

Consumer tendency – October 2026

21.10.2026

-14.0

Current consumer confidence indicator (a month ago -10,8)

In October 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 14.0^a which was by 3.2 lower in relation to last month.

Current consumer confidence indicator in October 2026

All components of the indicator obtained values lower than a month ago. The largest decreases (by 7.6) was recorded in evaluation of the future economic situation of the country. For the other components of the indicator, the decreases were as follows: by 6.9 in the evaluation of the current economic situation of the country, by 1.3 in the evaluation of the current possibility of making important purchases, by 0.5 in the evaluations of the future financial situation of a household and by 0.1 in the evaluations of the current financial situation of a household.

Referring to October 2025, the value of current consumer confidence indicator has decreased by 3.1.

Leading consumer confidence indicator in October 2026

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, deteriorated by 2.7 in relation to the previous month, and was at the level of minus 10.6^a.

The decrease of the value of the indicator was affected by all of its components. The largest decrease was recorded in the evaluation of the future economic situation of the country (by 7.6). For the other components of the indicator, the decreases were as follows: by 1.9 in evaluation of the future level of unemployment, by 0.7 in the evaluation of the possibility of future money saving and by 0.5 in the evaluation of the future financial situation of a household.

In October this year leading consumer confidence indicator decreased by 4.0 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 all of its components were lower than in the previous month

Leading consumer confidence indicator is lower by 2.7 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 05-14.10.2026, 1369 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	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
	III	-6.2	-3.5	-23.3	-18.1	-2.7	-10.8
Months							
2025	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
	09	-7.2	-4.7	-22.7	-17.7	-1.6	-10.8
	10	-7.3	-5.2	-29.6	-25.3	-2.9	-14.0

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

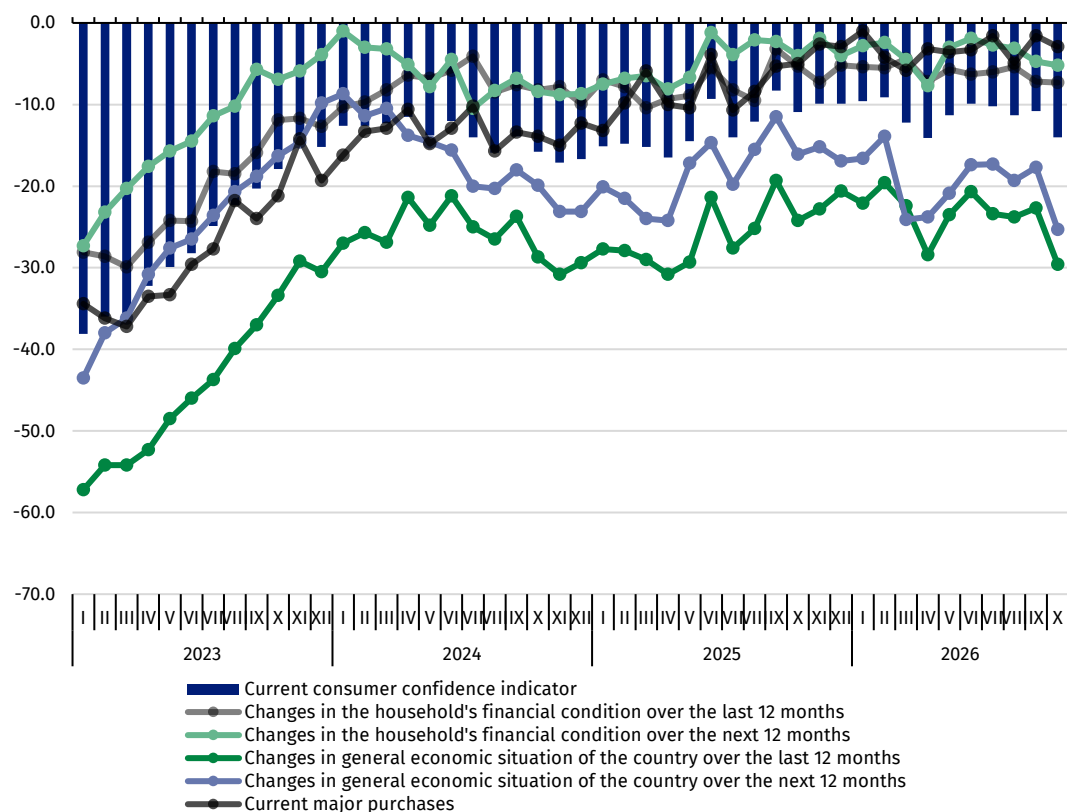


Chart 2. Current consumer confidence indicator and its component values in 2002–2025

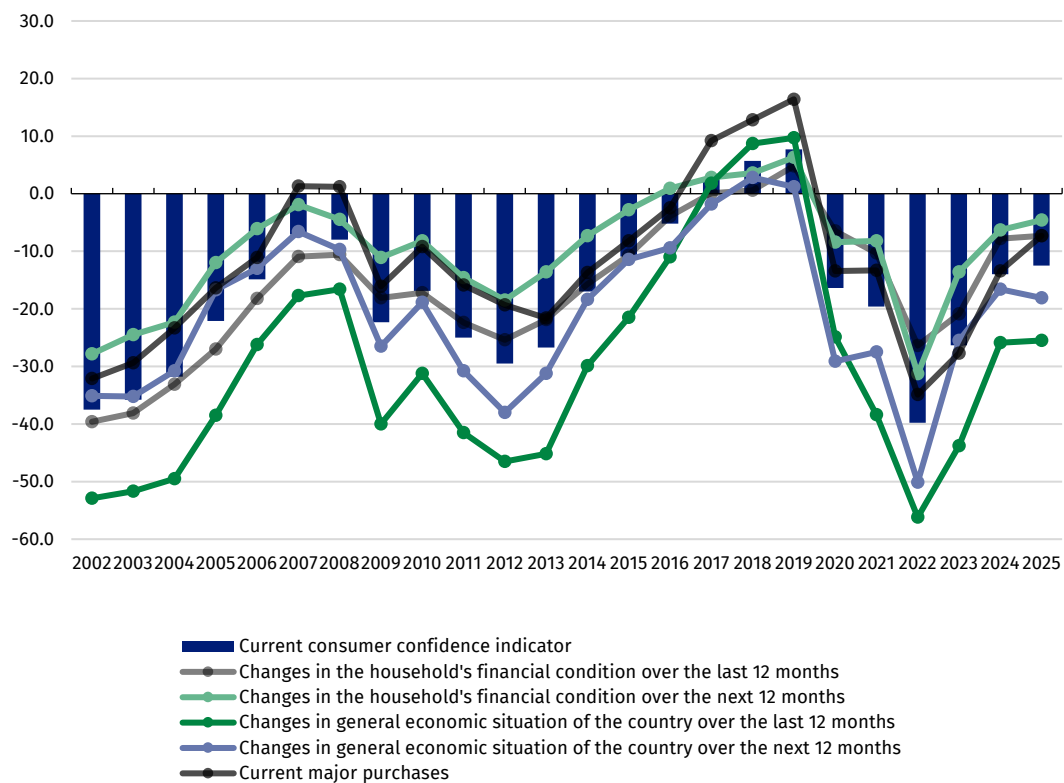


Table 2. Leading consumer confidence indicator

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	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
	III	-3.5	-18.1	-23.7	14.9	-7.6
		Months				
2025	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
	09	-4.7	-17.7	-23.5	14.2	-7.9
	10	-5.2	-25.3	-25.4	13.5	-10.6

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

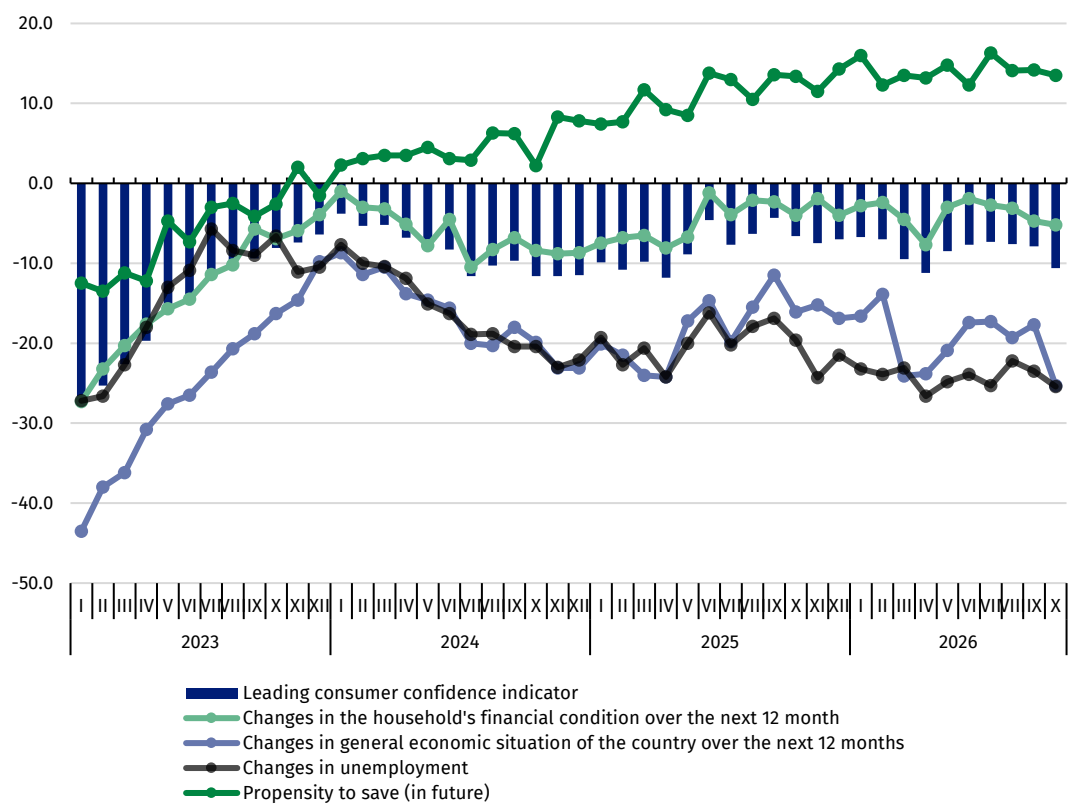
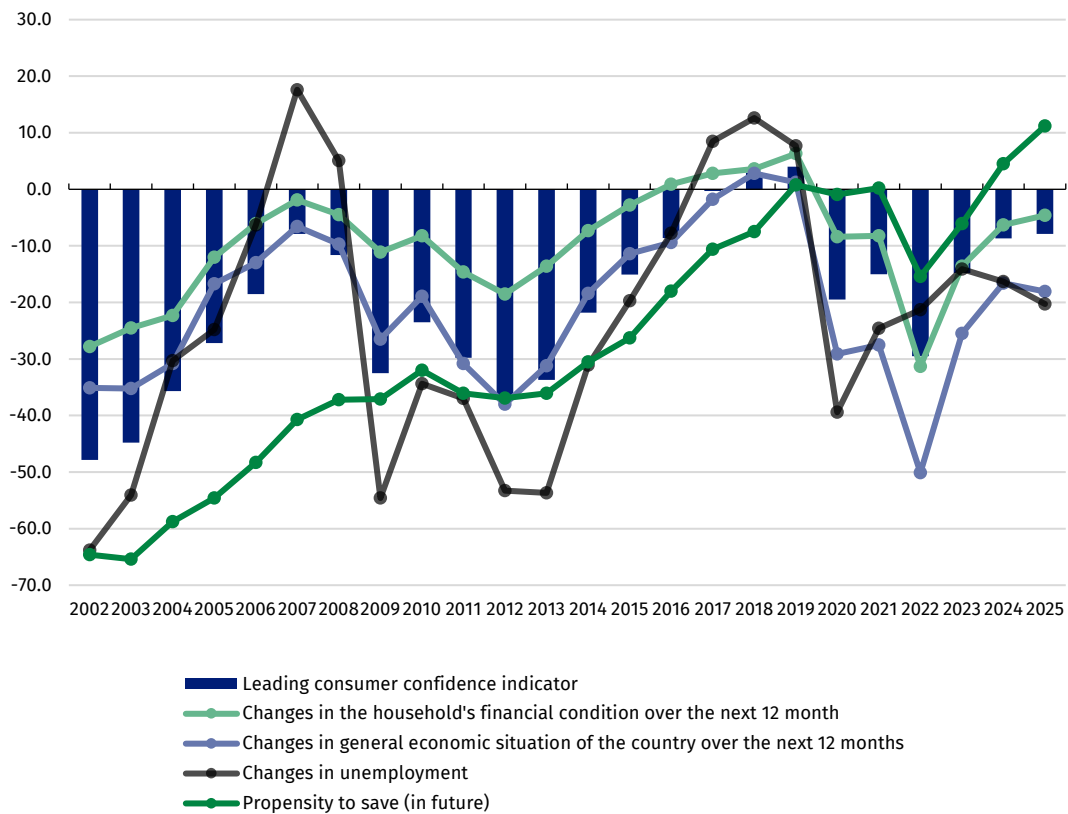


Chart 4. Leading consumer confidence indicator and its component values in 2002-2025



Annex

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

27.8%
respondents described the current situation on the territory of Ukraine as a threat for the economy in Poland (27.2% in September)

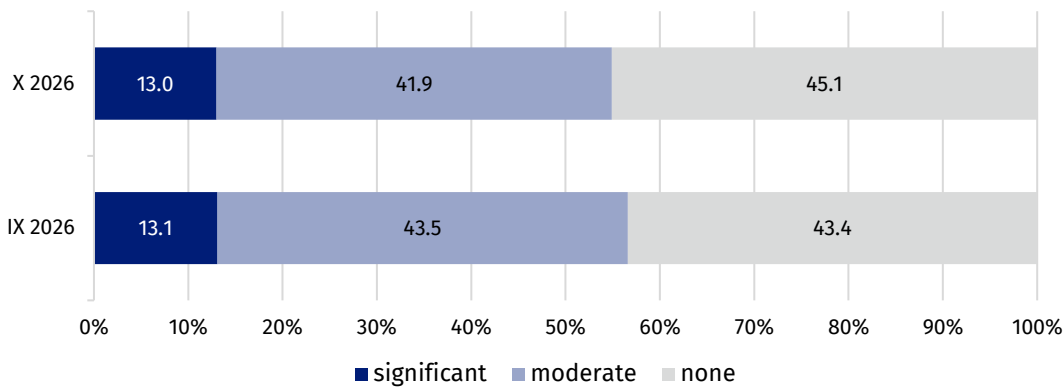
In October 2026, a lower percentage of respondents than a month ago evaluates the current situation on the territory of Ukraine as a big threat for sovereignty and independence of Poland and for personal financial situation.

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, 41.9% described it as moderate and 13.0% as significant. For 45.1% of respondents, the current situation had no impact on the answers.

54.9% 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 (%)



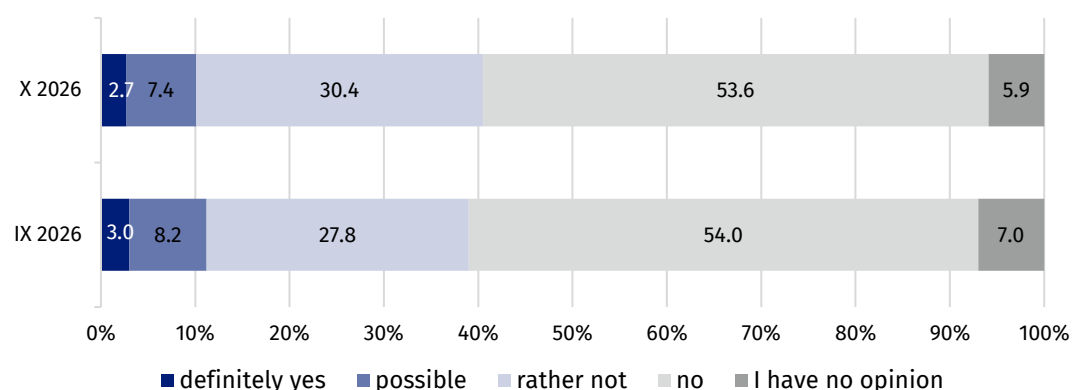
Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed^b 2.7% 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 7.4% and 30.4%, respectively. The percentage of working people who do not have any concerns is 53.6%. A small number of working respondents (5.9%) had no opinion.

Among the employed, 53.6% of respondents do not feel any fear of losing their job or ceasing to run their own business

^b 60.9% 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 (%)

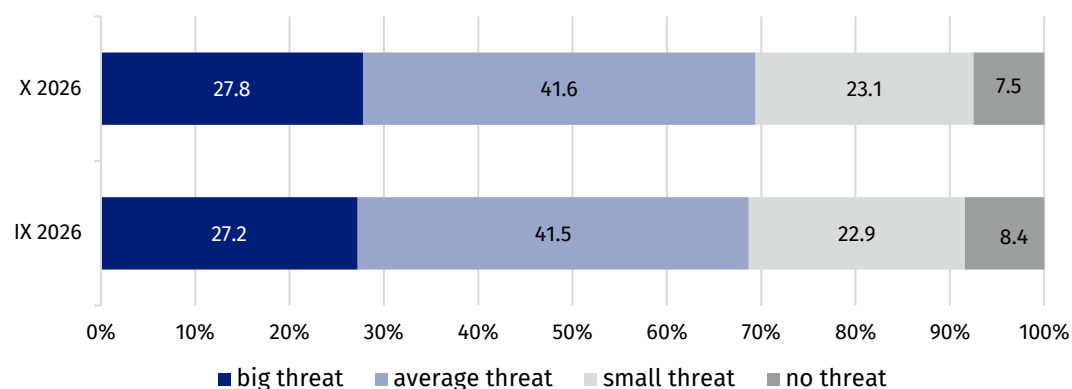


What threat is the current situation on the territory of Ukraine for the economy in Poland

According to 27.8% 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 41.6% of respondents. Only 23.1% declare a small threat, while 7.5% of respondents declare no threat.

For 64.7% 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 (%)

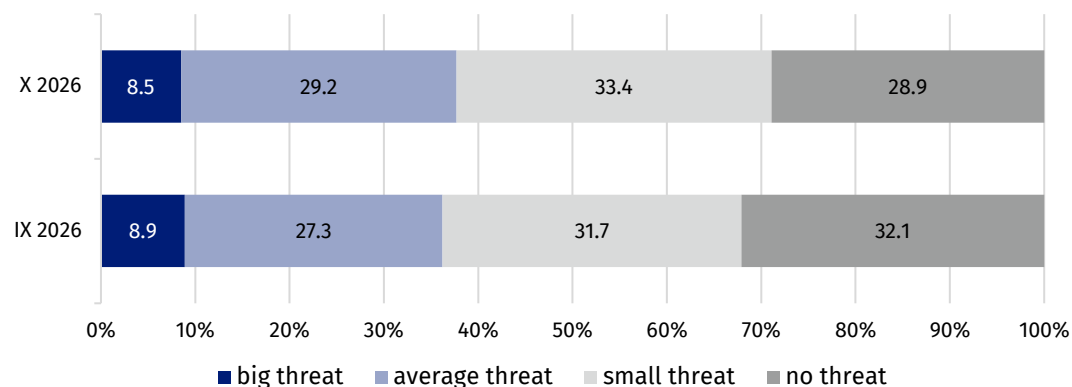


What threat is the current situation on the territory of Ukraine for personal financial situation

For 8.5% 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 29.2% of those who answered the questions about the consumer tendency. A small threat is declared by 33.4%, while no threat was stated by 28.9% of respondents.

For 62.6% 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 29.9% 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 39.3% of those who answered the questions about the consumer tendency. 21.5% declare a small threat, while 9.3% of respondents declare no threat.

For 60.8% 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 (%)

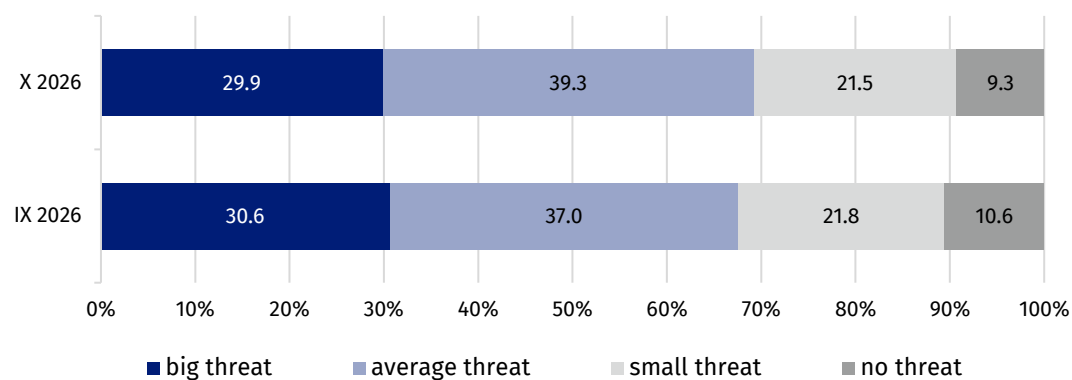


Table 1. Additional questions (response rates) - the current situation on the territory of Ukraine

SPECIFICATION		August 2026	September 2026	October 2026
What impact did the current situation on the territory of Ukraine have on your responses?	significant	12.3	13.1	13.0
	moderate	43.0	43.5	41.9
	none	44.7	43.4	45.1
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	1.9	1.9	1.6
	possible	3.7	5.1	4.6
	rather not	18.5	17.1	18.5
	no	32.9	33.2	32.6
	I have no opinion	5.4	4.3	3.6
	not applicable (for non-working people)	37.6	38.4	39.1
What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?	big threat	22.7	27.2	27.8
	average threat	42.6	41.5	41.6
	small threat	26.5	22.9	23.1
	no threat	8.2	8.4	7.5
What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?	big threat	7.6	8.9	8.5
	average threat	26.6	27.3	29.2
	small threat	34.9	31.7	33.4
	no threat	30.9	32.1	28.9
What threat do you think is the current situation on the territory of Ukraine for the sovereignty and independence of Poland?	big threat	28.2	30.6	29.9
	average threat	35.9	37.0	39.3
	small threat	26.3	21.8	21.5
	no threat	9.6	10.6	9.3

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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