

Key findings



Financial struggles remain

Since we started the *Ipsos Cost of Living Monitor* in 2022, the number of people finding it financially difficult has changed little (29% in June 2022, 26% in April 2024). The US, Canada, Australia and Italy still have as many saying they are struggling as they did two years ago.



Inflation expectations are easing a little

One sign of good news is fewer people think the rate of inflation will rise in their country. Fifty-eight per cent think inflation will continue to increase over the next year, 17pp lower than in June 2022. Despite this few think the rate of inflation will fall (14% across 32 countries).



Improving conditions in some places

While the number struggling may be changing little, there are some countries, in particular in Northern Europe, where the proportion saying they are financially comfortable is rising.



Have interest rates peaked?

The proportion who think interest rates will increase is falling. Forty-eight per cent think interest rates will rise, down from 58% last autumn and 64% back in June 2022. Twelve countries have seen a double-digit decline on this sentiment since November 2023.



But higher inflation expected to stay until at least mid-2025

In 29 of the 32 countries surveyed a majority think it will take more than a year for inflation to return to normal or that rising prices will never return to normal. A growing number in France, Belgium and the Netherlands think this will be the case.



Consumer confidence remains muted

Twenty-nine per cent think they will have less money to spend in the next year, while 30% think their disposable income will rise. While these figures are an improvement to the pessimism people felt in 2022, it has changed little in the last 12 months.