

Consumer tendency – August 2026

19.08.2026

-11.3

Current consumer confidence indicator (a month ago -10,2)

In August 2026, , consumer sentiment moods deteriorated, 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 11.3^a which was by 1.1 lower in relation to last month.

Current consumer confidence indicator in August 2026

Among the components of the indicator, compared to July this year the evaluations of the current possibility of making important purchases and future economic situation of the country deteriorated the most (decreases by 3.3 and 2.0, respectively). A lower values were also recorded for the evaluations of the future financial situation of the household and current economic situation of the country (in both cases a decrease of 0.4). A higher value than a month before was recorded for the evaluation of the current financial situation of the household (increase by 0.6).

Referring to August 2025, the value of current consumer confidence indicator has increased by 0.8.

Leading consumer confidence indicator in August 2026

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, deteriorated by 0.3 in relation to the previous month, and was at the level of minus 7.6^a.

Among the components of the indicator, the evaluations of the possibility of future money saving and future economic situation of the country deteriorated the most (decreases by 2.2 and 2.0, respectively). There was also an decrease in the evaluation of the future financial situation of the household (by 0.4). A better evaluation than a month before was recorded only for the future level of the unemployment (increase by 3.1).

In August this year leading consumer confidence indicator decreased by 1.3 compared to the same month in 2025.

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

Current consumer confidence indicator and part of its components were lower than in the previous month

Leading consumer confidence indicator is lower by 0.3 compared to the previous month

^a 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 03-12.08.2026, 1309 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							
Years							
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
Quarters							
2025	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
2026	I	-5.1	-3.2	-21.4	-18.2	-3.6	-10.3
	II	-6.4	-4.2	-24.2	-20.7	-3.4	-11.8
Months							
2025	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
	02	-5.5	-2.4	-19.6	-13.9	-4.2	-9.1
	03	-4.4	-4.5	-22.4	-24.1	-5.8	-12.2
	04	-7.2	-7.7	-28.4	-23.8	-3.2	-14.1
	05	-5.7	-3.0	-23.5	-20.9	-3.6	-11.3
	06	-6.3	-1.9	-20.7	-17.4	-3.3	-9.9
	07	-6.0	-2.7	-23.4	-17.3	-1.6	-10.2
	08	-5.4	-3.1	-23.8	-19.3	-4.9	-11.3

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

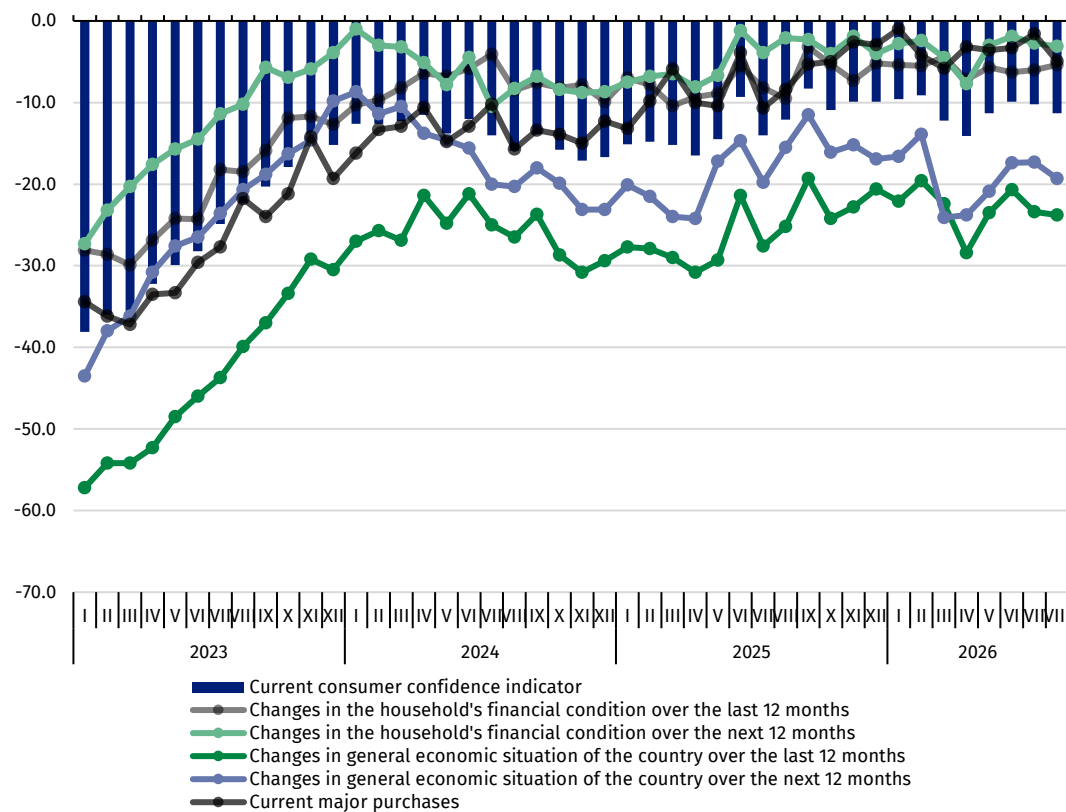


Chart 2. Current consumer confidence indicator and its component values in 2002–2025

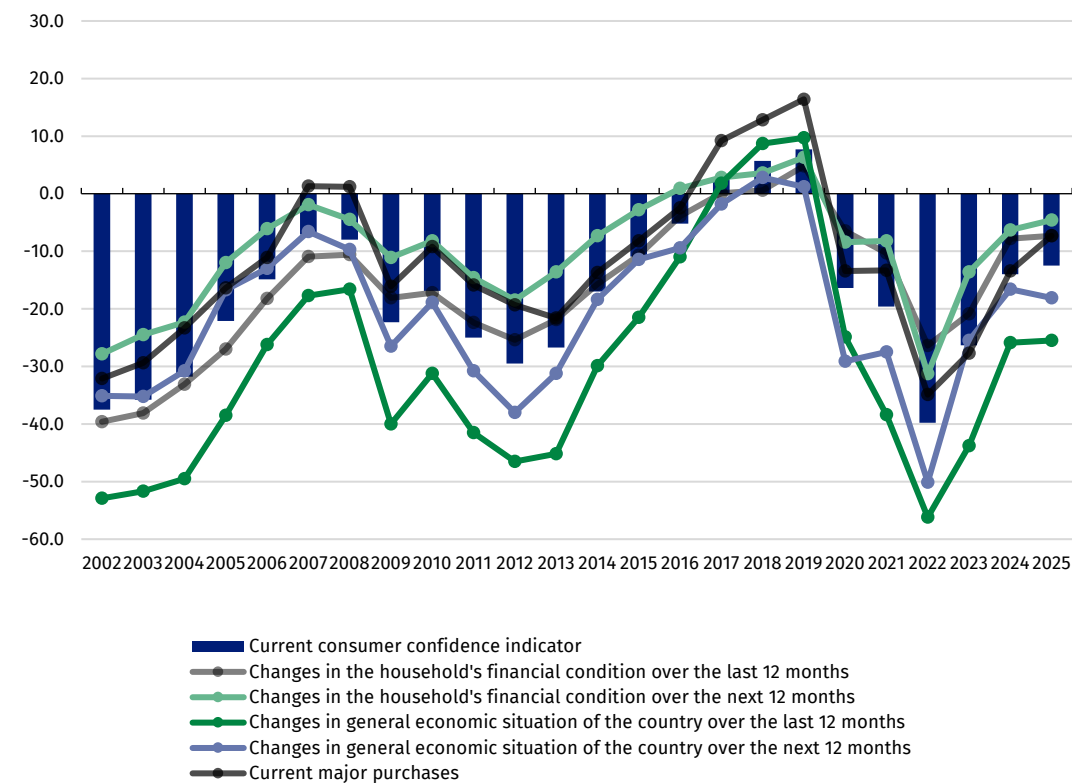


Table 2. Leading consumer confidence indicator

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				
		Years				
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
		Quarters				
2025	III	-2.7	-15.6	-18.3	12.4	-6.1
	IV	-3.3	-16.1	-21.8	13.1	-7.0
2026	I	-3.2	-18.2	-23.4	14.0	-7.7
	II	-4.2	-20.7	-25.1	13.4	-9.2
		Months				
2025	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
	02	-2.4	-13.9	-23.9	12.3	-7.0
	03	-4.5	-24.1	-23.1	13.5	-9.5
	04	-7.7	-23.8	-26.6	13.2	-11.2
	05	-3.0	-20.9	-24.8	14.8	-8.5
	06	-1.9	-17.4	-23.9	12.3	-7.7
	07	-2.7	-17.3	-25.3	16.3	-7.3
	08	-3.1	-19.3	-22.2	14.1	-7.6

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

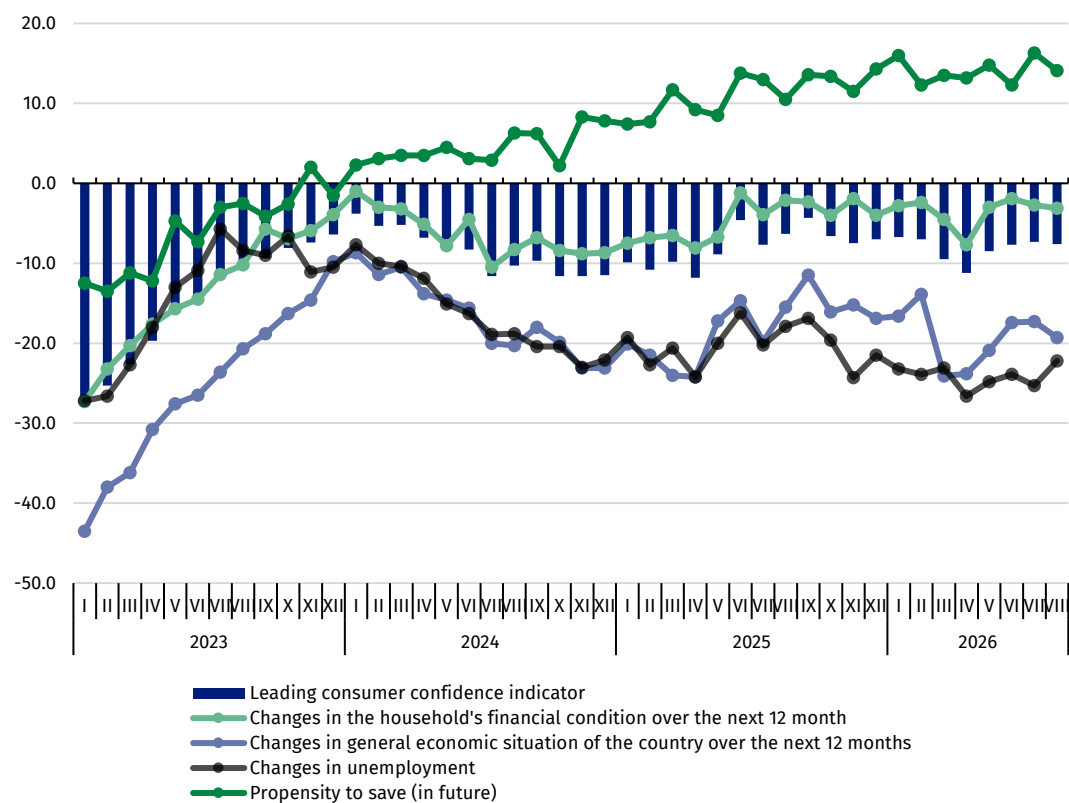
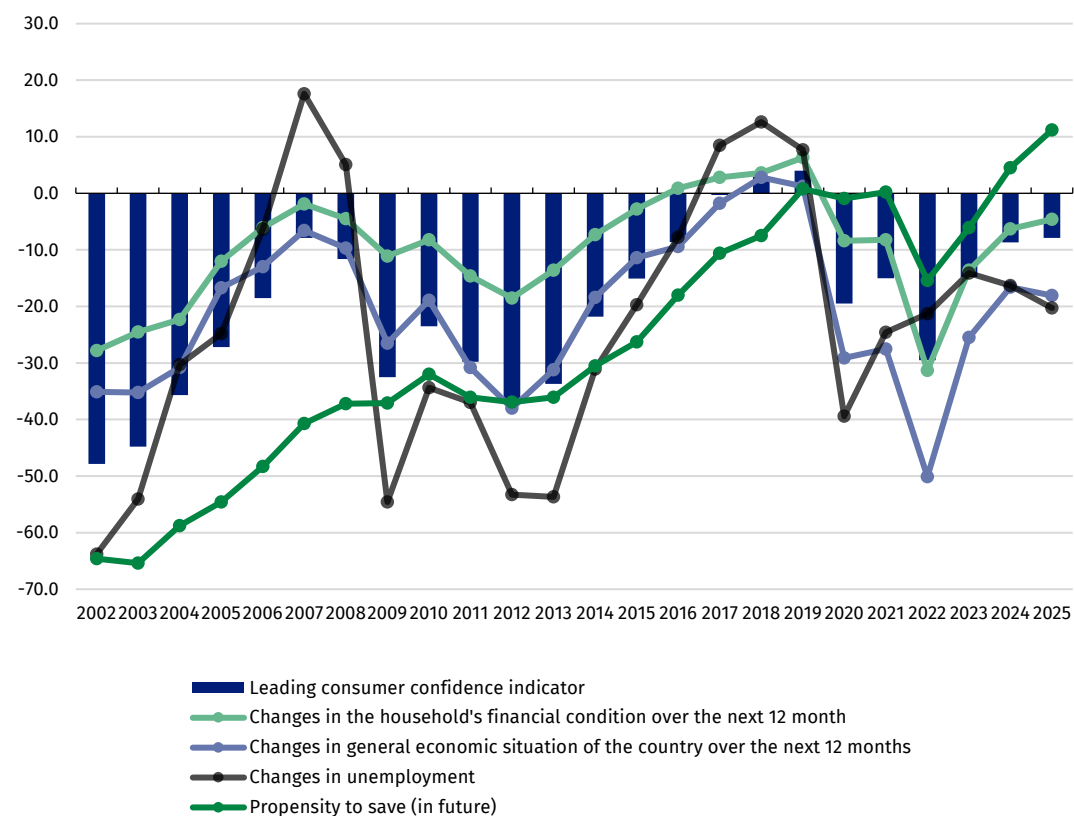


Chart 4. Leading consumer confidence indicator and its component values in 2002–2025



Annex

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

28.2%
respondents described the current situation on the territory of Ukraine as a threat for sovereignty and independence of Poland (22.8% in July)

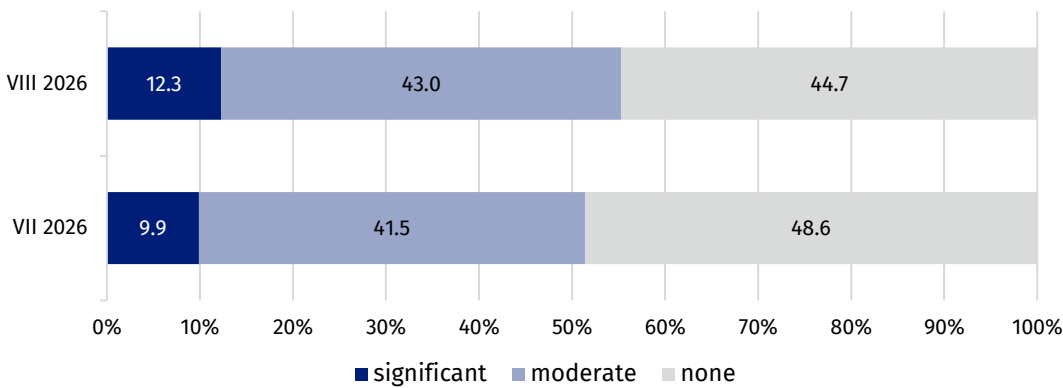
In August 2026, a higher percentage of respondents than a month ago evaluates the current situation on the territory of Ukraine as a big threat for sovereignty and independence of Poland and for the economy in Poland.

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, 43.0% described it as moderate and 12.3% as significant. For 44.7% of respondents, the current situation had no impact on the answers.

55.3% of respondents declared a moderate or 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 (%)



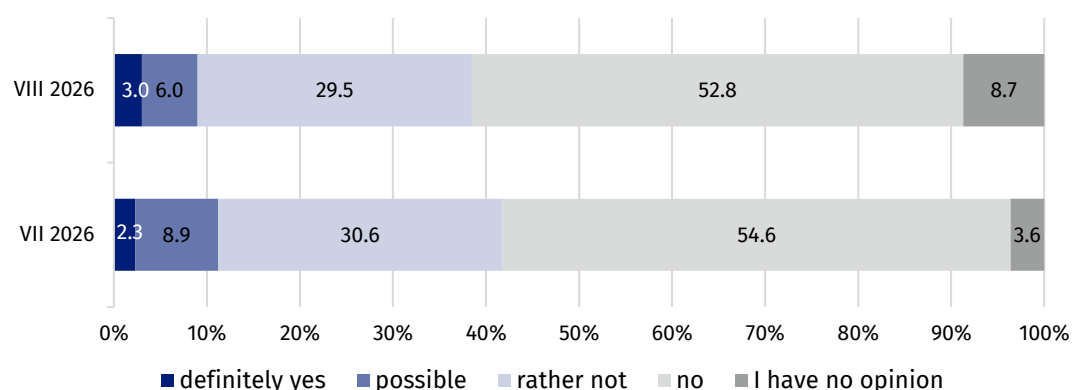
Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed^b 3.0% 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 6.0% and 29.5%, respectively. The percentage of working people who do not have any concerns is 52.8%. A small number of working respondents (8.7%) had no opinion.

Among the employed, 52.8% of respondents do not feel any fear of losing their job or ceasing to run their own business

^b 62.4% 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 (%)

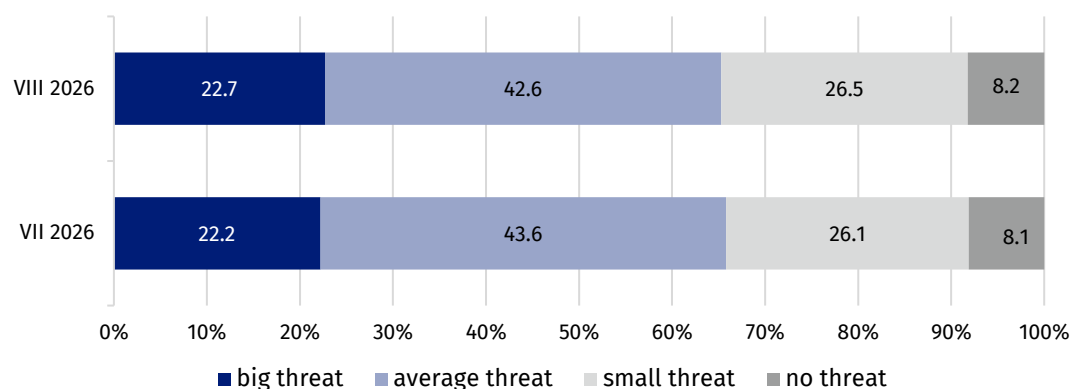


What threat is the current situation on the territory of Ukraine for the economy in Poland

According to 22.7% 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 42.6% of respondents. Only 26.5% declare a small threat, while 8.2% of respondents declare no threat.

For 69.1% of respondents, the current situation on the territory of Ukraine is a small or average 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 (%)

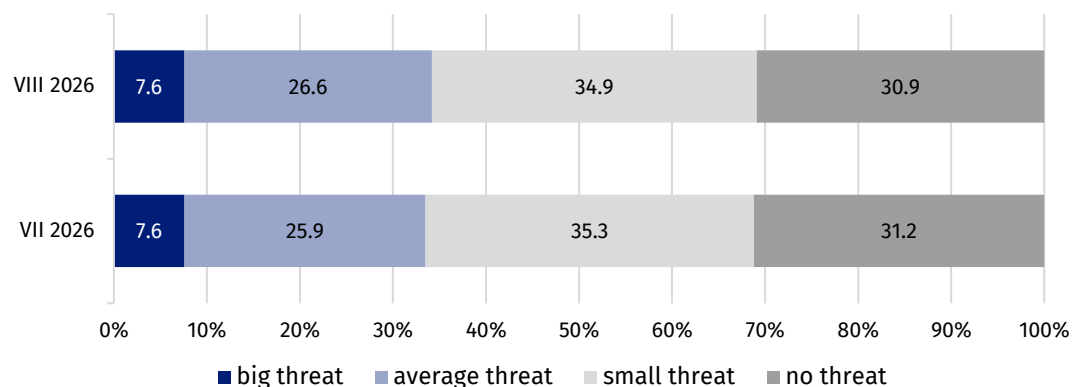


What threat is the current situation on the territory of Ukraine for personal financial situation

For 7.6% 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 26.6% of those who answered the questions about the consumer tendency. A small threat is declared by 34.9%, while no threat was stated by 30.9% of respondents.

For 61.5% of respondents, the current situation on the territory of Ukraine is a small or average 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 28.2% 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 35.9% of those who answered the questions about the consumer tendency. 26.3% declare a small threat, while 9.6% of respondents declare no threat.

For 62.2% of respondents, the current situation on the territory of Ukraine is an average or small 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 (%)

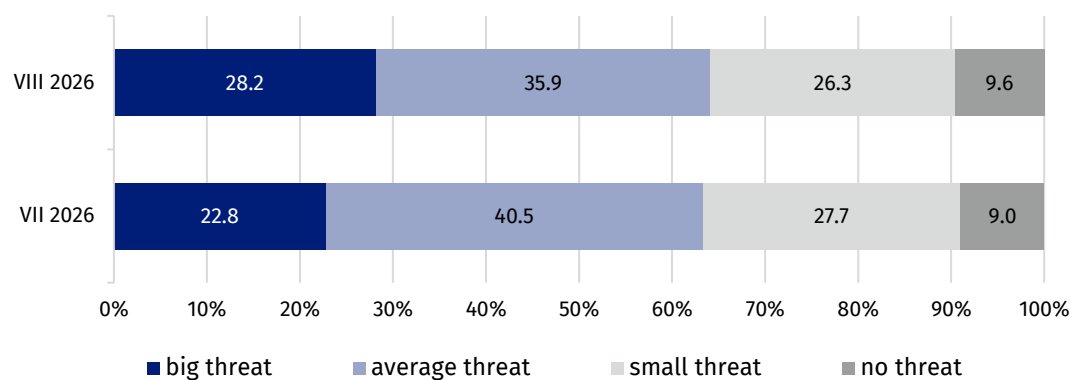


Table 1. Additional questions (response rates) - the current situation on the territory of Ukraine

SPECIFICATION		June 2026	July 2026	August 2026
What impact did the current situation on the territory of Ukraine have on your responses?	significant	11.4	9.9	12.3
	moderate	41.0	41.5	43.0
	none	47.6	48.6	44.7
In connection with the current situation on the territory of Ukraine, are you afraid of losing your job or stopping your own business?	definitely yes	0.9	1.4	1.9
	possible	4.3	5.2	3.7
	rather not	16.7	17.9	18.5
	no	33.9	31.9	32.9
	I have no opinion	4.3	2.1	5.4
	not applicable (for non-working people)	39.9	41.5	37.6
What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?	big threat	22.1	22.2	22.7
	average threat	40.4	43.6	42.6
	small threat	27.1	26.1	26.5
	no threat	10.4	8.1	8.2
What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?	big threat	6.2	7.6	7.6
	average threat	25.9	25.9	26.6
	small threat	34.8	35.3	34.9
	no threat	33.1	31.2	30.9
What threat do you think is the current situation on the territory of Ukraine for the sovereignty and independence of Poland?	big threat	23.2	22.8	28.2
	average threat	37.7	40.5	35.9
	small threat	25.7	27.7	26.3
	no threat	13.4	9.0	9.6

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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