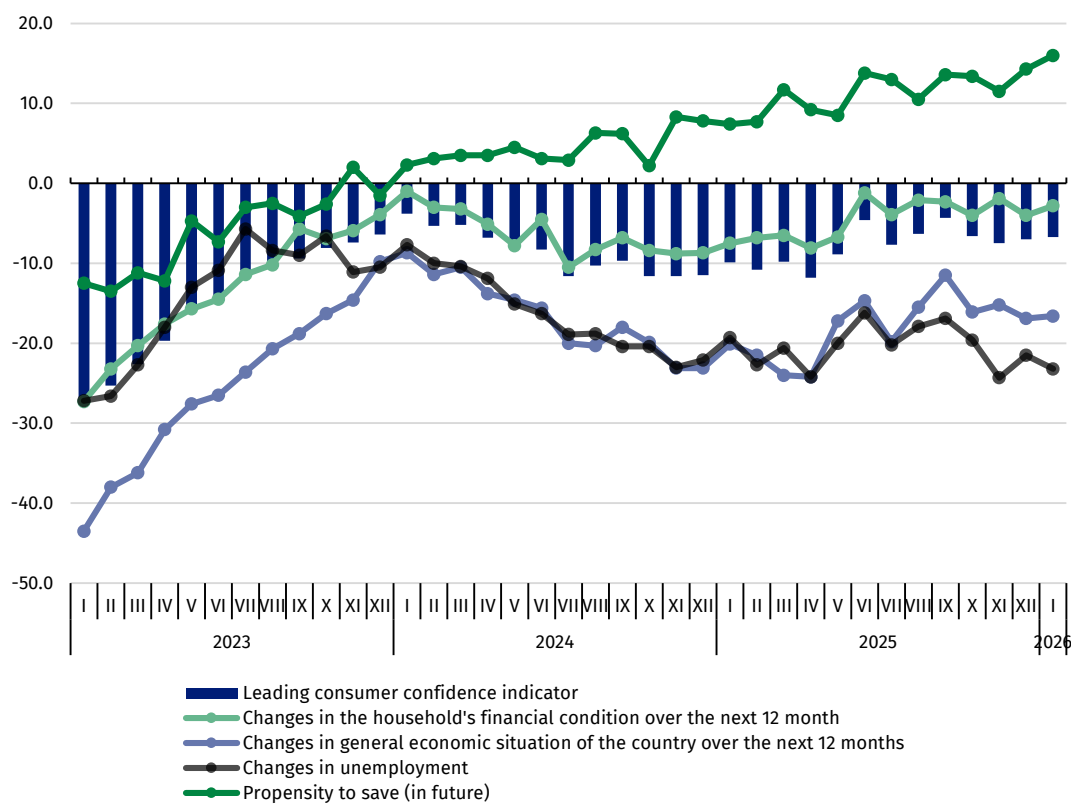
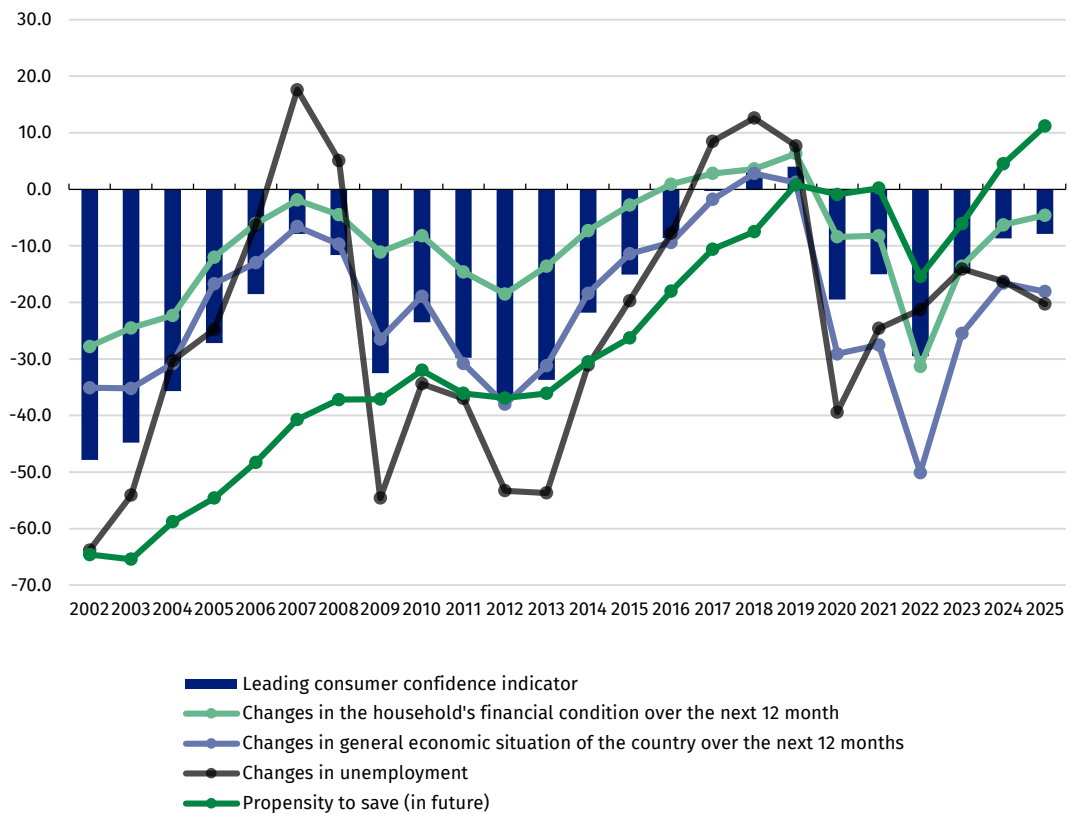


Chart 4. Leading consumer confidence indicator and its component values by years



# Annex

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

6.0 %

respondents described the current situation on the territory of Ukraine as a threat for their personal financial situation (9.2 % in December)

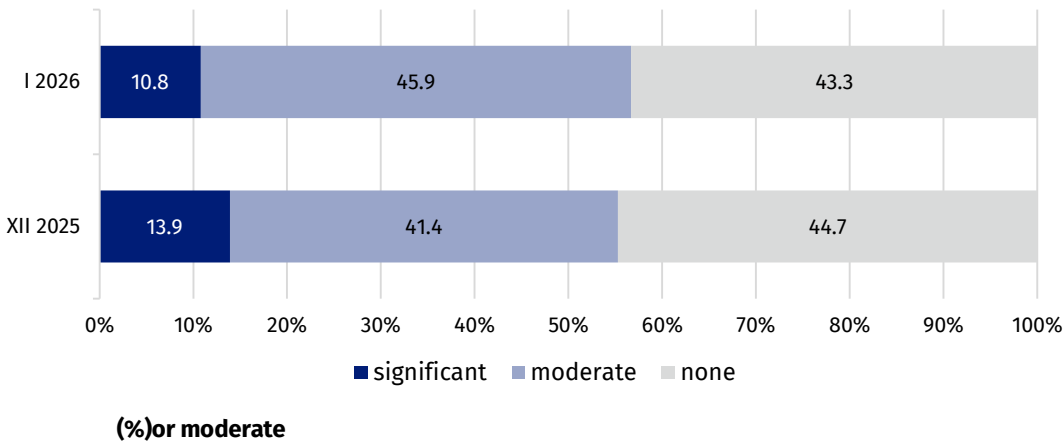
In January 2026, a lower percentage of respondents than a month ago evaluates the current situation on the territory of Ukraine as a big threat for their personal financial situation and for the sovereignty and independence of Poland.

### 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 45.9% described it as moderate and 10.8% as significant. For 43.3% of respondents, the current situation had no impact on the answers.

56.7% of respondents declared a significant or moderate 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



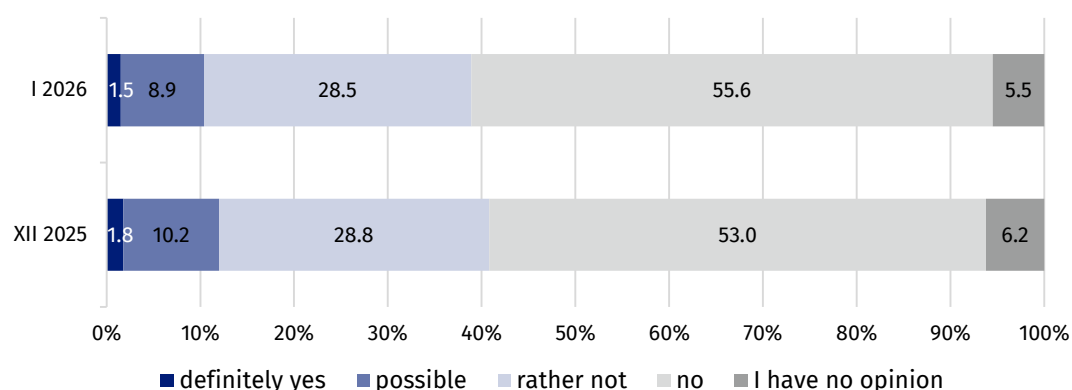
### Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed<sup>b</sup> 1.5% 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 8.9% and 28.5%, respectively. The percentage of working people who do not have any concerns is 55.6%. A small number of working respondents (5.5%) had no opinion.

Among the employed, 55.6% of respondents do not feel any fear of losing their job or ceasing to run their own business

<sup>b</sup> 62.8% of respondents.

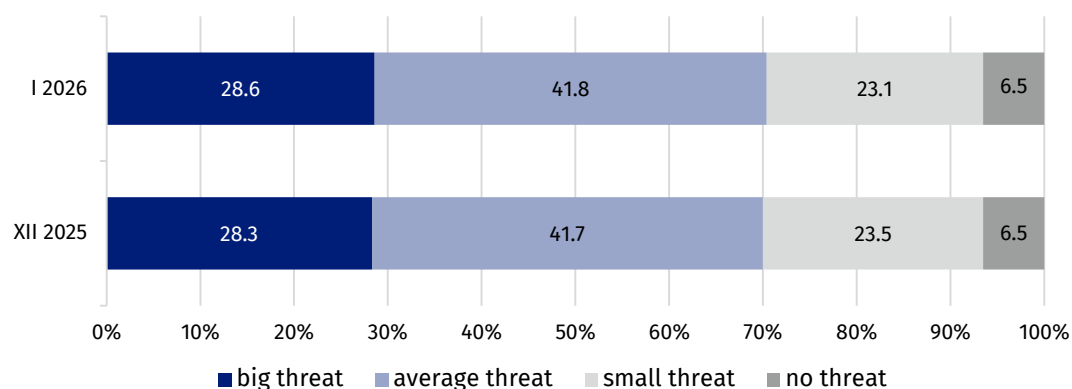
**Chart 2. Fear of losing your job or stopping your own business due to the current situation on the territory of Ukraine - structure of responses for employees (%)**



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

According to 28.6% 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 41.8% of respondents. Only 23.1% declare a small threat, while 6.5% of respondents declare no threat.

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



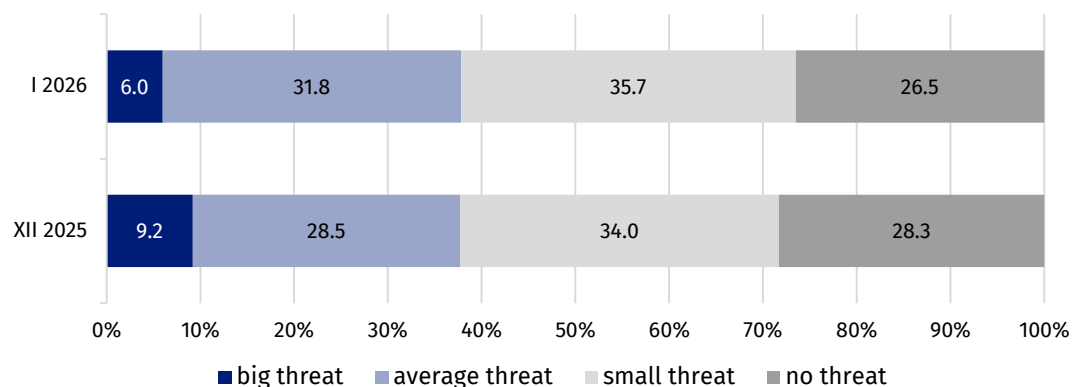
For 6.5% of respondents, similarly to the previous month, the current situation on the territory of Ukraine does not threaten for the economy in Poland

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

For 6.0% 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 31.8% of those who answered the questions about the consumer tendency. A small threat is declared by 35.7%, while no threat was stated by 26.5% of respondents.

For 67.5% of respondents, the current situation on the territory of Ukraine is an average or small 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 (%)**

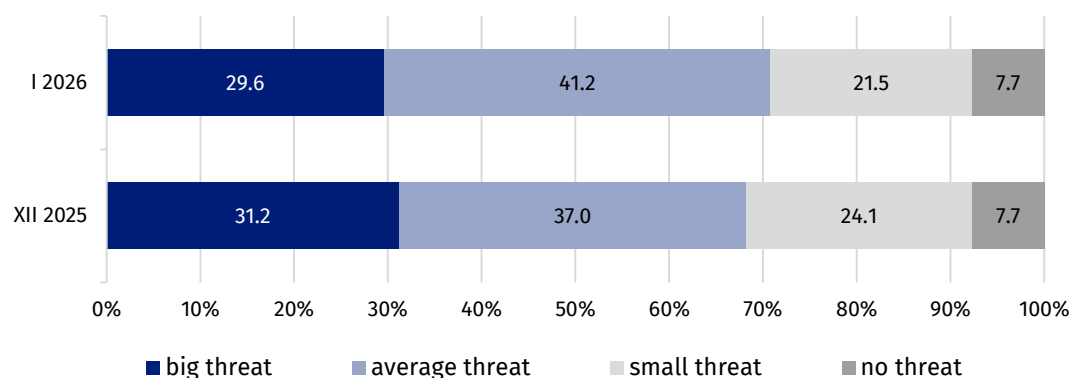


#### What threat is the current situation on the territory of Ukraine for the sovereignty and independence of Poland

For 29.6% 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 41.2% of those who answered the questions about the consumer tendency. 21.5% declare a small threat, while 7.7% of respondents declare no threat.

For 41.2% of respondents, the current situation on the territory of Ukraine is an average 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		November 2025	December 2025	January 2026
<b>What impact did the current situation on the territory of Ukraine have on your responses?</b>	significant	12.1	13.9	10.8
	moderate	43.5	41.4	45.9
	none	44.4	44.7	43.3
<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	1.4	1.1	1.0
	possible	6.7	6.2	5.6
	rather not	18.8	17.6	17.9
	no	30.5	32.3	34.9
	I have no opinion	3.4	3.8	3.4
	not applicable (for non-working people)	39.2	39.0	37.2
<b>What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?</b>	big threat	27.3	28.3	28.6
	average threat	44.1	41.7	41.8
	small threat	22.2	23.5	23.1
	no threat	6.4	6.5	6.5
<b>What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?</b>	big threat	5.7	9.2	6.0
	average threat	34.1	28.5	31.8
	small threat	33.8	34.0	35.7
	no threat	26.4	28.3	26.5
<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	29.6	31.2	29.6
	average threat	41.4	37.0	41.2
	small threat	20.3	24.1	21.5
	no threat	8.7	7.7	7.7

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".

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