

# ÍNDICE DE CONFIANÇA DO CONSUMIDOR GLOBAL: TENDÊNCIAS DESDE 2010

Pesquisa Global Advisor feita em 29 países

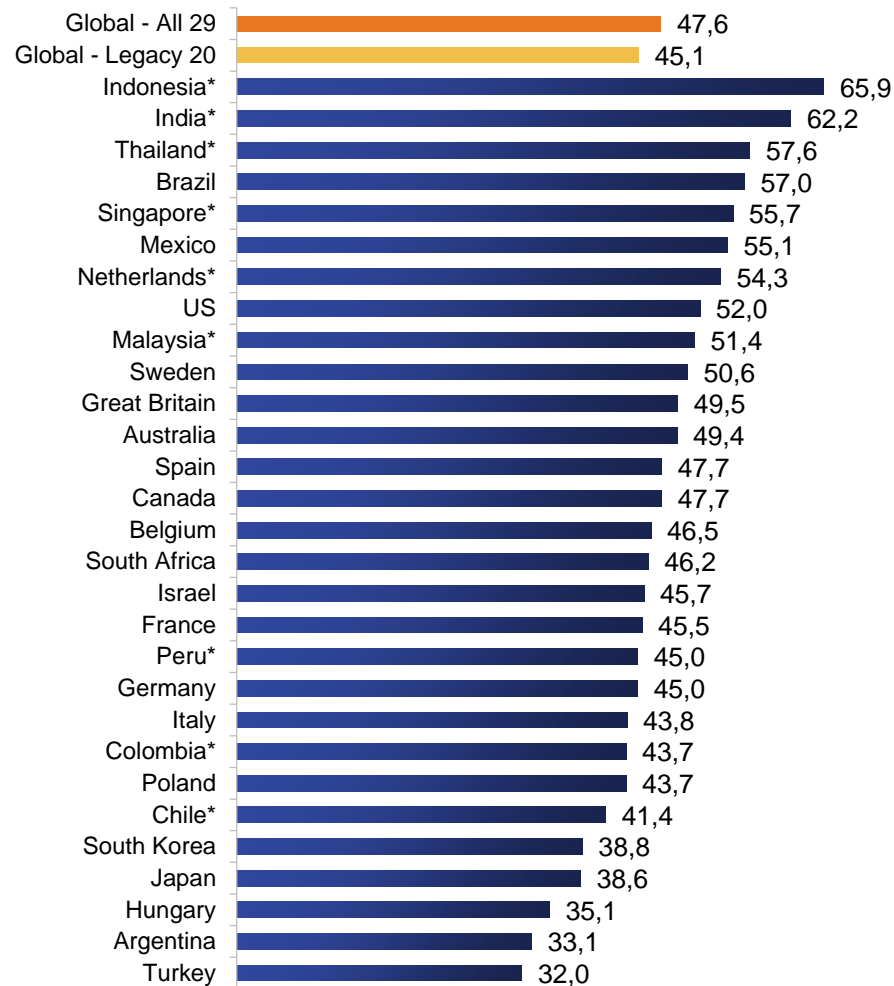
Setembro 2023

Saiba mais em: <https://www.ipsos.com/en/ipsos-global-consumer-confidence-index>

GAME CHANGERS



# Overall Consumer Confidence Index – Setembro 2023



## Varição mensal (vs. Agosto 2023)

Perdas significativas(-2.0 ou menos)				Ganhos significativos(+2.0 ou mais)			
Argentina	-3.9	Itália	-2.0	Tailândia	+6.1		
Alemanha	-3.8			África do Sul	+5.7		
Peru	-2.8			Malásia	+3.9		
Colômbia	-2.3			Turquia	+3.6		
Singapura	-2.3			Hungria	+3.0		
Espanha	-2.1			Índia	+2.3		

## Varição anual (vs. Setembro 2022)

Perdas significativas(-2.0 ou menos)				Ganhos significativos(+2.0 ou mais)			
Australia	-3.4			Grã-bretanha	+9.4	Itália	+6.2
Turquia	-3.0			Bélgica	+7.7	Mexico	+4.4
Canadá	-2.5			Brasil	+7.3	Hungria	+3.7
				Polônia	+6.9	França	+2.3
				África do Sul	+6.4		
				Espanha	+6.2		

New: Index based on single-month only data

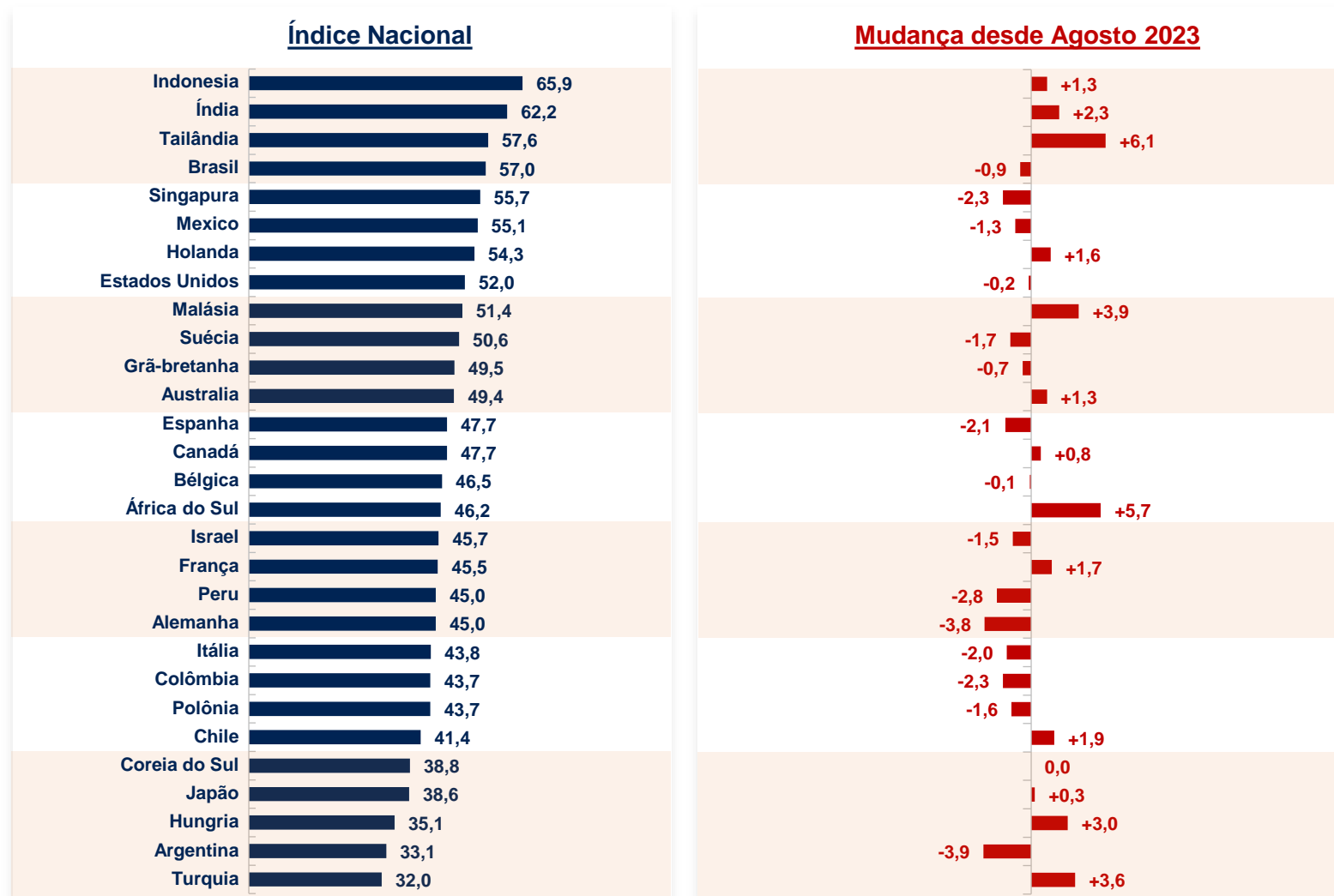
"Global All 29": average all 29 countries

"Global Legacy 20": average all 20 long-tracked countries (i.e., excluding the 9 added or modified in February 2023)

\* Country added or modified in February 2023

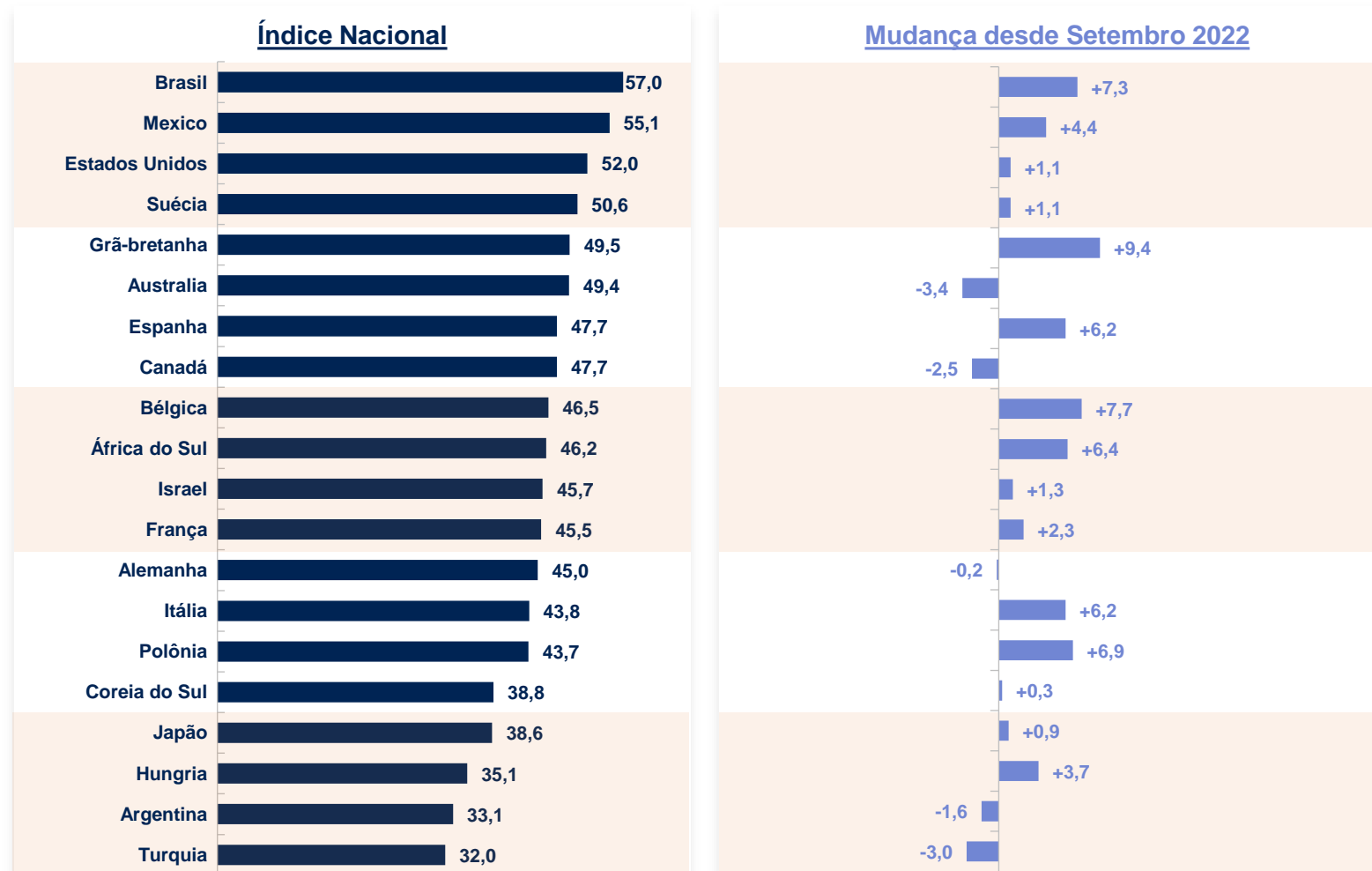
# Setembro 2023 Geral (ou “Índice Nacional”) (Com base em dados de apenas um mês)

## Variação mensal



# Setembro 2023 Geral (or “Índice Nacional”) Index (Com base em dados de apenas um mês)

Variação anual (apenas países com dados históricos)





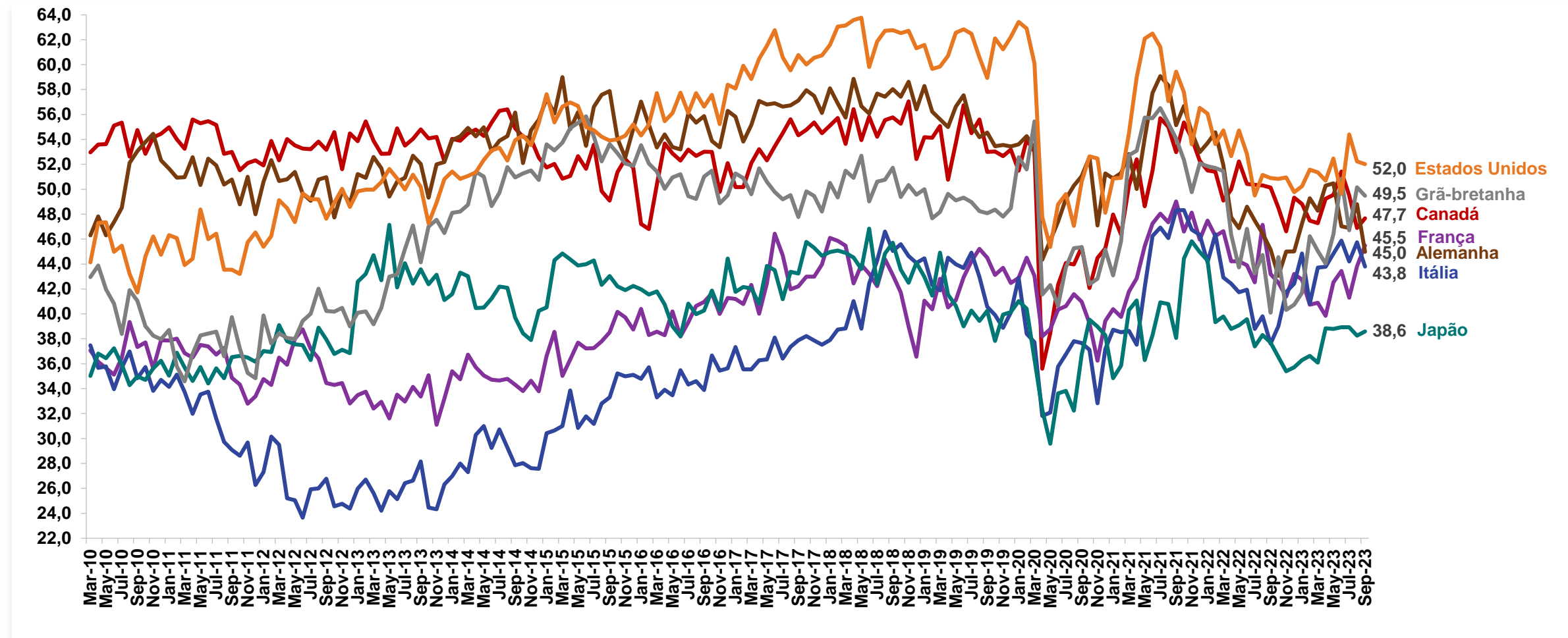
# Tendências individuais dos países



# Índice geral de confiança do consumidor – tendência de 13 anos

## Países do G7

Setembro 2023

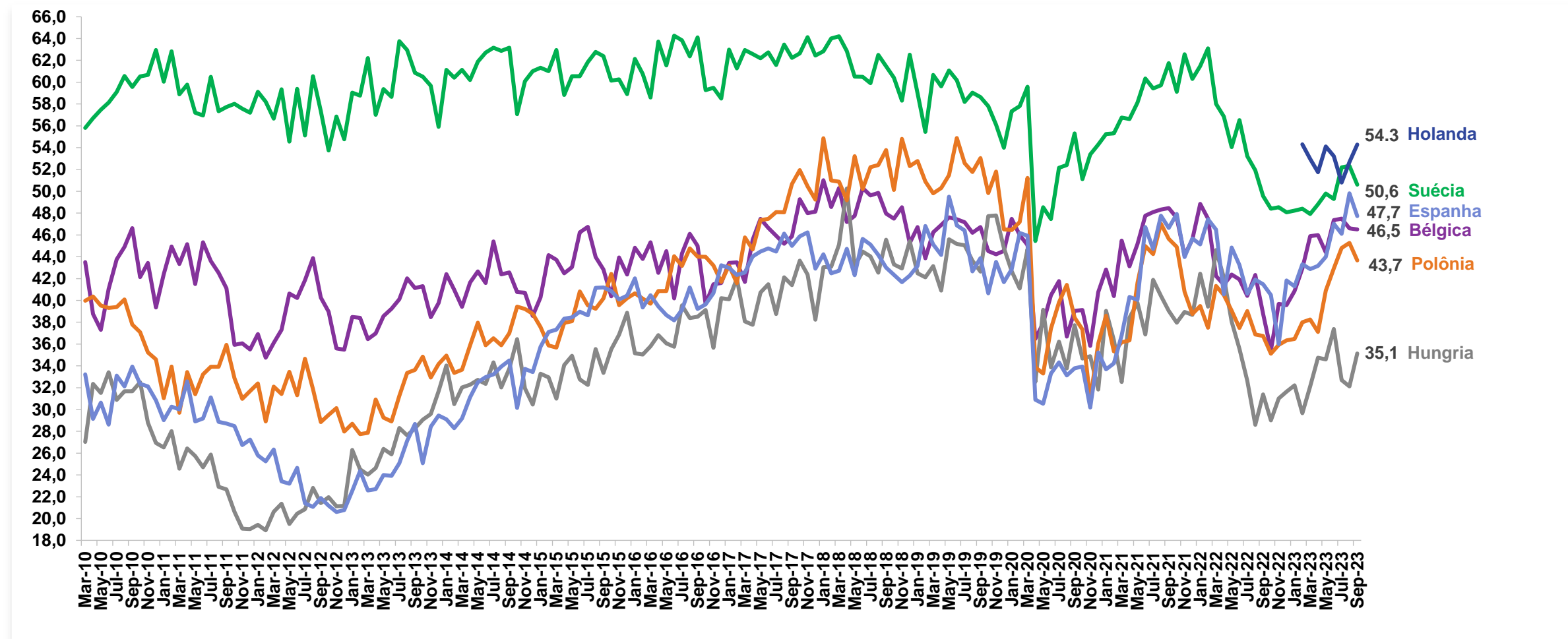


Index based on single-month only data for all months since March 2010

# Índice geral de confiança do consumidor – tendência de 13 anos

## Outros países da Europa

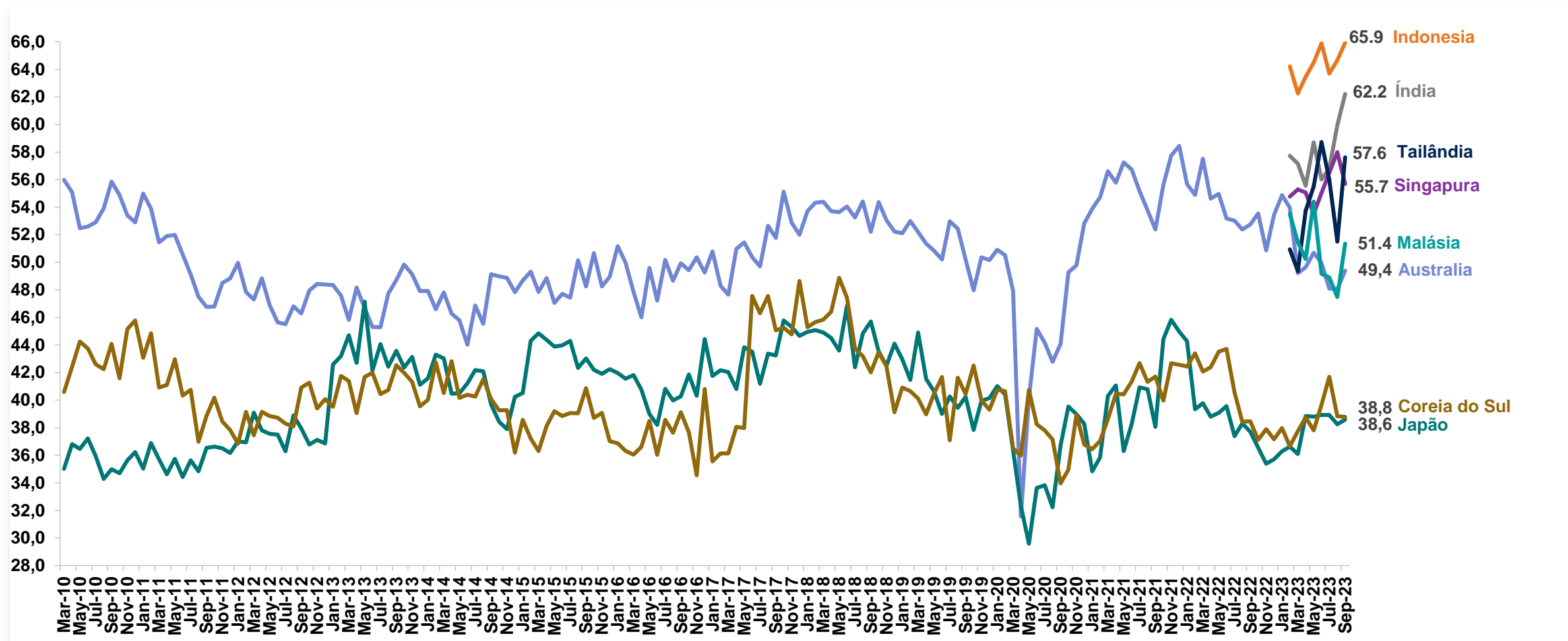
Setembro 2023



Index based on single-month only data for all months since March 2010

# Índice geral de confiança do consumidor – tendência de 13 anos dos países da Ásia-Pacífico

Setembro 2023

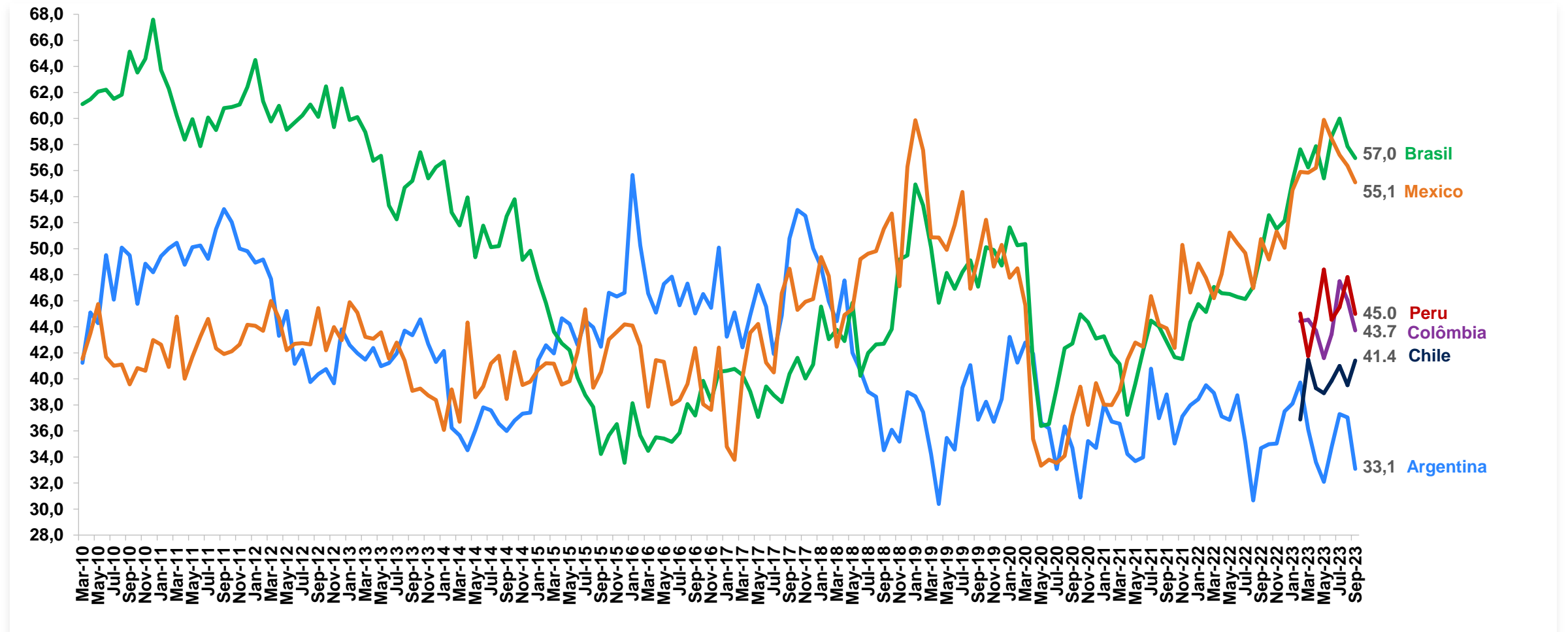


Index based on single-month only data for all months since March 2010



# Índice geral de confiança do consumidor – tendência de 13 anos países da América Latina

Setembro 2023

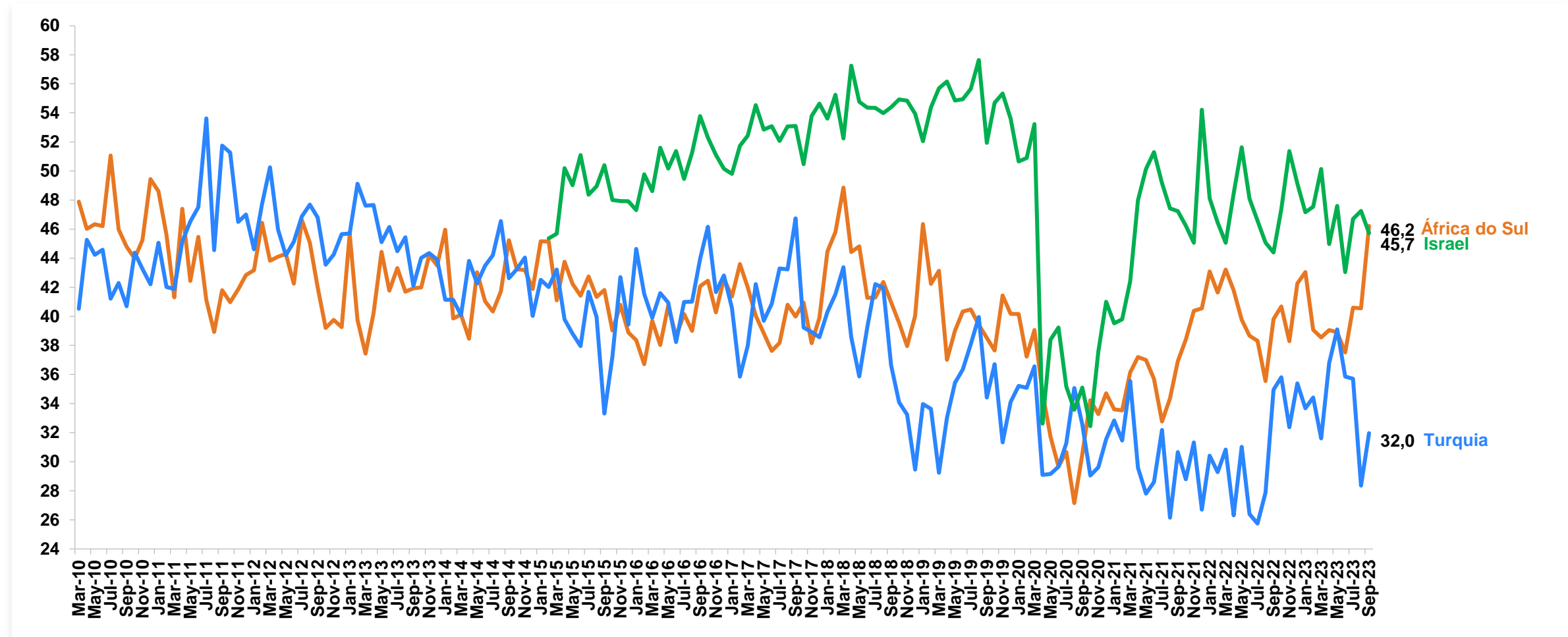


Index based on single-month only data for all months since March 2010

# Índice geral de confiança do consumidor – tendência de 13 anos

## Países do Oriente Médio-África

Setembro 2023



Index based on single-month only data for all months since March 2010

# Tendências globais e regionais baseadas apenas em 20 países legados

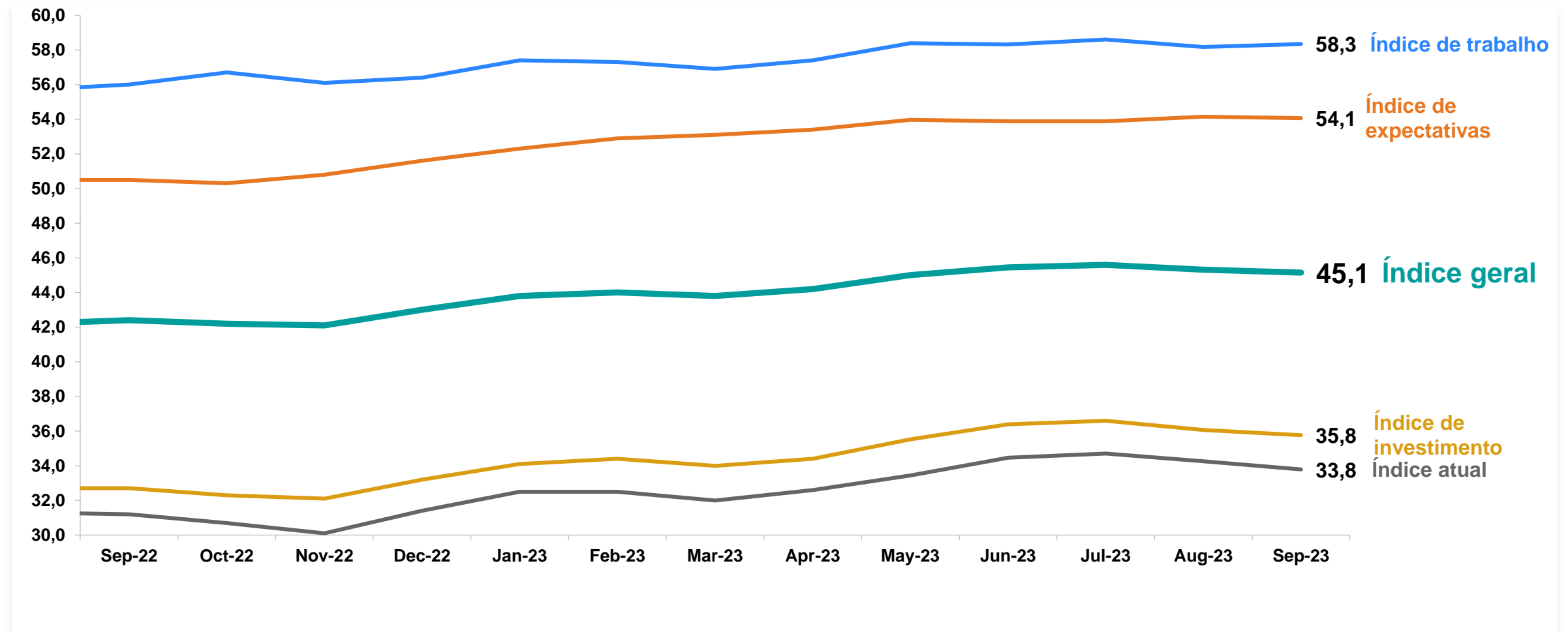
“LIKE FOR LIKE”



# Todos os índices – tendência de 1 ano "like for like"

## Médias globais baseadas apenas em 20 países legados

Setembro 2023

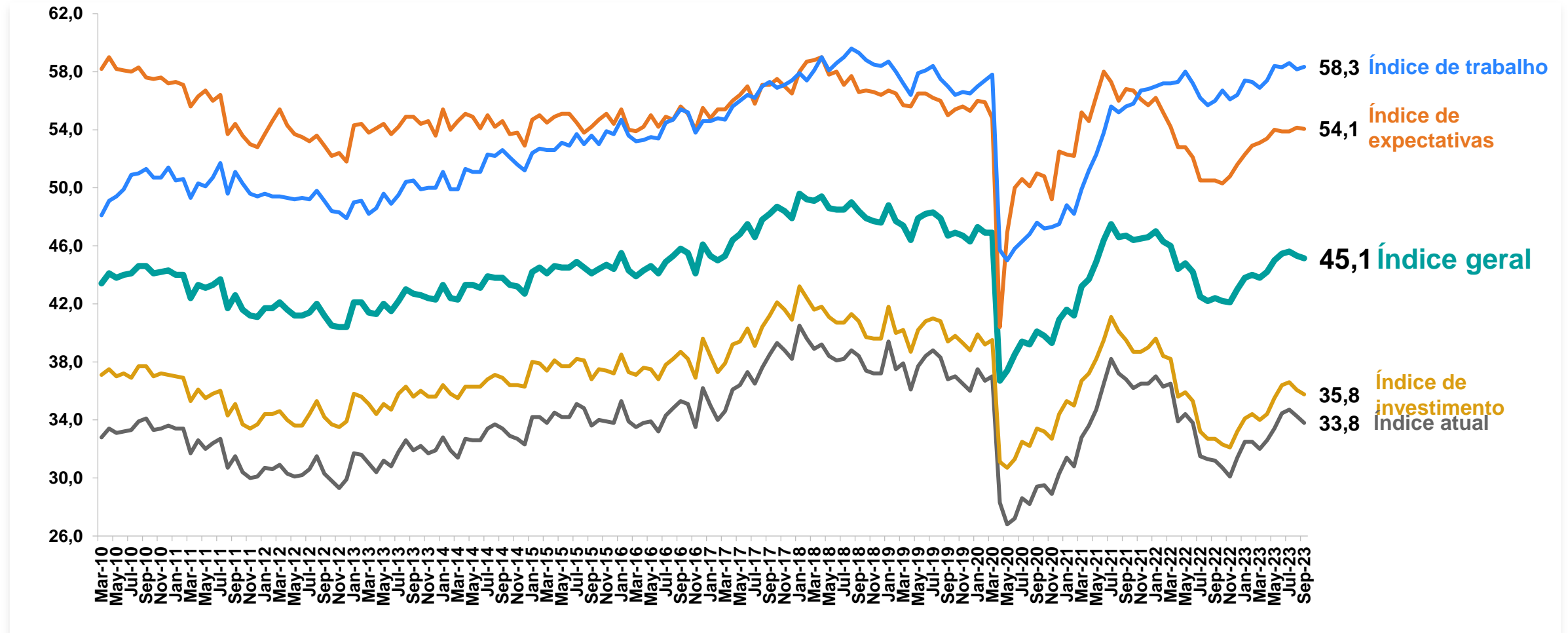


Indices based on single-month only data for all months since March 2010

\* Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023

# Todos os índices – tendência de 13 anos "like for like" Médias globais baseadas apenas em 20 países legados

Setembro 2023



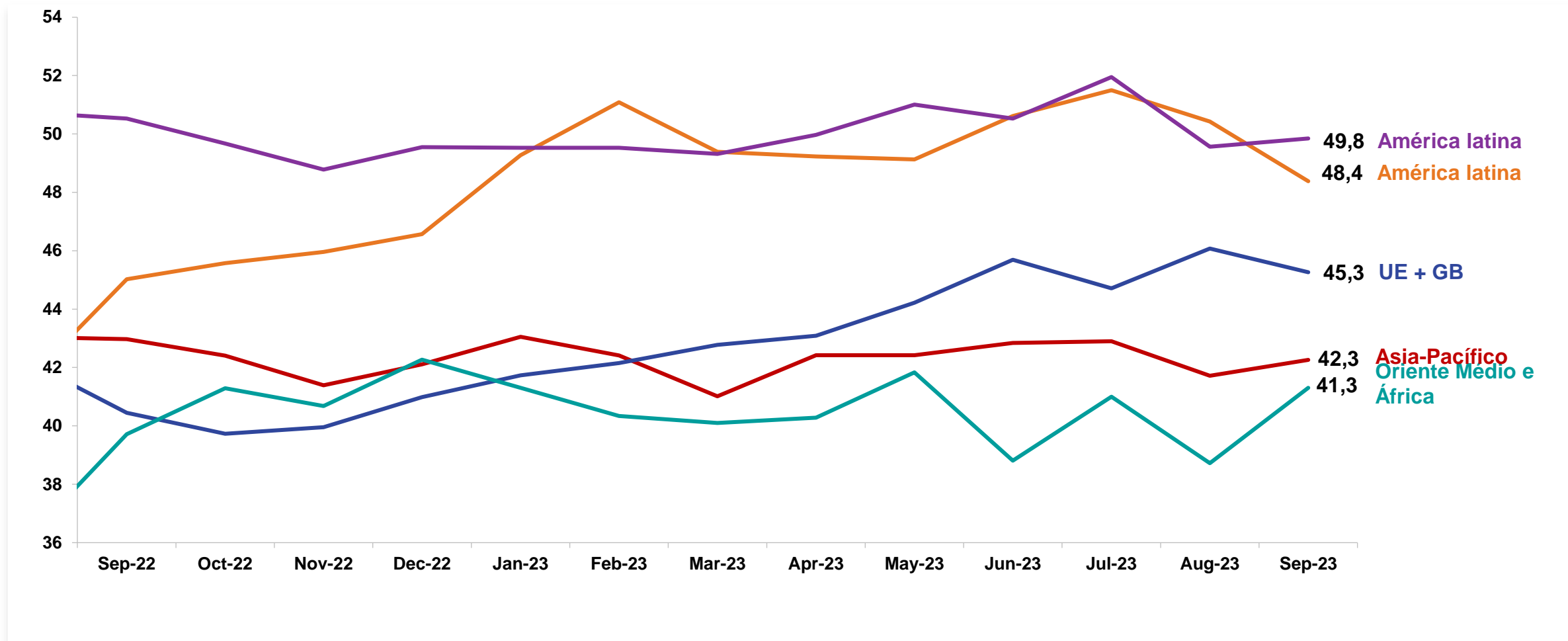
Indices based on single-month only data for all months since March 2010

\* Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023



# Índice geral de confiança do consumidor – tendência de 1 ano "like for like" Médias regionais baseadas apenas em países legados

Setembro 2023



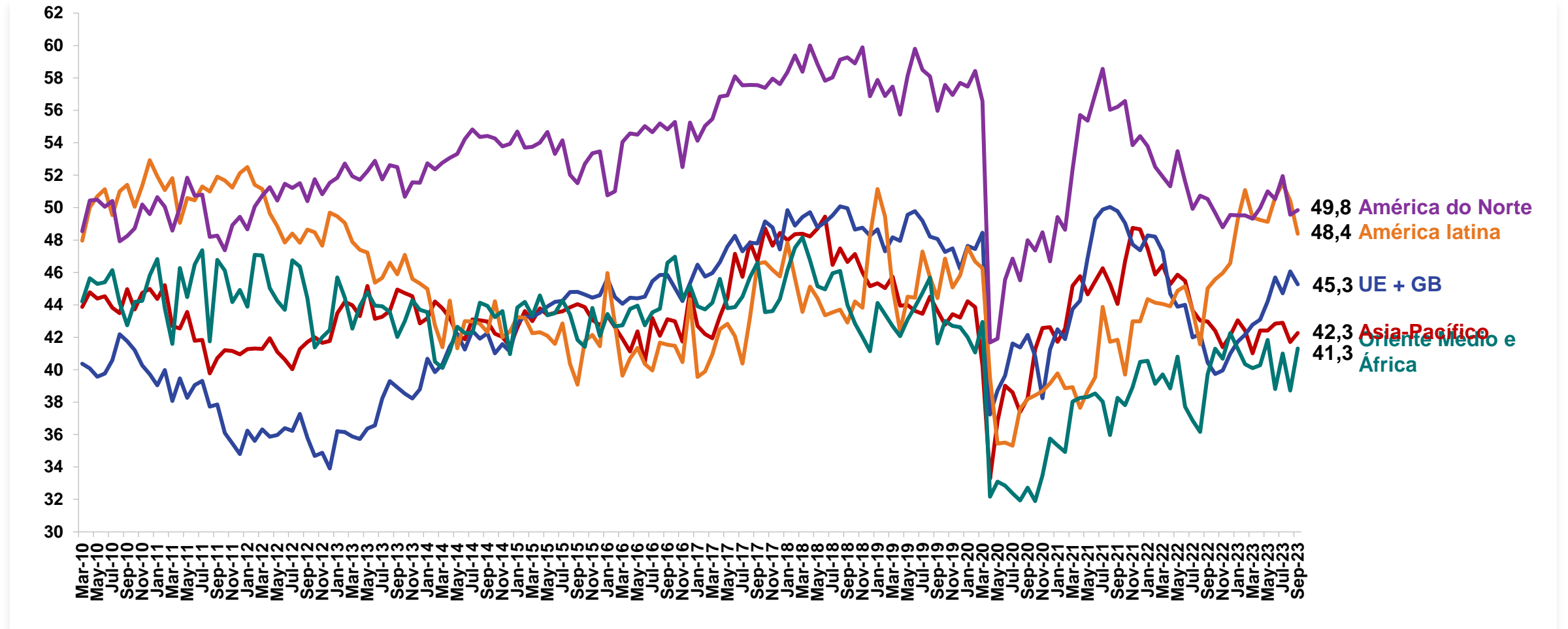
Index based on single-month only data for all months since March 2010

\* Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023

# Overall consumer confidence index – 13-year trend “like for like”

## Regional averages based on legacy countries only

Setembro 2023



Index based on single-month only data for all months since March 2010

\* Bases include only long-tracked countries and none of the countries added to or modified in the survey in 2023

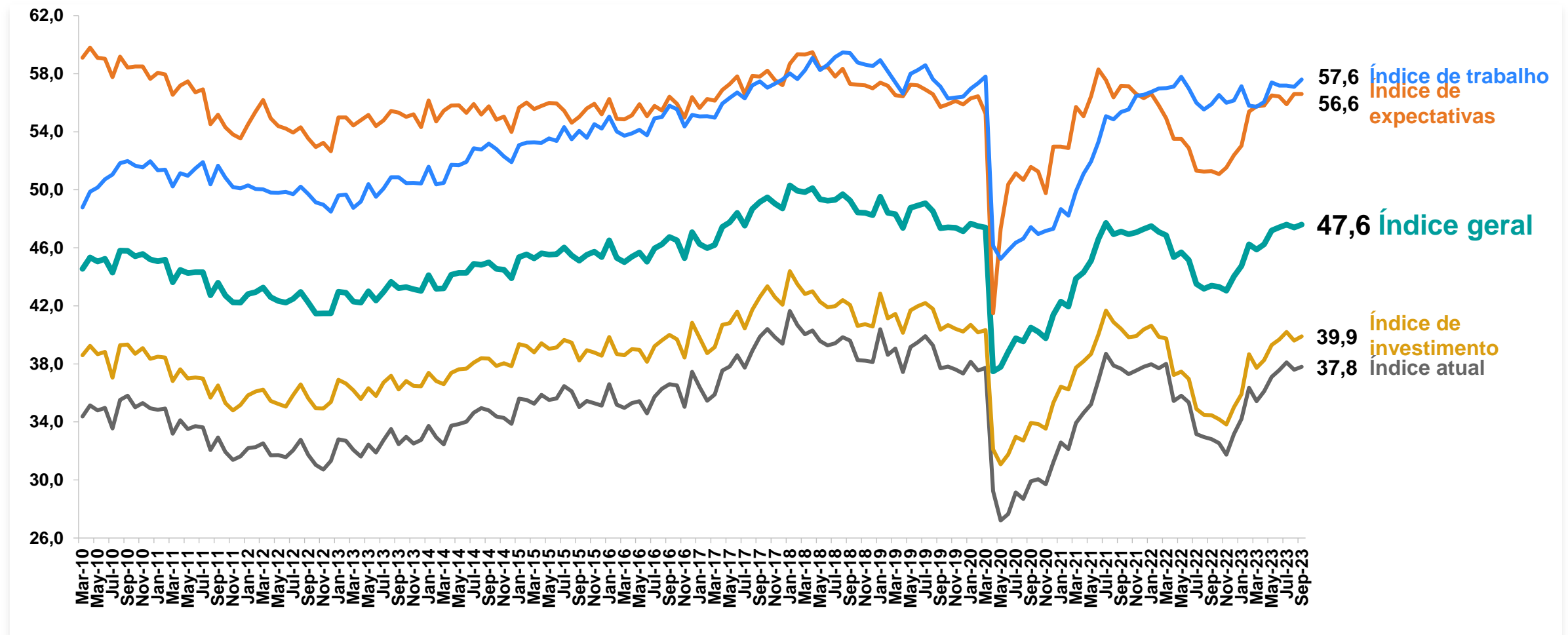
# Tendências globais e regionais com base em todos os países, incluindo os recém- adicionados



# Todos os índices – tendência de 13 anos

## Médias globais, incluindo países adicionados em 2023

Setembro 2023

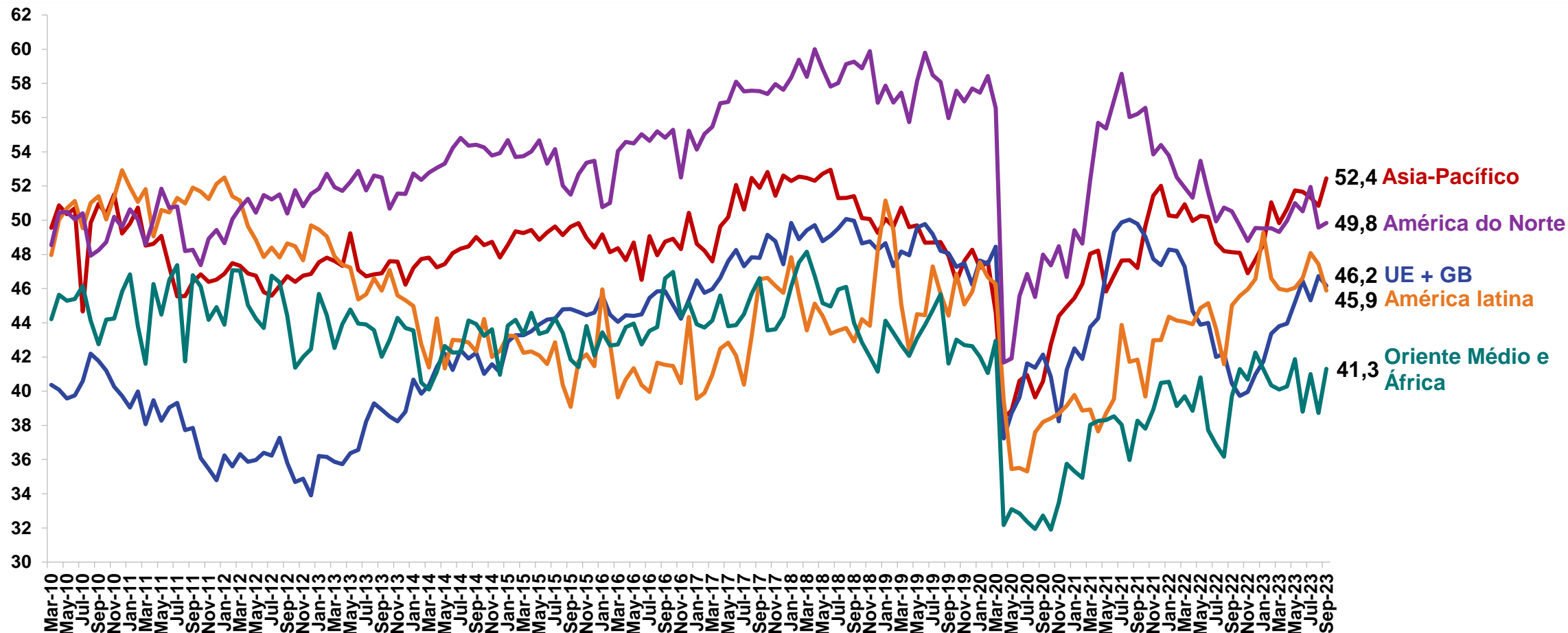


Indices based on single-month only data for all months since March 2010  
 \* Averages for any given month based on all countries surveyed that month

# Índice geral de confiança do consumidor – tendência de 13 anos

## Médias regionais, incluindo países adicionados em 2023

Setembro 2023



Index based on single-month only data for all months since March 2010  
\* Averages for any given month based on all countries surveyed that month

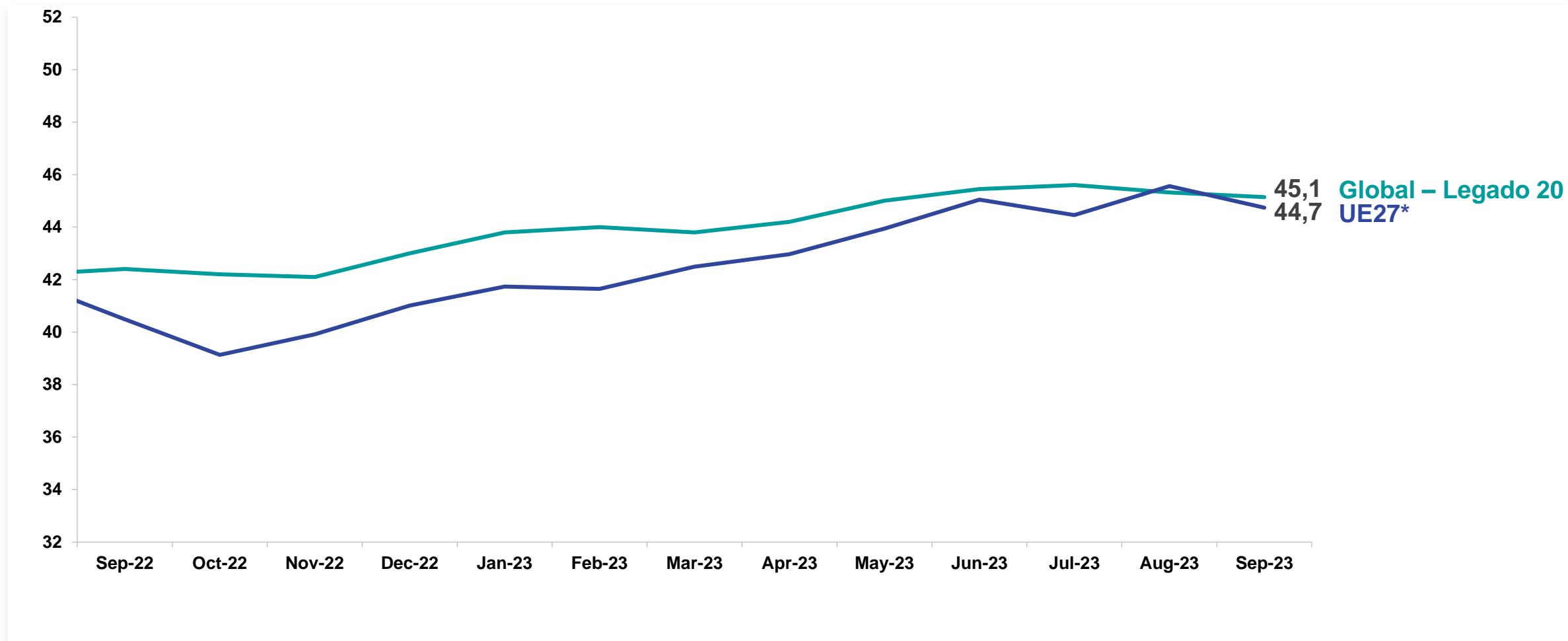


# Tendências da UE27



# Índice geral de confiança do consumidor - tendência de um ano "like for like" UE27 e médias globais com base apenas nos países legados

Setembro 2023

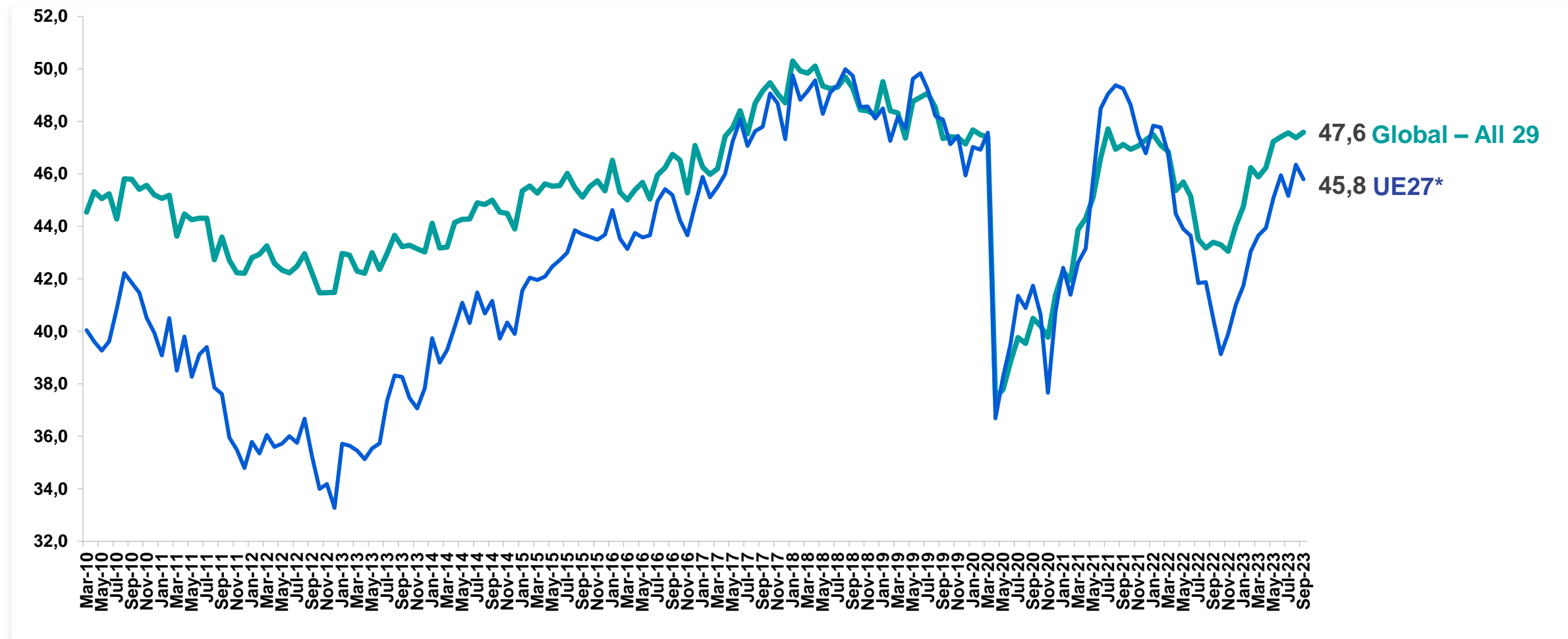


Index based on single-month only data for all months since March 2010

\* Global base includes only 20 long-tracked countries; EU27 "like for like" index is the average of indices for BE, FR, DE, HU, IT, PL, ES, and SE

# Índice geral de confiança dos consumidores – tendência de 13 anos, UE 27 e médias globais, incluindo países adicionados em 2023

Setembro 2023



Index based on single-month only data for all months since March 2010

\* Averages for any given month based on all countries surveyed that month; EU27 index is the average of indices for BE, FR, DE, HU, IT, PL, ES, and SE from March 2010 to January 2023 and of the same + NL as of February 2023

# METODOLOGIA

- These findings are based on data from a monthly 29-country survey conducted by Ipsos on its Global Advisor online survey platform and, in Índia, on its ÍndiaBus platform. They are first reported each month by LSEG as the Primary Consumer Sentiment Index (PCSI).
- The results are based on interviews with over 21,200 adults aged 18+ in Índia, 18-74 in Canadá, Israel, Malásia, África do Sul, Turquia, and the United States, 20-74 in Tailândia , 21-74 in Indonesia and Singapura, and 16-74 in all other countries.
- The monthly sample consists of 1,000+ individuals each in Australia, Brasil, Canadá, França, Alemanha, Grã-bretanha, Itália, Japão, Espanha, and the Estados Unidos, and 500+ individuals in each of Argentina, Bélgica, Chile, Colômbia, Hungria, Indonesia, Israel, Malásia, Mexico, the Holanda, Peru, Polônia, Singapura, África do Sul, Coreia do Sul, Suécia, Tailândia , and Turquia. The sample in Índia consists of approximately 2,200 individuals of whom 1,800 were interviewed face-to-face and 400 were interviewed online.
- Samples in Argentina, Australia, Bélgica, Canadá, França, Alemanha, Grã-bretanha, Hungria, Itália, Japão, the Holanda, Polônia, Coreia do Sul, Espanha, Suécia, and the Estados Unidos can be considered representative of their general adult populations under the age of 75. Samples in Brasil, Chile, Colômbia, Indonesia, Israel, Malásia, Mexico, Peru, Singapura, África do Sul, Tailândia , and Turquia are more urban, more educated, and/ou mais affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their populations. Índia’s sample represents a large subset of its urban population — social economic classes A/B/C in metros and tier 1-3 town classes across all four zones.
- The data is weighted so that the composition of the sample in each country best reflects the demographic profile of the adult population according to the most recent census data.
- The global indices and averages reported here reflect the average result for all the countries and markets in which the survey was conducted. They have not been adjusted to the population size of each country or market and are not intended to suggest “total” results.
- Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of Ipsos online surveys is calculated using a Bayesian credibility interval with a survey of N=1,000 being accurate to +/- 3.5 percentage points and a survey of N=500 being accurate to +/- 5.0 percentage points. For more information on credibility intervals, visit [this page](#).
- The LSEG/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of their local economy, personal financial situation, savings, and confidence to make major investments. The PCSI metrics reported each month for each of the countries surveyed consist of a “Primary Index” based on all 10 questions below and of several “sub-indices” each based on a subset of these 10 questions.
- The publication of these findings abides by local rules and regulations

# PAÍSES PESQUISADOS (desde março de 2010, salvo especificação contrária)

Countries	Asia-Pacífico	UE + GB	América latina	América do Norte	Oriente Médio e África	G7
Argentina			x			
Austrália	x					
Bélgica		x				
Brasil			x			
Canadá				x		x
Chile			x (added Feb '23)			
Colômbia			x (added Feb '23)			
França		x				x
Alemanha		x				x
Grã-bretanha		x				x
Hungria		x				
Índia	x (modified Feb '23)					
Indonésia	x (added Feb '23)					
Israel					x (added Feb '15)	
Itália		x				x
Japão	x					x
Malásia	x (added Feb '23)					
México			x			
Holanda		x (added Feb '23)				
Peru			x (added Feb '23)			
Polónia		x				
Singapura	x (added Feb '23)					
África do Sul					x	
Coreia do Sul	x					
Espanha		x				
Suécia		x				
Tailândia	x (added Feb '23)					
Turquia					x	
United States				x		x

The regional and global averages reported in this document do not include data from any country or territory other than those listed in the above table.



## CONTACT



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