

## Consumer tendency – March 2026

18.03.2026

 **3.1 p. p.**

Increase current consumer confidence indicator

**In March 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 12.2<sup>a</sup> which was by 3.1 p.p. lower in relation to last month.**

### Current consumer confidence indicator in March 2026

Among the components of the indicator, the evaluations of the future and current economic situation of the country deteriorated the most (decreases by 10.2 percentage points and 2.8 percentage points, respectively). A lower values were also recorded for the evaluations of the future financial situation of the household and current possibility of making important purchases (decreases by 2.1 percentage points and 1.6 percentage points, respectively). Higher value than a month before was recorded only for the evaluation of the current financial situation of the household (increase by 1.1 percentage points).

Referring to March 2025, the value of current consumer confidence indicator has improved in March 2026 by 3.0 percentage points.

### Leading consumer confidence indicator in March 2026

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, deteriorated by 2.5 percentage points in relation to the previous month, and was at the level of minus 9.5<sup>a</sup>.

The decrease in the value of the indicator was influenced by the evaluations of the future economic situation of the country and future financial situation of a household (decreases by 10.2 percentage points and 2.1 percentage points, respectively). Better evaluations than a month before were recorded for the possibility of future money saving and future level of unemployment (increases by 1.2 and 0.8 percentage points, respectively).

In March this year leading consumer confidence indicator improved by 0.3 percentage points 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 most of its components were lower than in the previous month

Leading consumer confidence indicator is lower by 2.5 percentage points compared to the previous month

---

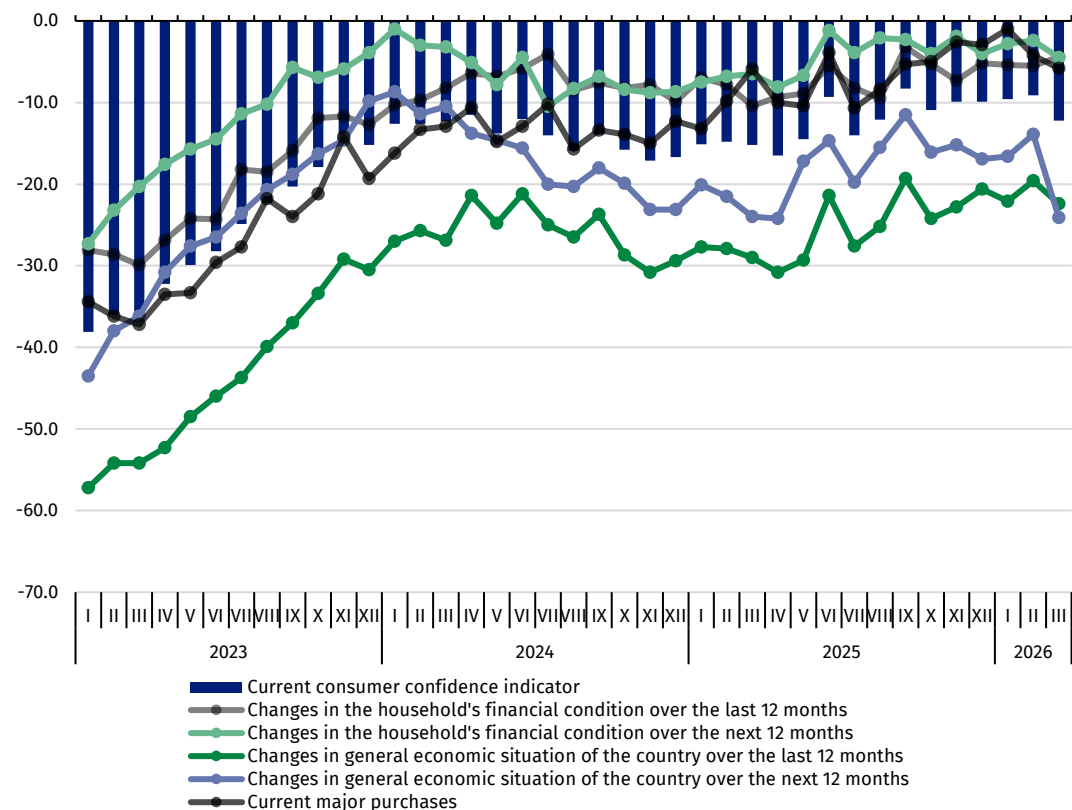
<sup>a</sup> Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 02-11.03.2026, 1363 interviews were conducted.

**Table 1. Current consumer confidence indicator**

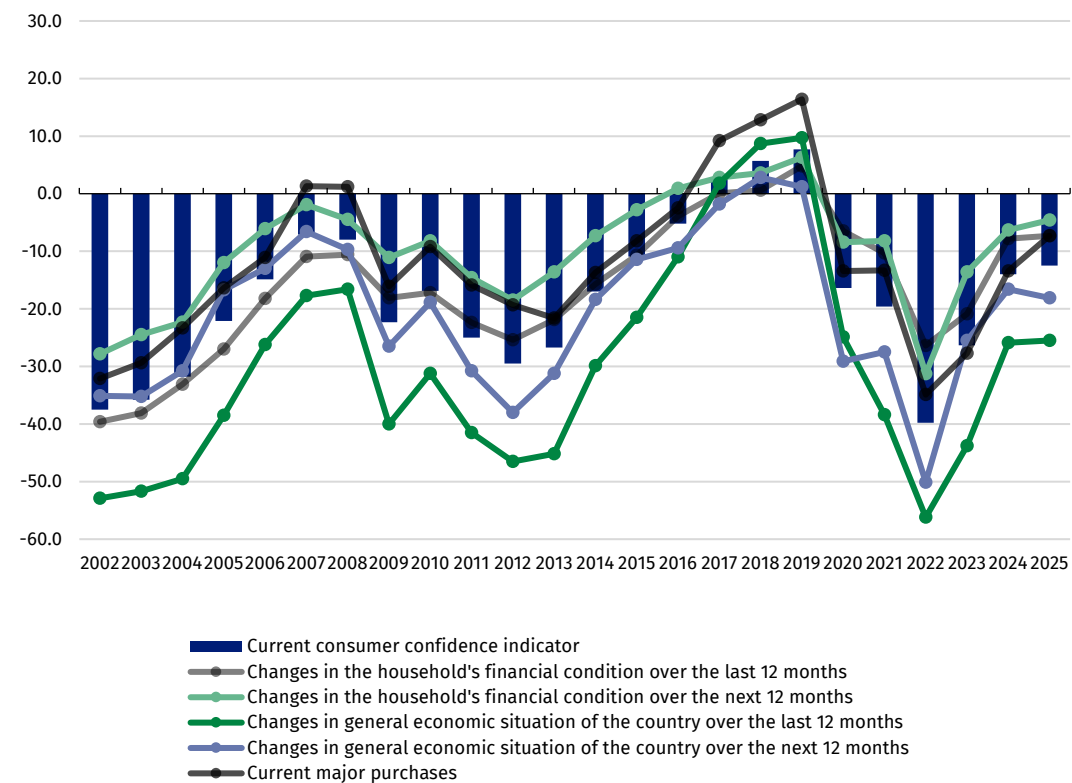
| Survey period |               | Changes in the household's financial condition: |                         | Changes in general economic situation of the country : |                         | Current major purchases | Current consumer confidence indicator |  |
|---------------|---------------|---|-------------------------|--|-------------------------|-------------------------|---------------------------------------|--|
|               |               | over the last 12 months                         | over the next 12 months | over the last 12 months                                | over the next 12 months |                         |                                       |  |
| Year          | Quarter Month | 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          | 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                                 |  |
| 2026          | I             | -5.1  | -3.2                    | -21.4  | -18.2                   | -3.6                    | -10.3                                 |  |
|               |               | <b>Months</b>                                   |                         |  |                         |                         |                                       |  |
| 2025          | 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                                  |  |
|               | 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                                 |  |

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**

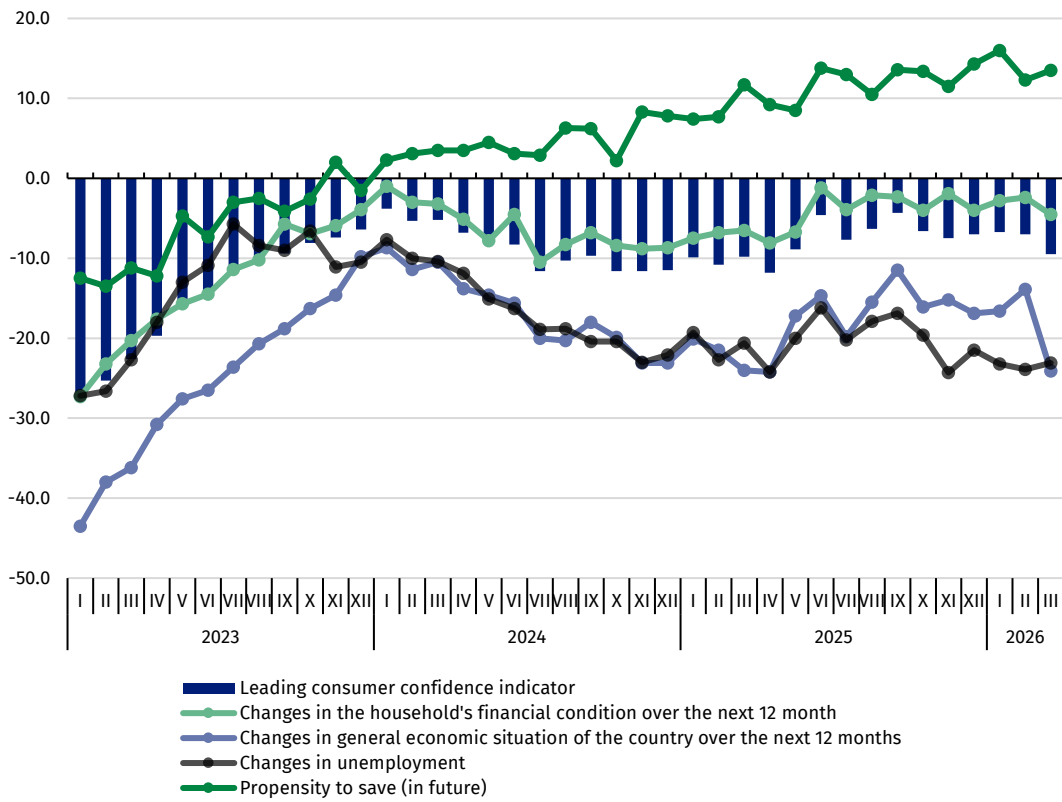


**Table 2. Leading consumer confidence indicator**

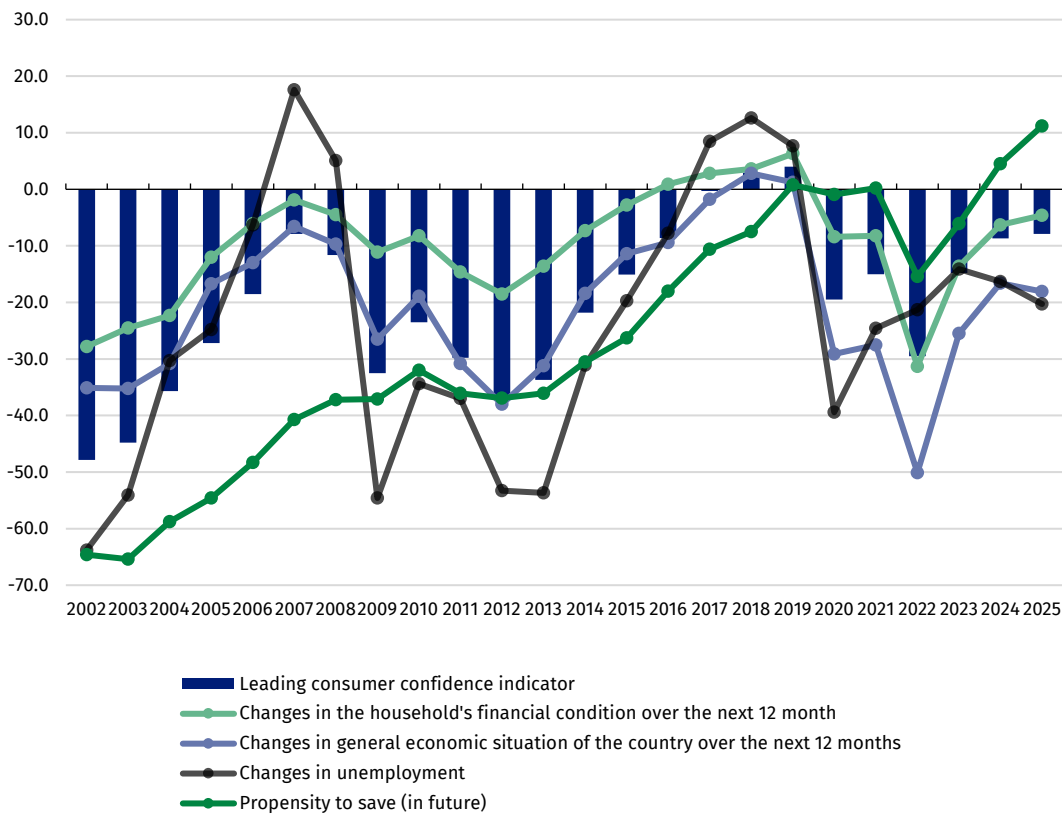
| Survey period |                  | Changes in the household's financial condition | Changes in general economic situation of the country | Changes in unemployment | Propensity to save (in future) | Leading consumer confidence indicator |
|---------------|------------------|--|--|-------------------------|--------------------------------|---------------------------------------|
| Year          | Quarter<br>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          | 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                                  |
| 2026          | I                | -3.2   | -18.2  | -23.4                   | 14.0                           | -7.7                                  |
|               |                  | <b>Months</b>                                  |  |                         |                                |                                       |
| 2025          | 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                                  |
|               | 02               | -2.4   | -13.9  | -23.9                   | 12.3                           | -7.0                                  |
|               | 03               | -4.5   | -24.1  | -23.1                   | 13.5                           | -9.5                                  |

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

**24.8%**

respondents described the current situation on the territory of Ukraine as a threat for the economy in Poland (26.4% in February)

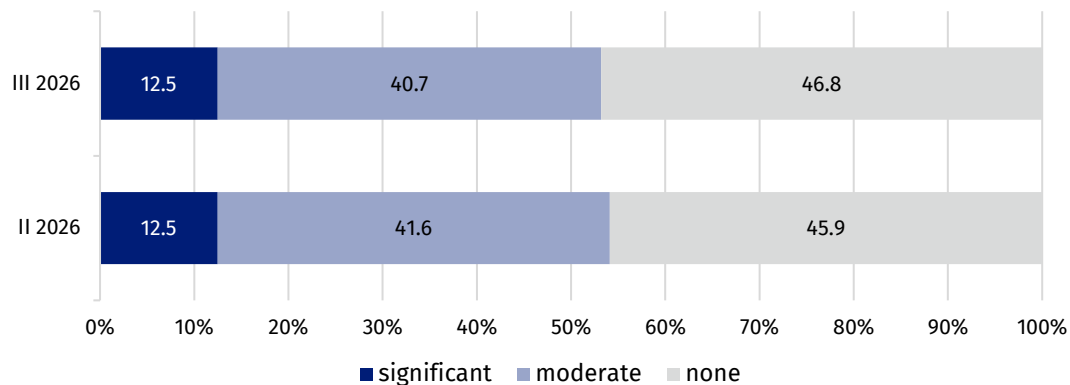
In March 2026, a lower percentage of respondents than a month ago evaluates the current situation on the territory of Ukraine as a big threat for the economy in Poland, for their personal financial situation and for the sovereignty and independence of Poland.

### 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, 40.7% described it as moderate and 12.5% as significant. For 46.8% of respondents, the current situation had no impact on the answers.

53.2% 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 (%)



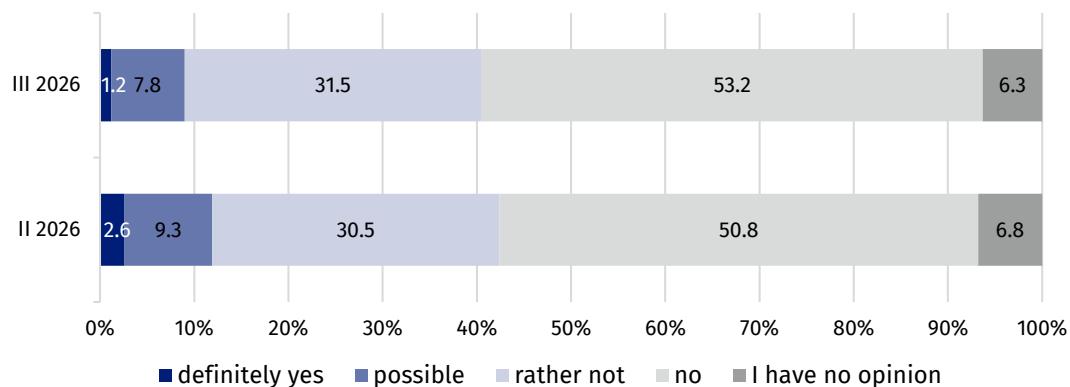
### Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed<sup>b</sup> 1.2% 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 7.8% and 31.5%, respectively. The percentage of working people who do not have any concerns is 53.2%. A small number of working respondents (6.3%) had no opinion.

Among the employed, 53.2% of respondents do not feel any fear of losing their job or ceasing to run their own business

<sup>b</sup> 61.6% 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 (%)**

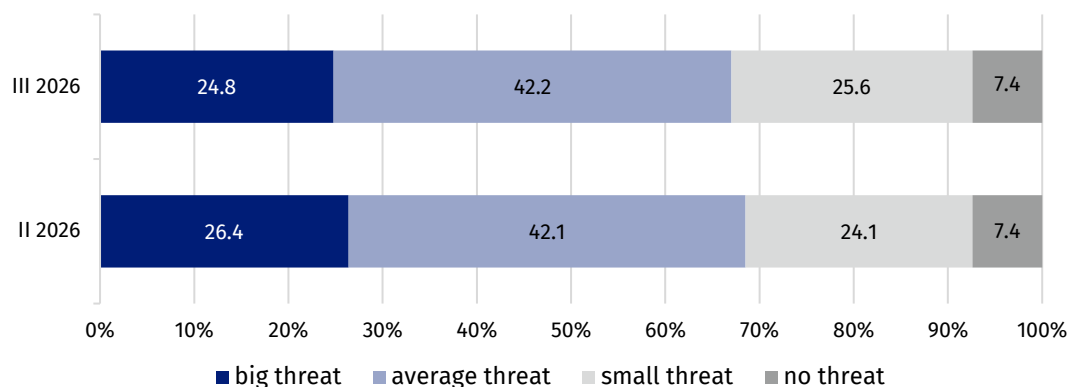


**What threat is the current situation on the territory of Ukraine for the economy in Poland**

According to 24.8% 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 42.2% of respondents. Only 25.6% declare a small threat, while 7.4% of respondents declare no threat.

For 42.2% of respondents the current situation on the territory of Ukraine is an 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 (%)**

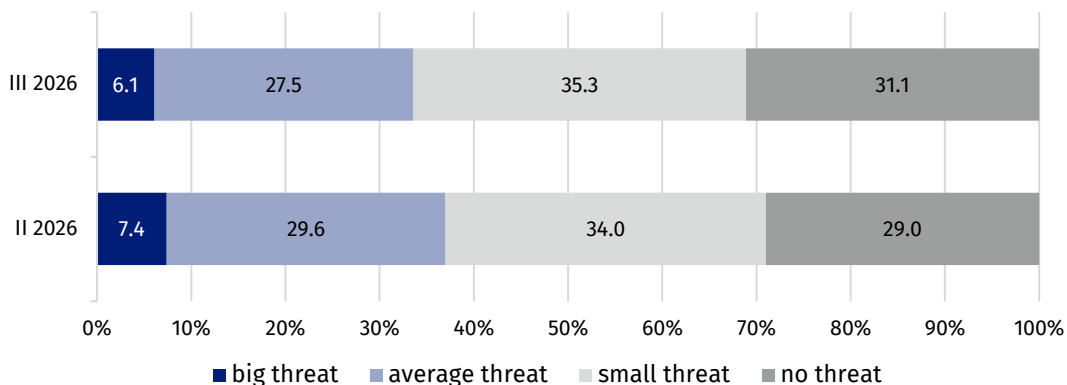


**What threat is the current situation on the territory of Ukraine for personal financial situation**

For 6.1% 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 27.5% of those who answered the questions about the consumer tendency. A small threat is declared by 35.3%, while no threat was stated by 31.1% of respondents.

For 62.8% 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 (%)**

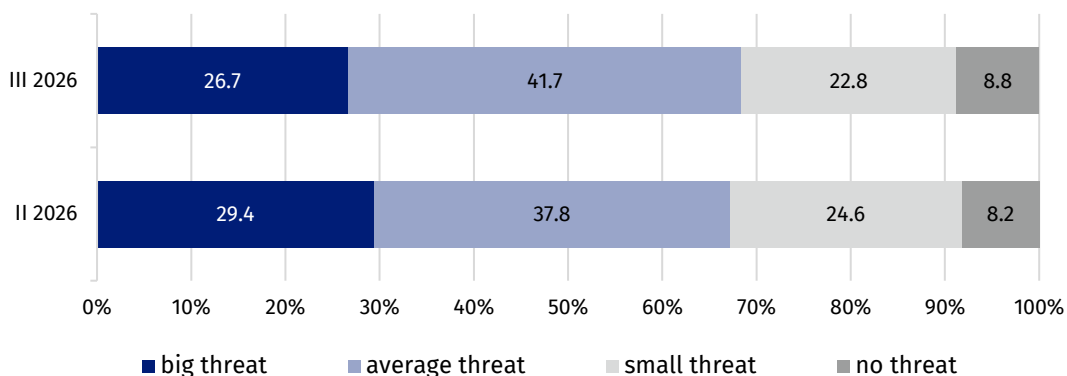


**What threat is the current situation on the territory of Ukraine for the sovereignty and independence of Poland**

For 26.7% 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 41.7% of those who answered the questions about the consumer tendency. 22.8% declare a small threat, while 8.8% of respondents declare no threat.

For 41.7% 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   |   | January 2026 | February 2026 | March 2026 |
|---|---|--------------|---------------|------------|
| <b>What impact did the current situation on the territory of Ukraine have on your responses?</b>  | significant                             | 10.8         | 12.5          | 12.5       |
|   | moderate                                | 45.9         | 41.6          | 40.7       |
|   | none                                    | 43.3         | 45.9          | 46.8       |
| <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                          | 1.0          | 1.5           | 0.8        |
|   | possible                                | 5.6          | 5.6           | 4.8        |
|   | rather not                              | 17.9         | 18.3          | 19.4       |
|   | no                                      | 34.9         | 30.6          | 32.7       |
|   | I have no opinion                       | 3.4          | 4.1           | 3.9        |
|   | not applicable (for non-working people) | 37.2         | 39.9          | 38.4       |
| <b>What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?</b>                               | big threat                              | 28.6         | 26.4          | 24.8       |
|   | average threat                          | 41.8         | 42.1          | 42.2       |
|   | small threat                            | 23.1         | 24.1          | 25.6       |
|   | no threat                               | 6.5          | 7.4           | 7.4        |
| <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          | 7.4           | 6.1        |
|   | average threat                          | 31.8         | 29.6          | 27.5       |
|   | small threat                            | 35.7         | 34.0          | 35.3       |
|   | no threat                               | 26.5         | 29.0          | 31.1       |
| <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         | 29.4          | 26.7       |
|   | average threat                          | 41.2         | 37.8          | 41.7       |
|   | small threat                            | 21.5         | 24.6          | 22.8       |
|   | no threat                               | 7.7          | 8.2           | 8.8        |

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)



[stat.gov.pl/en/](https://stat.gov.pl/en/)



[@StatPoland](https://twitter.com/StatPoland)



[@GlownyUrzadStatystyczny](https://www.facebook.com/GlownyUrzadStatystyczny)



[gus\\_stat](https://www.instagram.com/gus_stat)



[glownyurządstatystycznygus](https://www.youtube.com/glownyurządstatystycznygus)



[glownyurządstatystyczny](https://www.linkedin.com/company/glownyurządstatystyczny)

#### **Related information**

[Business tendency - February 2026](#)

[Statistical Bulletin No 1/2026](#)

[Methodological report - Households condition survey \(consumer attitudes\)](#)

#### **Data available in databases**

[Knowledge Database Consumer tendency](#)