

Eden McCallum Consumer Survey

Q3 Consumer Sentiment:
Netherlands

October 2026



eden
mccallum



Summary

Sentiment:

- Overall, optimism about the future has continued to fall over the last year (now 43% optimistic vs. 50% in 2024), taking net optimism back to 2022 levels (20% now and in 2022 vs. 31% in 2024)
- Younger people are the most opinionated on the future, having both the highest proportion of pessimistic and optimistic views – similar to last year.
- *On global/country level issues:*
 - Global conflict and crime are seen as the top two issues (as they have since 2022), followed by climate, terrorism and pollution
 - Worries about natural disasters have risen in the last year, while concerns about the global and domestic economy are broadly steady to 2024
- *On personal issues:*
 - Positive views outweigh negative on all, though over a fifth are negative about their ability to save and spend (an increase on 2025, though not back to 2022 levels) and concerns about paying the mortgage/other bills have similarly risen since last year

Spend:

- Overall, in Essentials, consumers increasing their spend outnumbered those reducing it (particularly Groceries), while in Discretionary categories, the opposite was true – a consistent picture in most categories since 2023
 - In Essentials, the proportion increasing spend has fallen slightly to 2025, with those increasing spend attributing it primarily to increased prices; while those who decreased spend typically traded down or used discounts
 - In Discretionary categories, the proportion increasing spend also fell vs 2025, particularly in Beauty, Fashion and Digital entertainment (with those three categories also seeing the largest increases in the proportion decreasing spend since 2025). For those who increased spend, it was typically driven by a mix of price increases and greater consumption; while for those who decreased spend it was typically from buying less (frequency and amount), in most cases due to either less need or less interest

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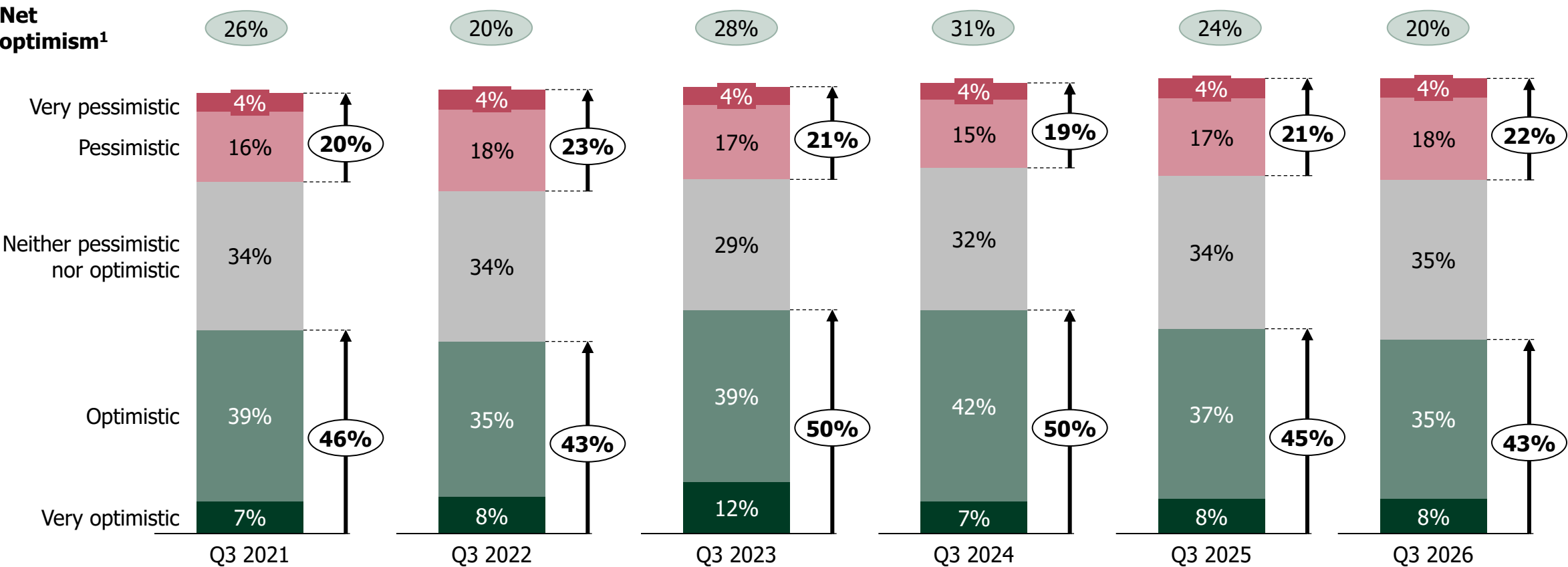
Spending

Sample details



Levels of optimism about the future have continued to fall in the last year, taking net optimism back to 2022 levels

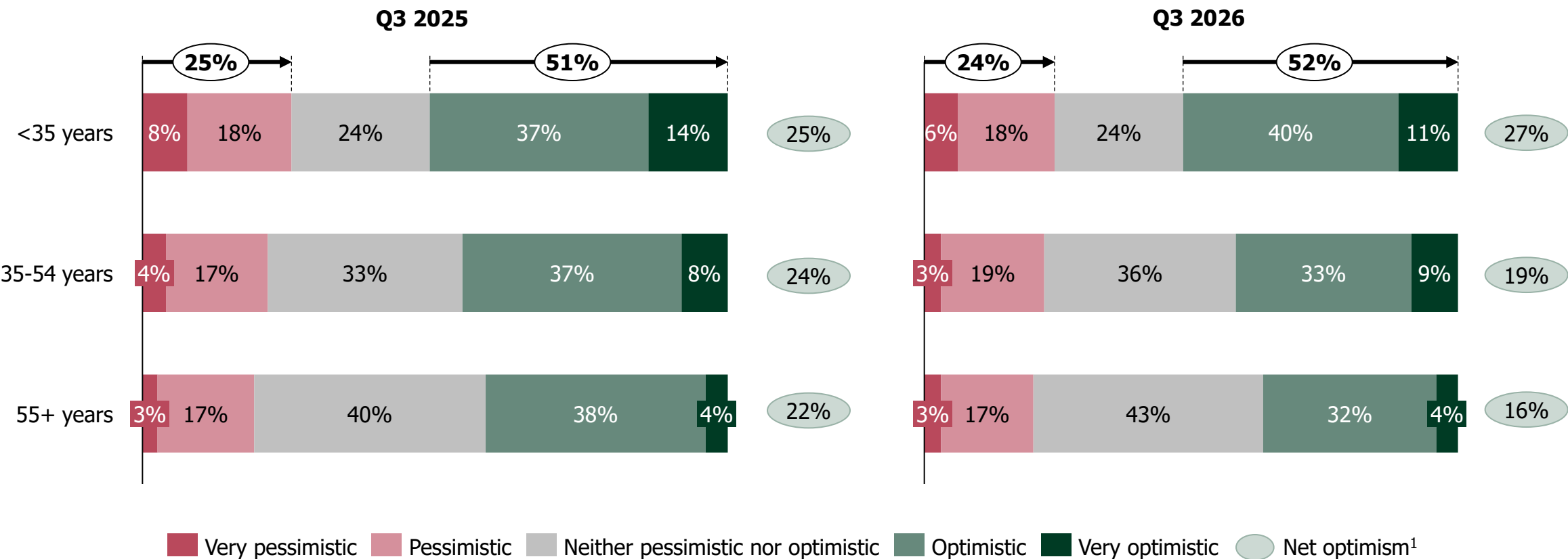
RESPONDENTS' VIEWS ON HOW THEY FEEL ABOUT THE FUTURE OVERALL, Q3 2021 – Q3 2026



(1) Net optimism calculated as: % Optimistic (Very optimistic and Optimistic) less % Pessimistic (Very pessimistic and Pessimistic)
Note: October 2021 n = 988, August 2022 n = 3136, July 2023 n = 1562; July 2024 n = 1978, August 2025 n = 1978, August 2026 n = 1976; Question: 'At present, when thinking about the future, how are you feeling overall?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Younger people are the most opinionated on the future, having both the highest proportion of pessimistic and optimistic views – similar to last year

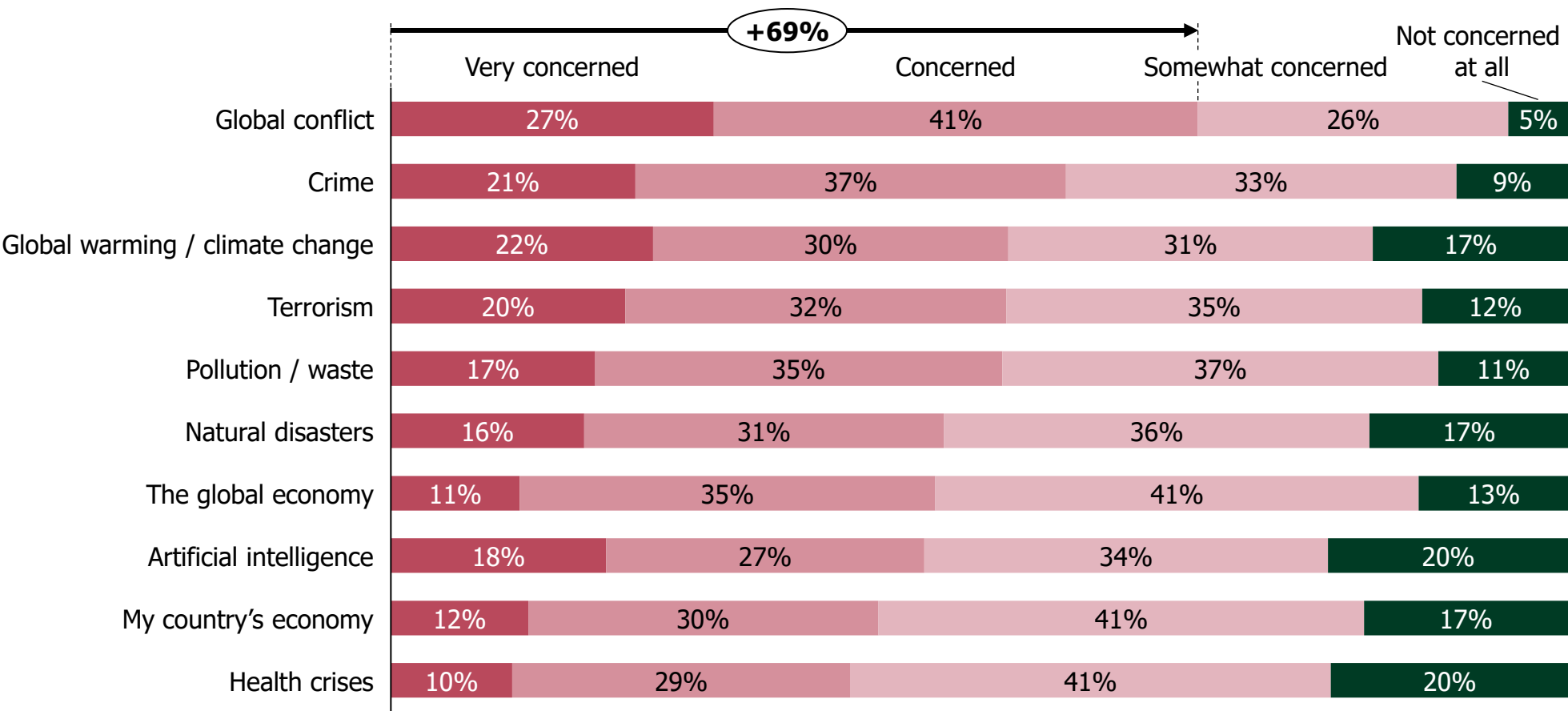
RESPONDENTS' VIEWS ON THE FUTURE BY AGE, Q3 2025 VS. 2026



1) Net optimism calculated as: % Optimistic (Very optimistic and Optimistic) less % Pessimistic (Very pessimistic and Pessimistic)
 Note: August 2025 n = 1978, August 2026 n = 1965; Question: 'At present, when thinking about the future, how are you feeling overall?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
 Source: Eden McCallum & Dynata surveys

Global conflict and crime are the most widely concerning issues, followed by climate and terrorism. AI worries are strong, if less widespread

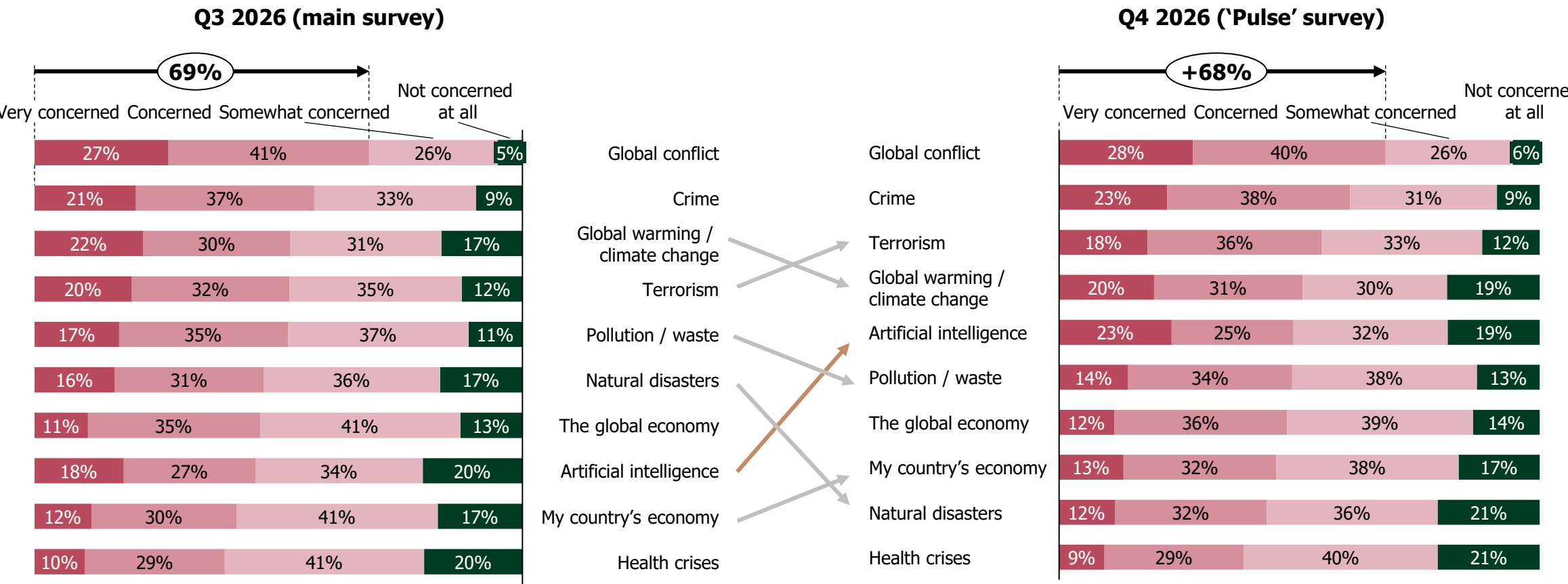
RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026



Note: August 2026 n = 1920-1969; Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Since the main survey in Q3, the early October 'Pulse' update shows global conflict and crime remaining as the top issues of concern; AI has risen from 8th to 5th

RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026 (MAIN SURVEY) VS. Q4 ('PULSE' SURVEY¹)



August 2026 (main survey) n = 1920-1969, Early October 2026 ('Pulse' survey) n = 978-999

Note: (1) In light of the surge in negative press on the dangers of AI after the main survey closed in Q3, this question was re-run in a 'Pulse' survey in early October to see if sentiment had changed significantly

Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

Younger respondents are more concerned about climate and pollution/waste than those 35+, who worry more about crime and terrorism

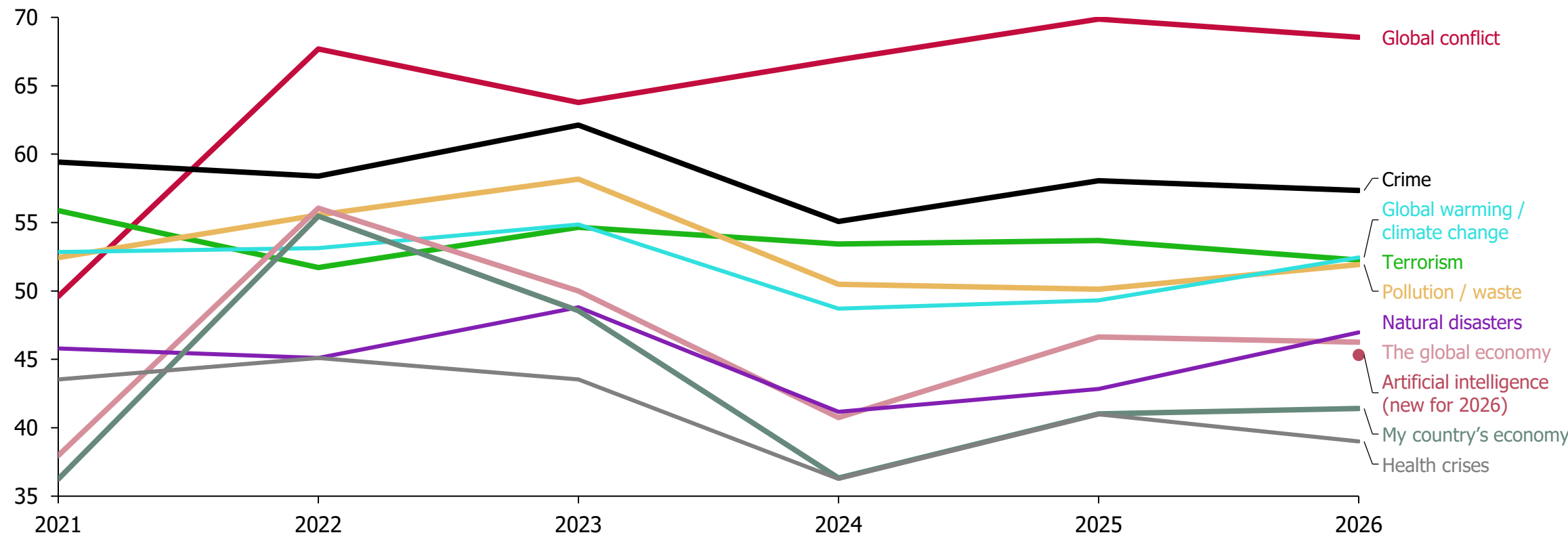
RESPONDENTS' VIEWS ON ISSUES FACING COUNTRY AND WORLD, Q3 2026, % 'VERY CONCERNED' OR 'CONCERNED', TOP 6 BY AGE GROUP

<35 YEAR OLDS		35-54 YEAR OLDS		55+ YEAR OLDS	
	Global conflict68%		Global conflict63%		Global conflict74%
	Global warming / climate change55%		Crime54%		Crime67%
	Pollution / waste54%		= Terrorism		Terrorism61%
	Natural disasters50%		= Global warming / climate change48%		= Global warming / climate change54%
	= Crime49%		= Pollution / waste		= Pollution / waste
	= The global economy		The global economy45%		Artificial Intelligence49%

Note: August 2026 n = 1910-1958; Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
 Source: Eden McCallum & Dynata surveys

Conflict remains the chief concern by far; concern about climate, pollution and natural disasters rose significantly this year

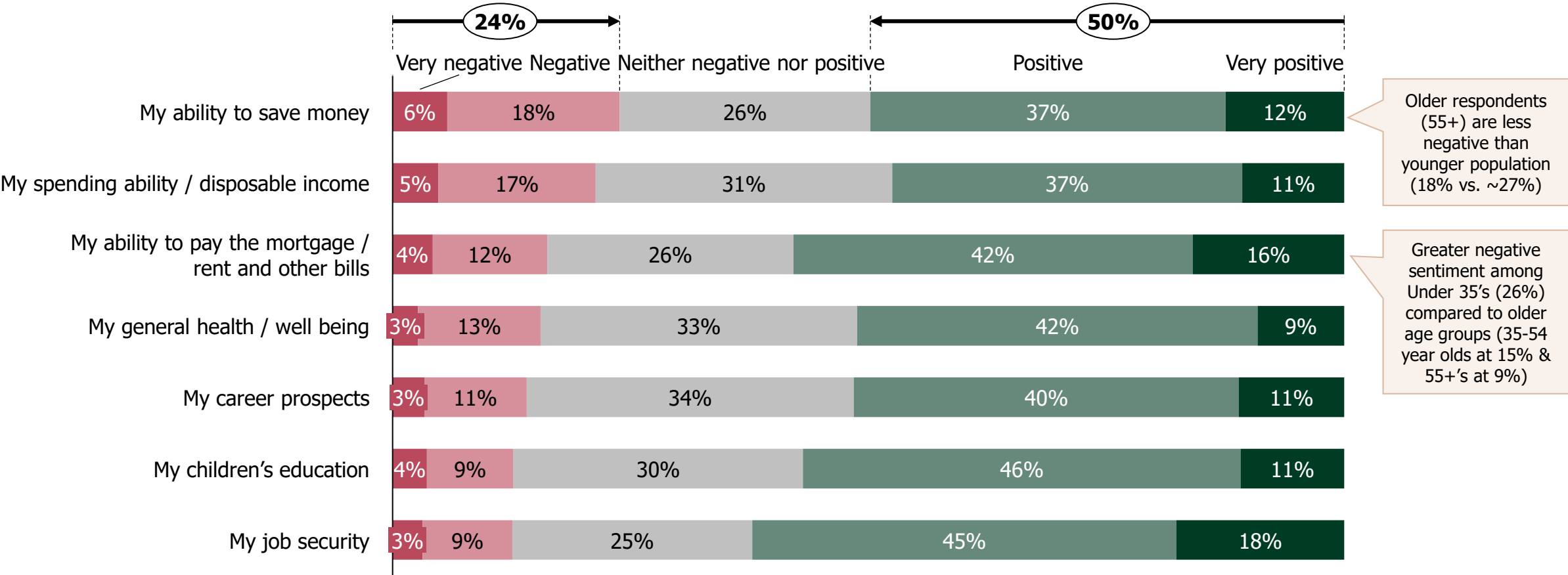
% SHARE OF RESPONDENTS WHO WERE 'VERY CONCERNED' OR 'CONCERNED', Q3 2021 – 2026



Note: October 2021 n = 985 – 1008, October 2022 n = 2667-2704, July 2023 n = 1553-1571, July 2024 n = 1949-1988, August 2025 n = 1962-1985, August 2026 n= 1920-1969; Question: 'Thinking about specific issues facing your country and the world in general, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

On personal issues, positive views outweigh negative, though over a fifth are negative about their ability to save and spend

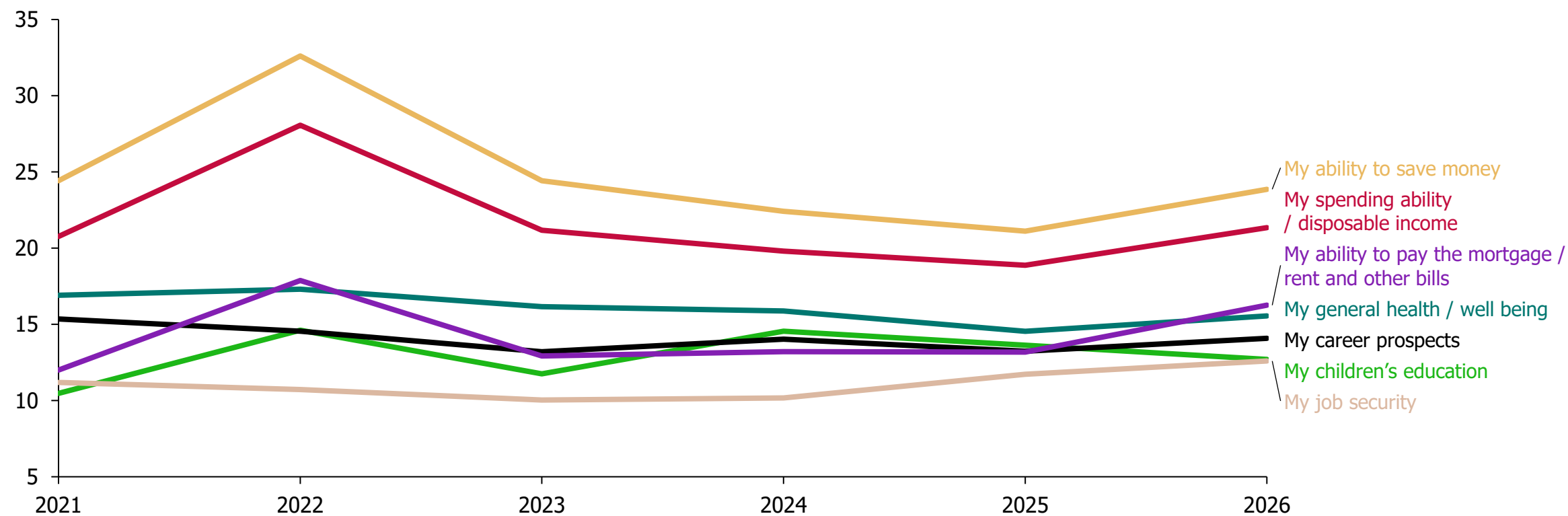
RESPONDENTS' VIEWS ON PERSONAL ISSUES FACED, Q3 2026



Note: August 2026 n = 1055-1987; Question: 'Now thinking about specific issues you are facing on a personal level, how do you feel about the following?', excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

Negative sentiment on personal issues is mounting – up since last year almost across the board

% SHARE OF RESPONDENTS WHO WERE 'VERY NEGATIVE' OR 'NEGATIVE', Q3 2021 – 2026



Note: August 2021, n = 530-995, October 2022 n = 1437-2716, July 2023 n = 927-1584, July 2024 n = 1086-1996, August 2025 n = 1100-1994, August 2026 n = 1055-1987; Question: 'Now thinking about specific issues you are facing on a personal level, how do you feel about the following?'. Source: Eden McCallum & Dynata surveys

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Respondents were asked about changes in spend over the past 3 months in 13 categories, which we have grouped as follows

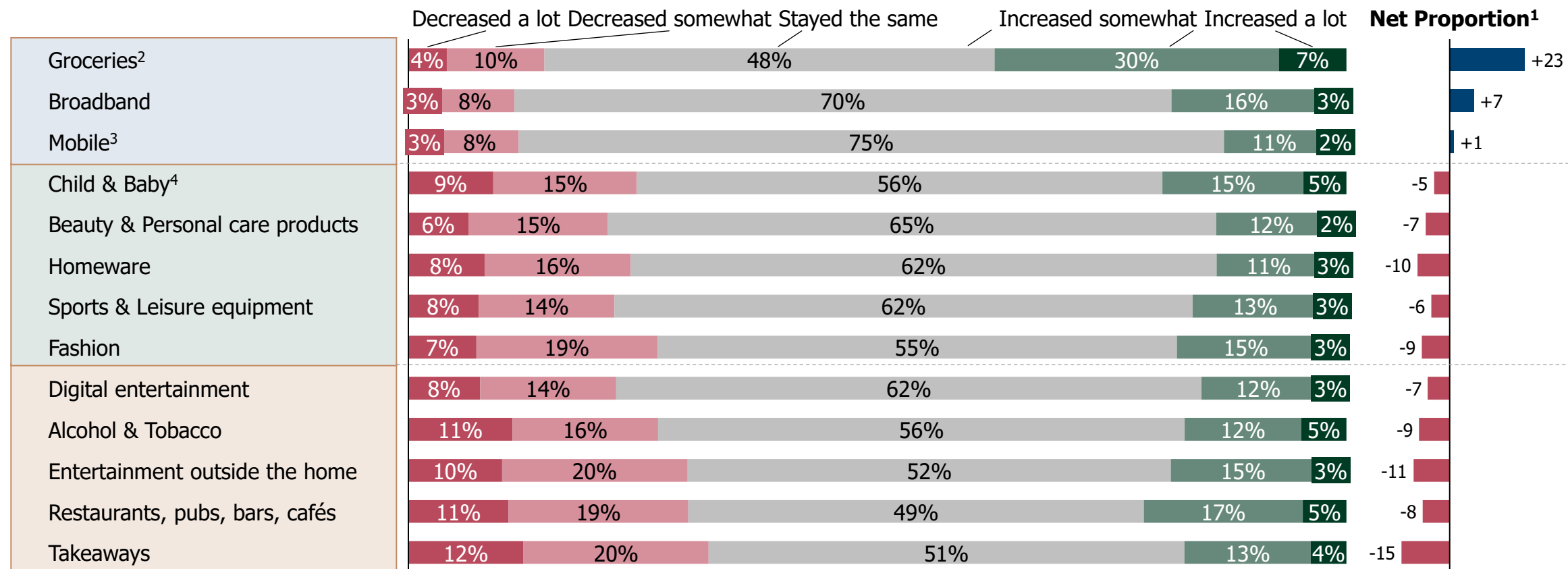
GROUPING OF SPEND CATEGORIES



(1) Excludes Alcohol and tobacco; (2) Includes Mobile data; (3) Toys, games and clothing

Consumers increasing their spend outnumbered those reducing it in Essentials, particularly Groceries; while in discretionary categories, the opposite was true

% OF CONSUMERS REPORTING CHANGE IN SPEND OVER PAST 3 MONTHS, BY SUBCATEGORY, Q3 2026

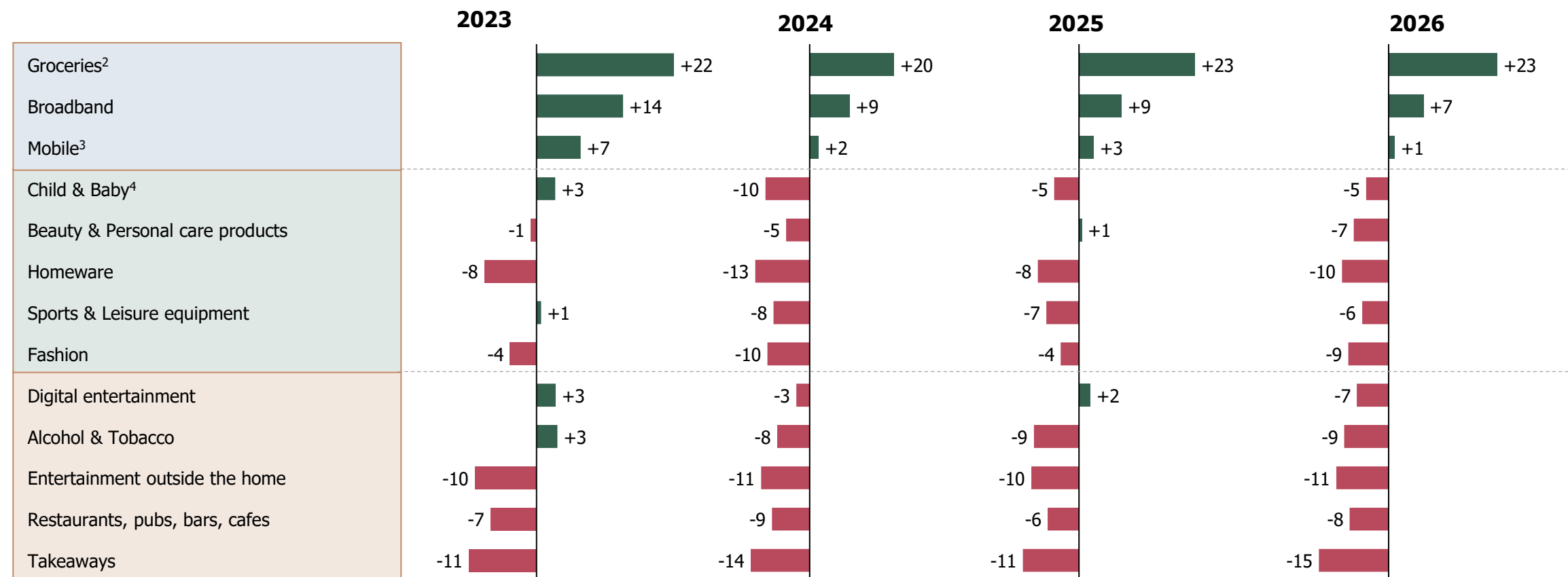


Note: August 2026 n = 1071 - 1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; (1) Net Proportion = percentage of 'Increased a lot' and 'Increased somewhat' responses minus the percentage of 'Decreased somewhat' and 'Decreased a lot' responses, excludes those who answered 'I don't know / doesn't apply'; (2) Excludes Alcohol and tobacco, (3) Includes Mobile data; (4) Toys, games and clothing. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

Consumers increasing their spend have consistently outnumbered those reducing it in Essentials; the picture has mostly been the opposite across Discretionary

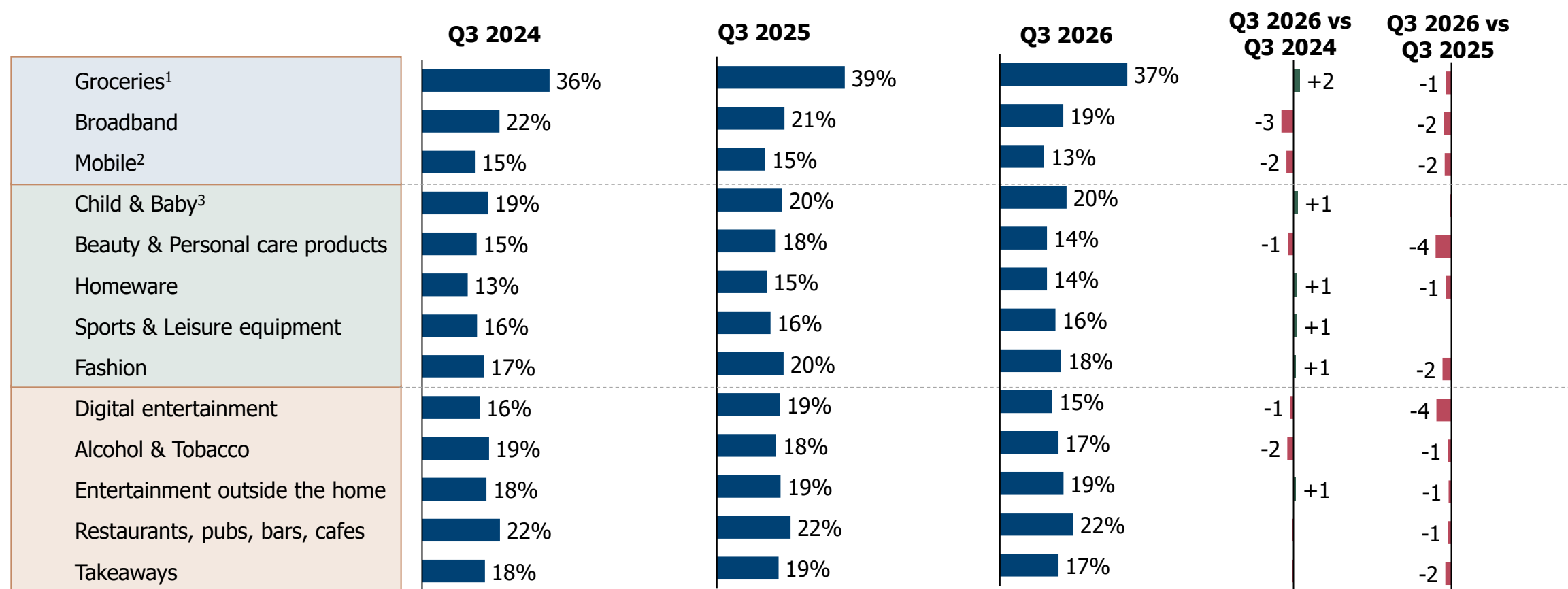
NET PROPORTION¹ REPORTING CHANGE IN SPEND OVER PAST 3 MONTHS, BY SUBCATEGORY, 2023-2026



Note: August 2022 n = 1875-3148, July 2023 n = 982-1573, July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n = 1071 - 1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; (1) Net Proportion = percentage of 'Increased a lot' and 'Increased somewhat' responses minus the percentage of 'Decreased somewhat' and 'Decreased a lot' responses, excludes those who answered 'I don't know / doesn't apply'; (2) Excludes Alcohol and tobacco; (3) Includes Mobile data; (4) Toys, games and clothing. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys

The share of respondents who increased spend has declined in almost all categories vs. 2025, and is mixed vs. 2024

% OF RESPONDENTS WHO INCREASED THEIR SPEND BY CATEGORY, Q3 2024 – 2026



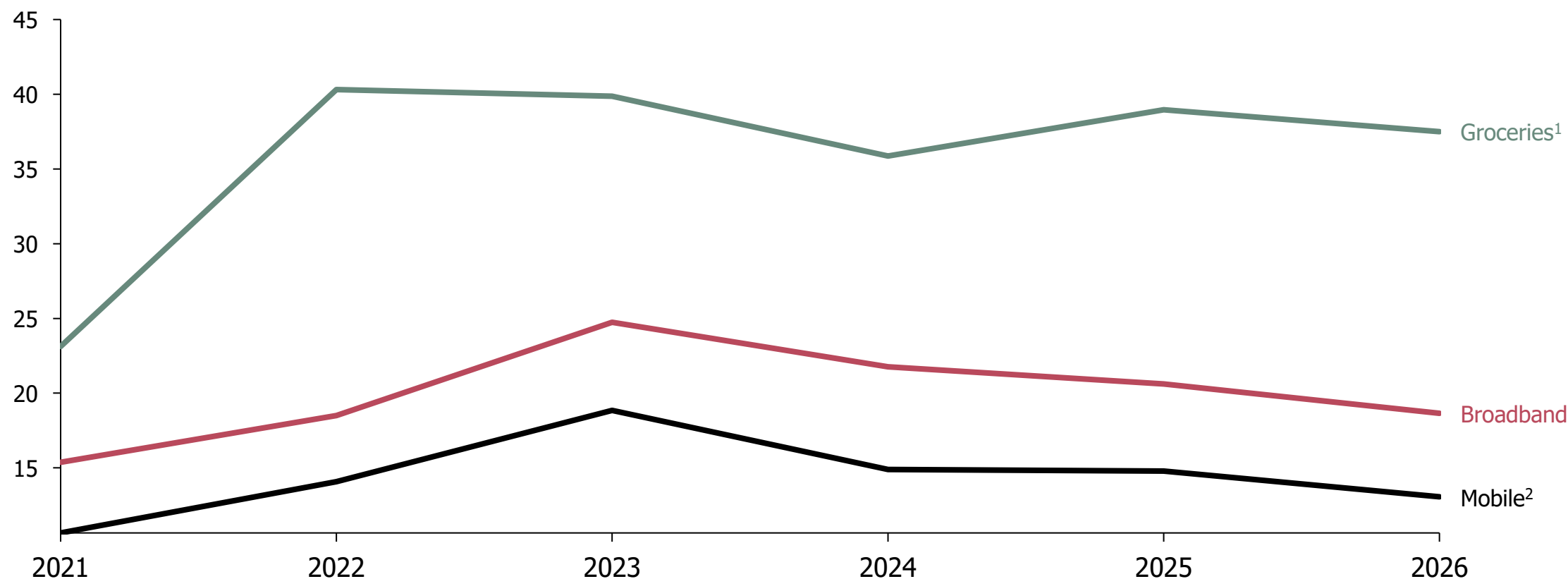
Note: July 2023 n = 982-1573, July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n = 1071-1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Excludes Alcohol and tobacco (2) Includes Mobile data; (3) Toys, games and clothing. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys



The share of respondents who increased spending in 2026 in Essentials is down slightly across all categories

% OF RESPONDENTS WHO INCREASED THEIR SPEND IN ESSENTIALS BY CATEGORY, Q3 2021 – 2026

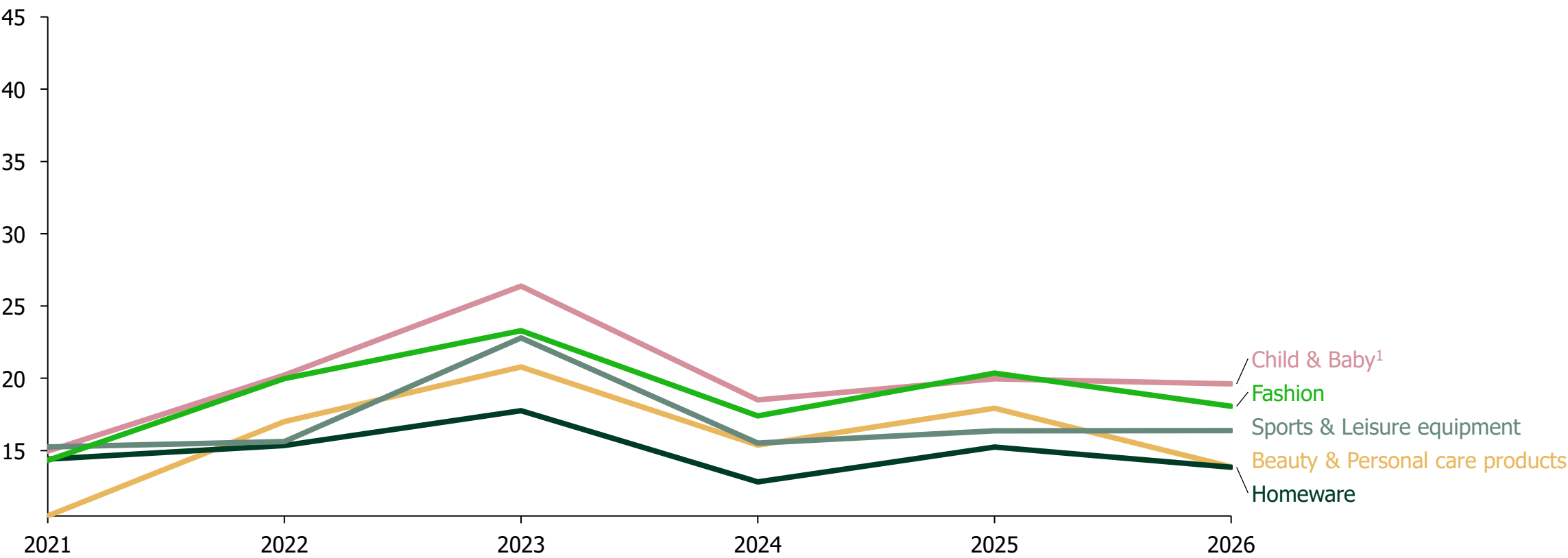


Note: October 2021 n = 642 - 999, August 2022 n = 1875-3148, July 2023 n = 982-1573, July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n = 1071-1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Excludes Alcohol and tobacco (2) Includes Mobile data. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

The share of respondents who increased spending in 2026 in Fashion & Home is down in Beauty, Fashion and to a lesser degree Homeware

% OF RESPONDENTS WHO INCREASED THEIR SPEND IN FASHION & HOME BY CATEGORY, Q3 2021 – 2026

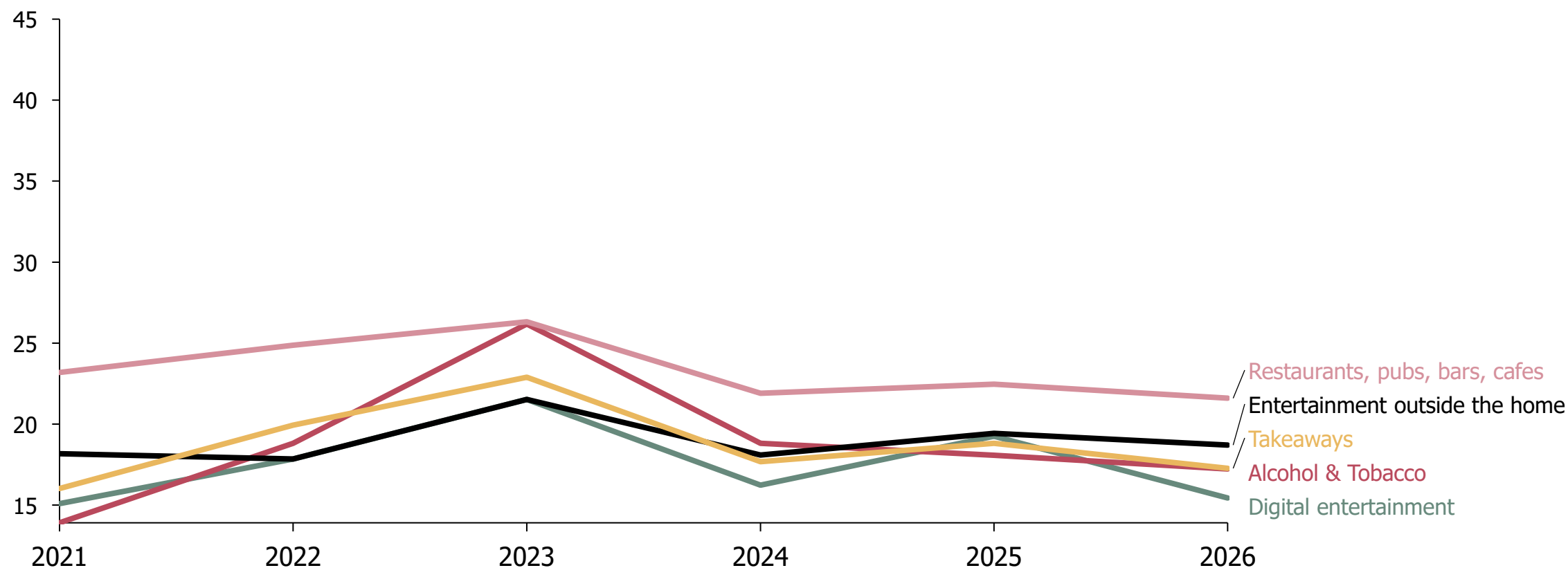


Note: October 2021 n = 642 - 999, August 2022 n = 1875-3148, July 2023 n = 982-1573, July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n = 1071-1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Toys, games and clothing. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys



The share of respondents who increased spending in 2026 in Entertainment is down from 2025, particularly in Digital entertainment

% OF RESPONDENTS WHO INCREASED THEIR SPEND IN ENTERTAINMENT BY CATEGORY, Q3 2021 – 2026

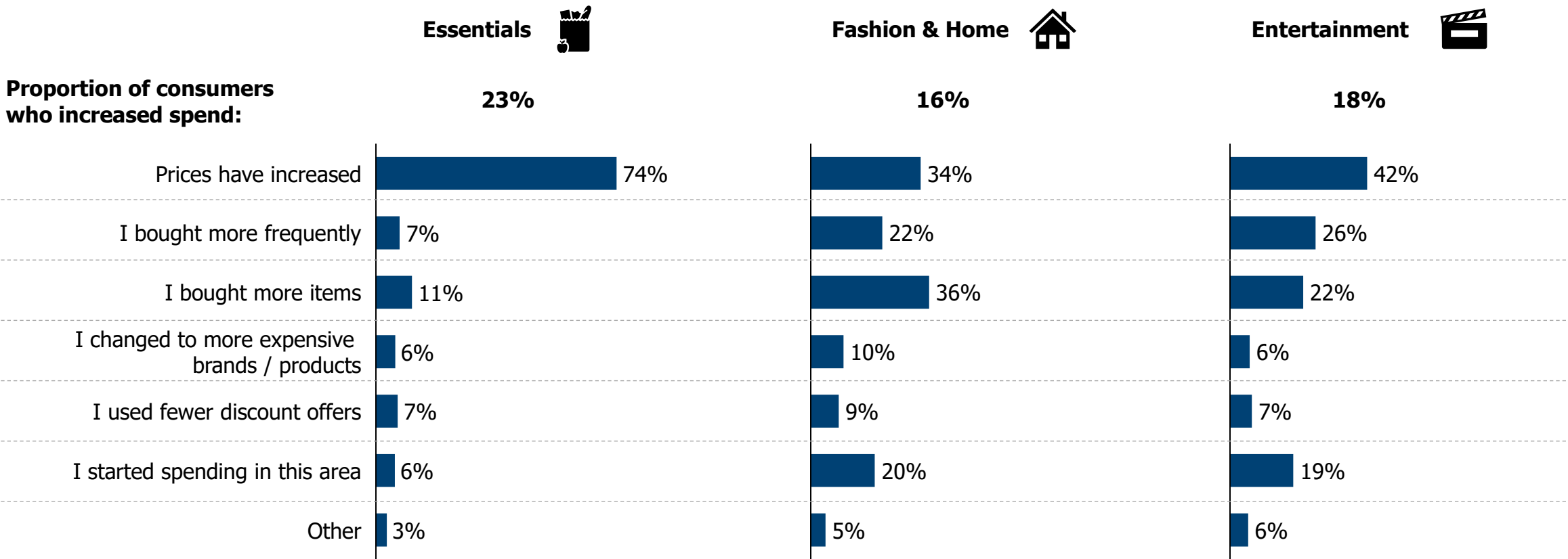


Note: October 2021 n = 642 - 999, August 2022 n = 1875-3148, July 2023 n = 982-1573, July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n = 1071-1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

In Essentials, most of those who increased spending attributed that to higher prices; in discretionary categories there was more of a mix between price and higher consumption

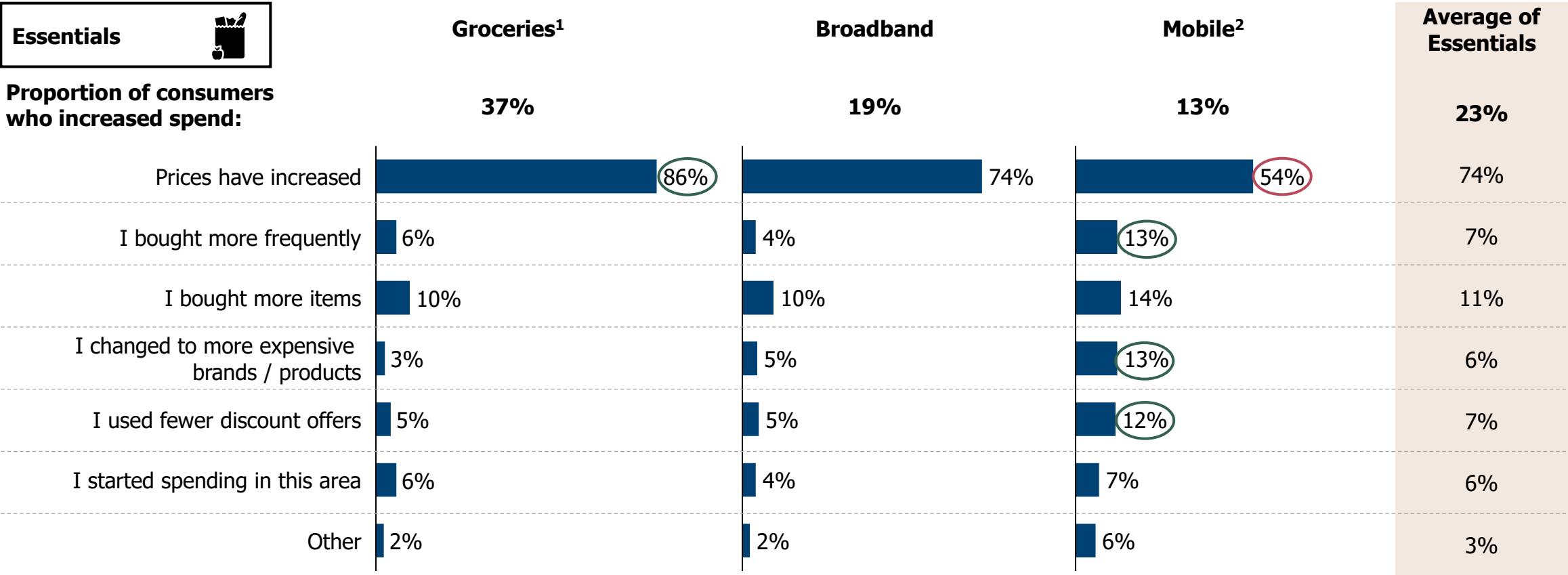
WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, AVERAGE OF CATEGORIES, Q3 2026



Note: August 2026 n = 102-208 by category; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'.
Source: Eden McCallum & Dynata surveys

Within Essentials, price was the predominant factor in increased spend, though higher consumption was also partly a factor in Mobile

WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, Q3 2026

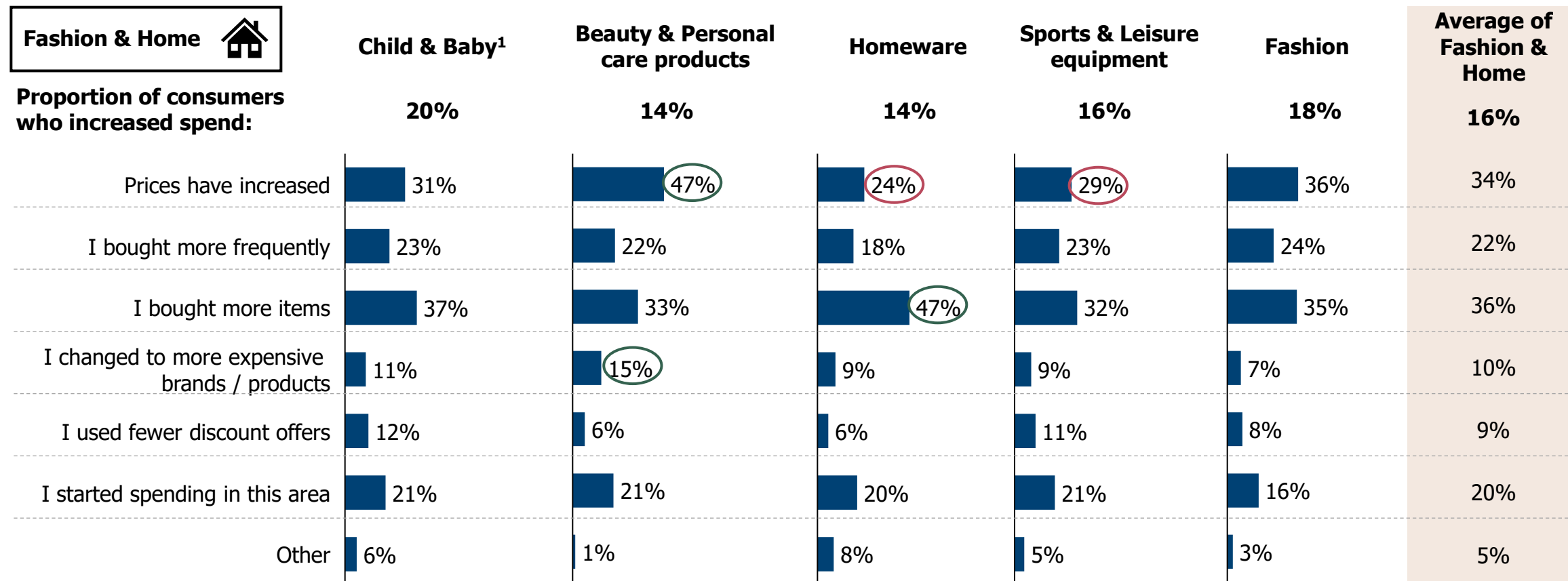


Note: August 2026 n = 180-288 by category; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'; (1) Excludes Alcohol and tobacco (2) Includes Mobile data
Source: Eden McCallum & Dynata surveys

Within Fashion & Home, the primary factors in increasing spend were a mix of increased consumption and increased pricing

WAYS IN WHICH RESPONDENTS SPENT MORE IN LAST 3 MONTHS, Q3 2026

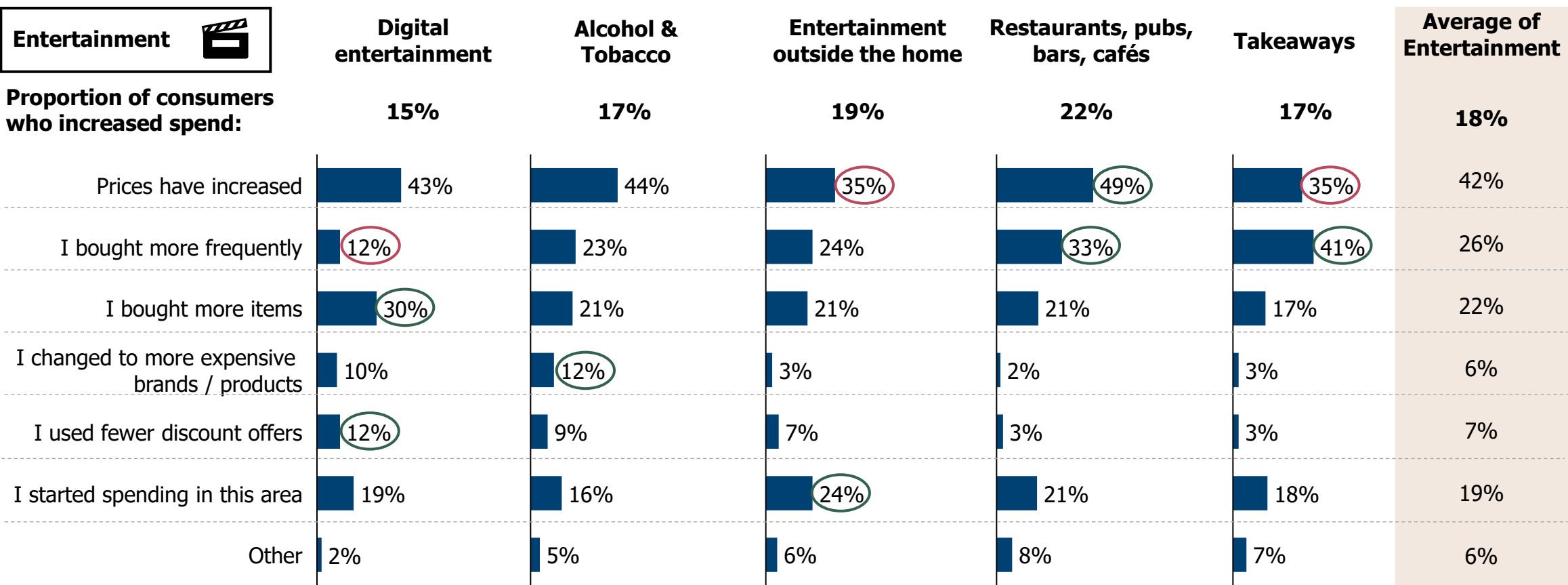
KEY:  Greater than 5ppt above av.
 Less than 5ppt below av.



Note: August 2026 n = 109-150 by category; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'; (1) Toys, games and clothing
Source: Eden McCallum & Dynata surveys

Within Entertainment, while price was the leading reason for increased spend, greater consumption was also a factor in several categories

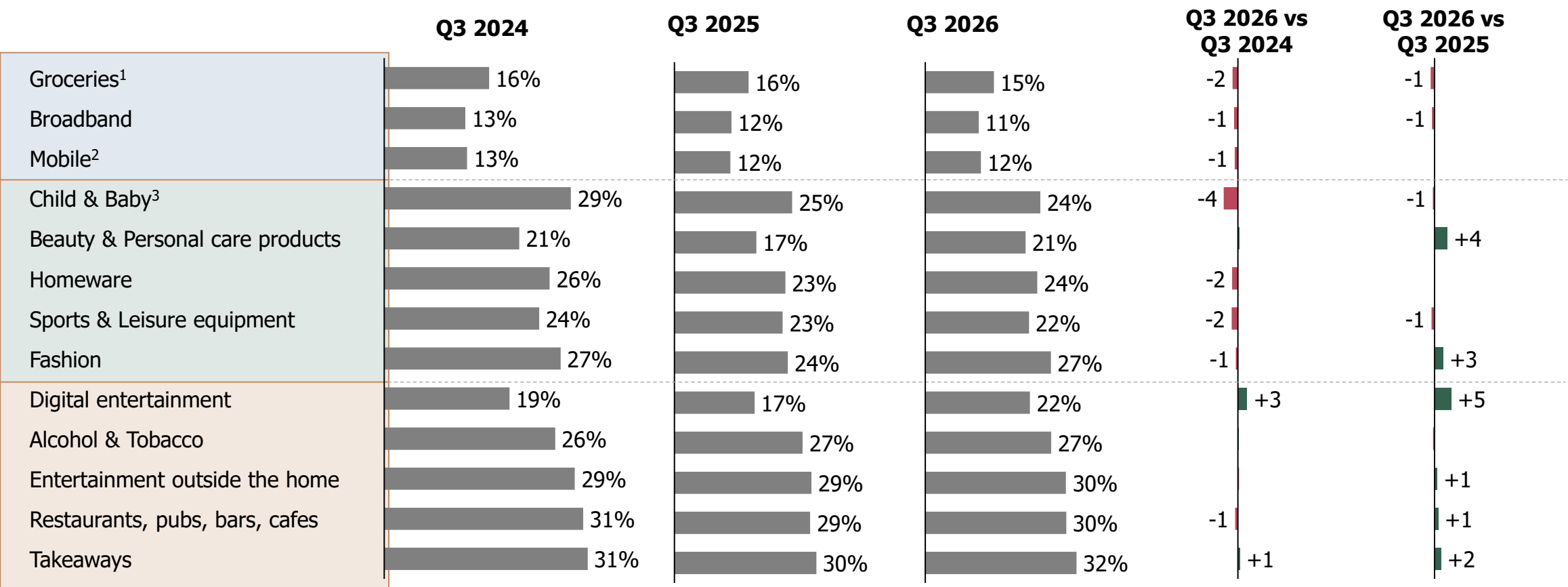
WAYS IN WHICH RESPONDENTS SPENT MORE BY CATEGORY IN LAST 3 MONTHS, Q3 2025



Note: August 2026 n = 102-150 by category; Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend more on this category?'; includes those who answered 'Increased a lot' and 'Increased somewhat'.
Source: Eden McCallum & Dynata surveys

Over time, the proportion who decreased spending has fallen slightly vs. 2024 and 2025 in Essentials, while in discretionary categories the picture is mixed

% OF RESPONDENTS WHO DECREASED THEIR EXPENDITURE BY CATEGORY, Q3 2024 – 2026

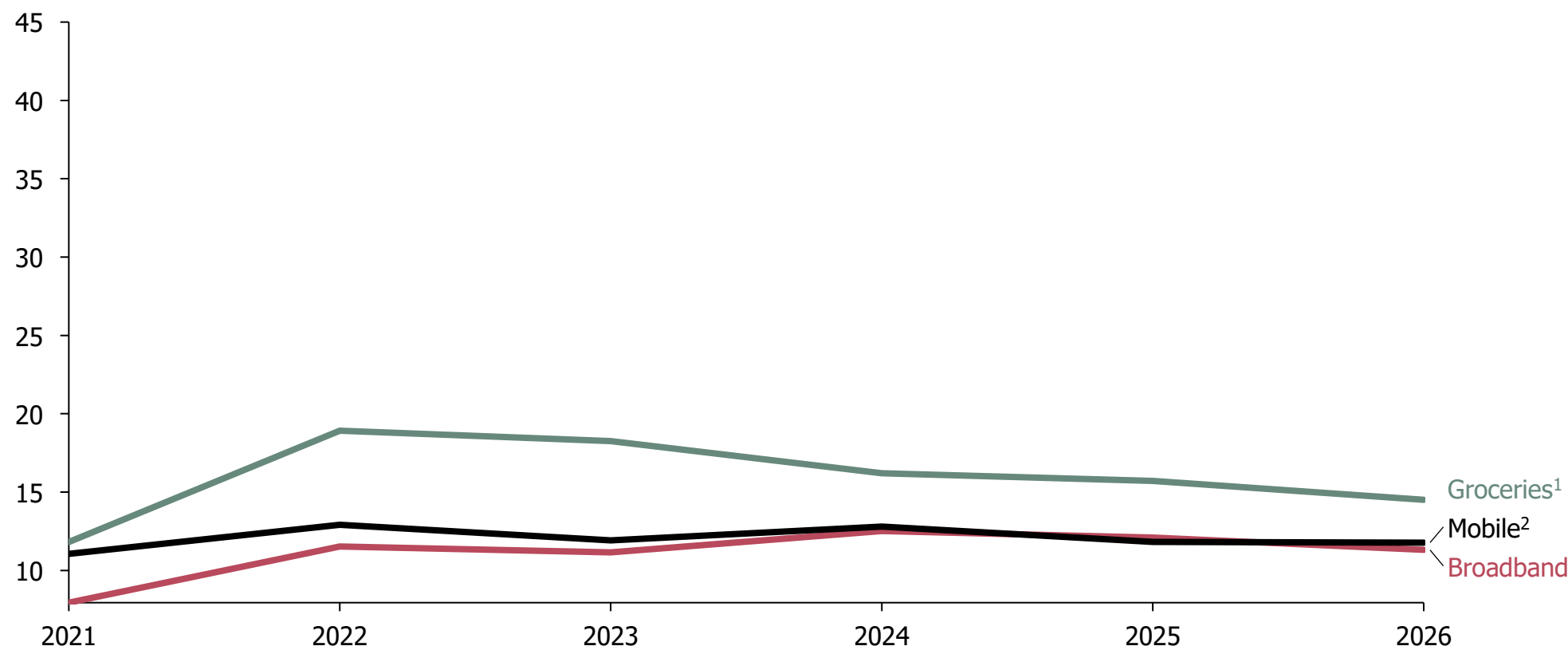


Note: July 2023 n = 982-1573; July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n = 1071-1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Excludes Alcohol and tobacco (2) Includes Mobile data; (3) Toys, games and clothing. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys



The proportion that **decreased** spending in Essentials has been fairly stable over the past two years

% OF RESPONDENTS WHO **DECREASED** THEIR EXPENDITURE IN ESSENTIALS BY CATEGORY, Q3 2021 – 2026

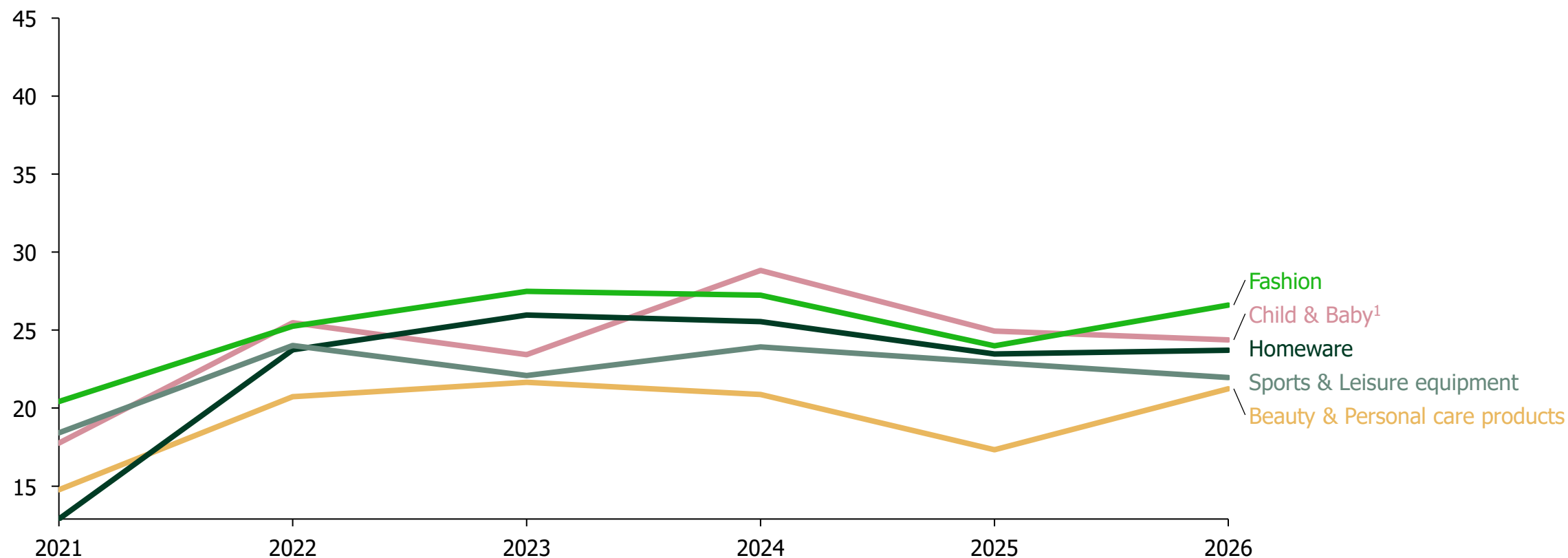


Note: October 2021 n = 642 - 999, August 2022 n = 187-3148, July 2023 n = 982-1573; July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n=1919-1971; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Excludes Alcohol and tobacco (2) Includes Mobile data. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

The share of respondents who decreased spending is sharply up year on year in Fashion, and in Beauty, with other subcategories fairly stable

% OF RESPONDENTS WHO DECREASED THEIR EXPENDITURE IN FASHION & HOME BY CATEGORY, Q3 2021 – 2026

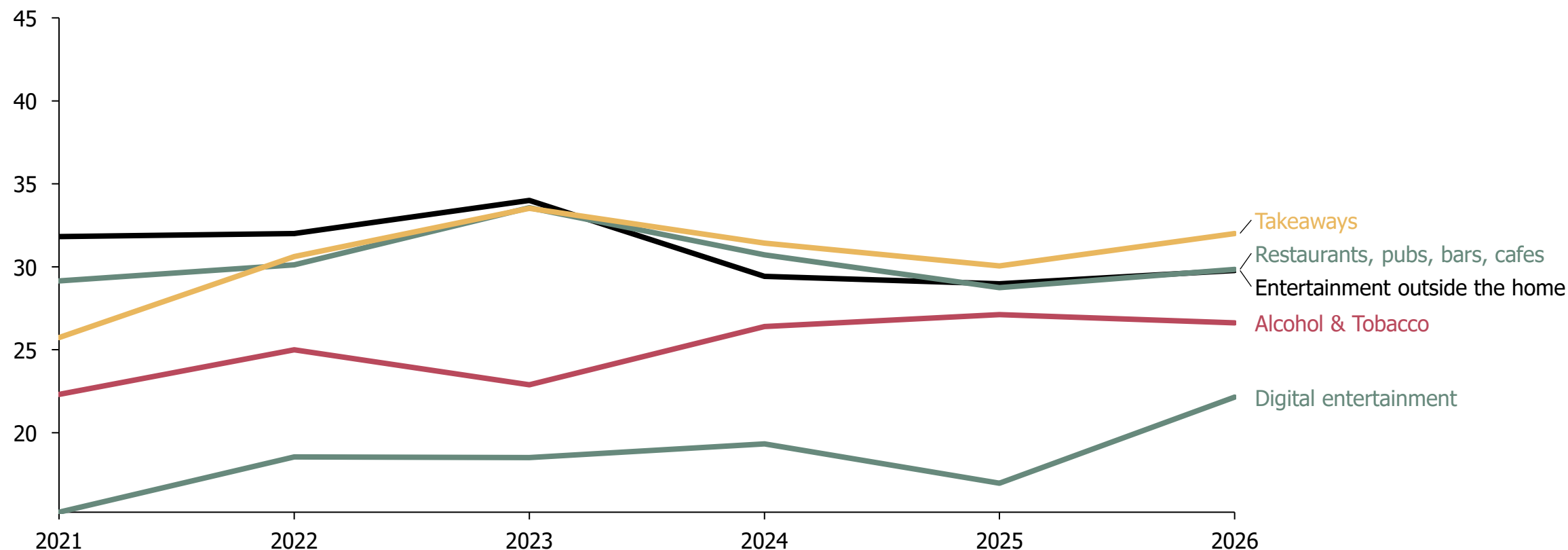


Note: October 2021 n = 642 - 999, August 2022 n = 187-3148, July 2023 n = 982-1573; July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n=1071-1932; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'; (1) Toys, games and clothing. Due to rounding percentages may not sum precisely
Source: Eden McCallum & Dynata surveys



In Entertainment, the proportion **decreasing** their spending increased vs. 2025 in most subcategories, most sharply in Digital Entertainment, now at a 6-year peak

% OF RESPONDENTS WHO **DECREASED** THEIR EXPENDITURE IN ENTERTAINMENT BY CATEGORY, Q3 2021 – 2026

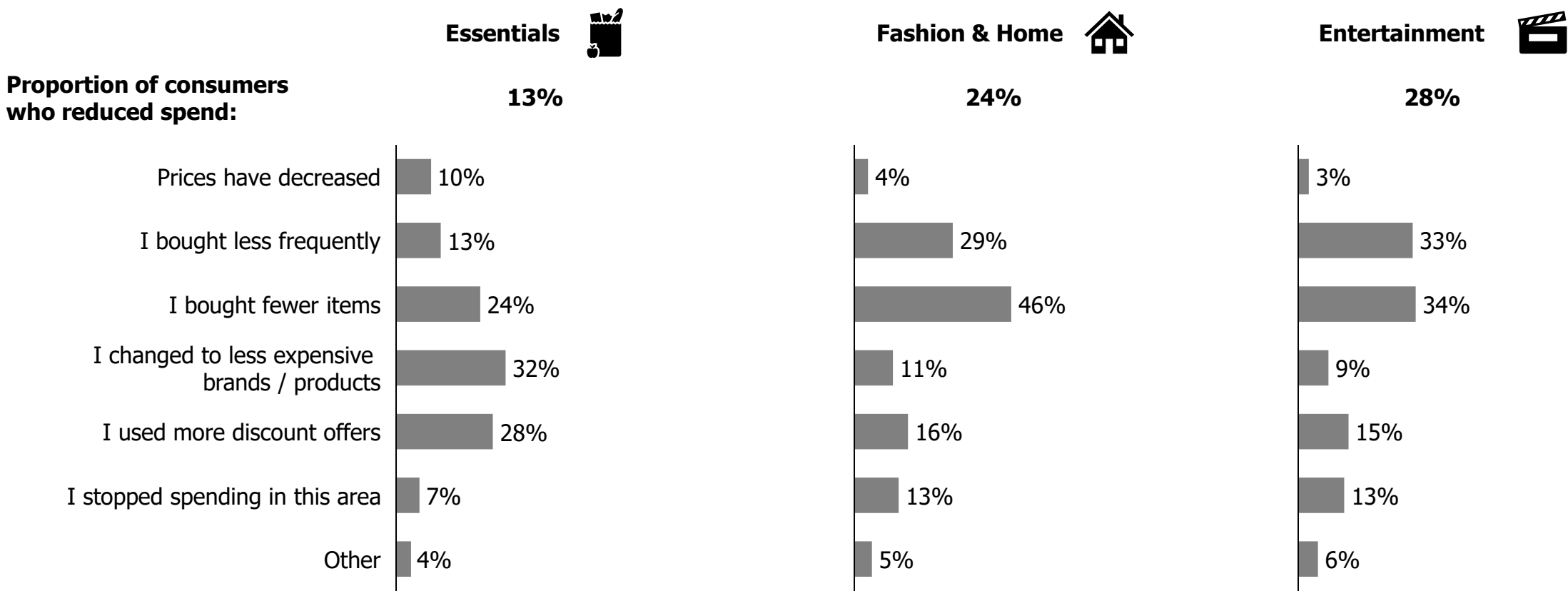


Note: October 2021 n = 642 - 999, August 2022 n = 187-3148, July 2023 n = 982-1573; July 2024 n = 1124-1982, August 2025 n = 1127-1979, August 2026 n=1352-1833; Question: 'How has your spending in the following areas changed in the past 3 months?'; excludes those who answered 'I don't know / doesn't apply'. Due to rounding percentages may not sum precisely

Source: Eden McCallum & Dynata surveys

Decreased spend in Essentials was primarily through trading down/discounts; consumption levers predominated in discretionary categories

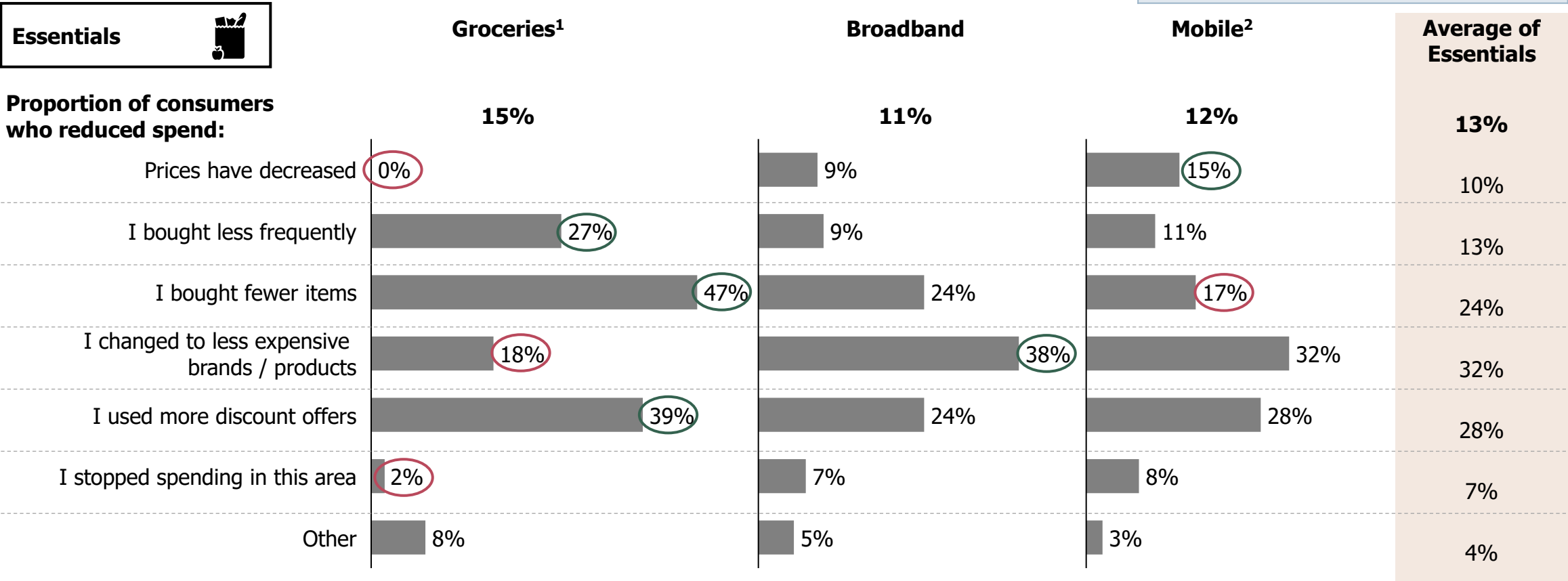
WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, AVERAGE OF CATEGORIES, Q3 2026



Note: August 2026 n=1071-1971, by category. Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat'.
Source: Eden McCallum & Dynata surveys

In Groceries spend **reduced** through a mix of reduced consumption, discounts, and trading down; in Broadband and Mobile trading down predominated

WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, Q3 2026



KEY:

Greater than 5ppt above av.

Less than 5ppt below av.

Note: August 2026 n=51-155, Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat'; (1) Excludes Alcohol and tobacco (2) Includes Mobile data
Source: Eden McCallum & Dynata surveys

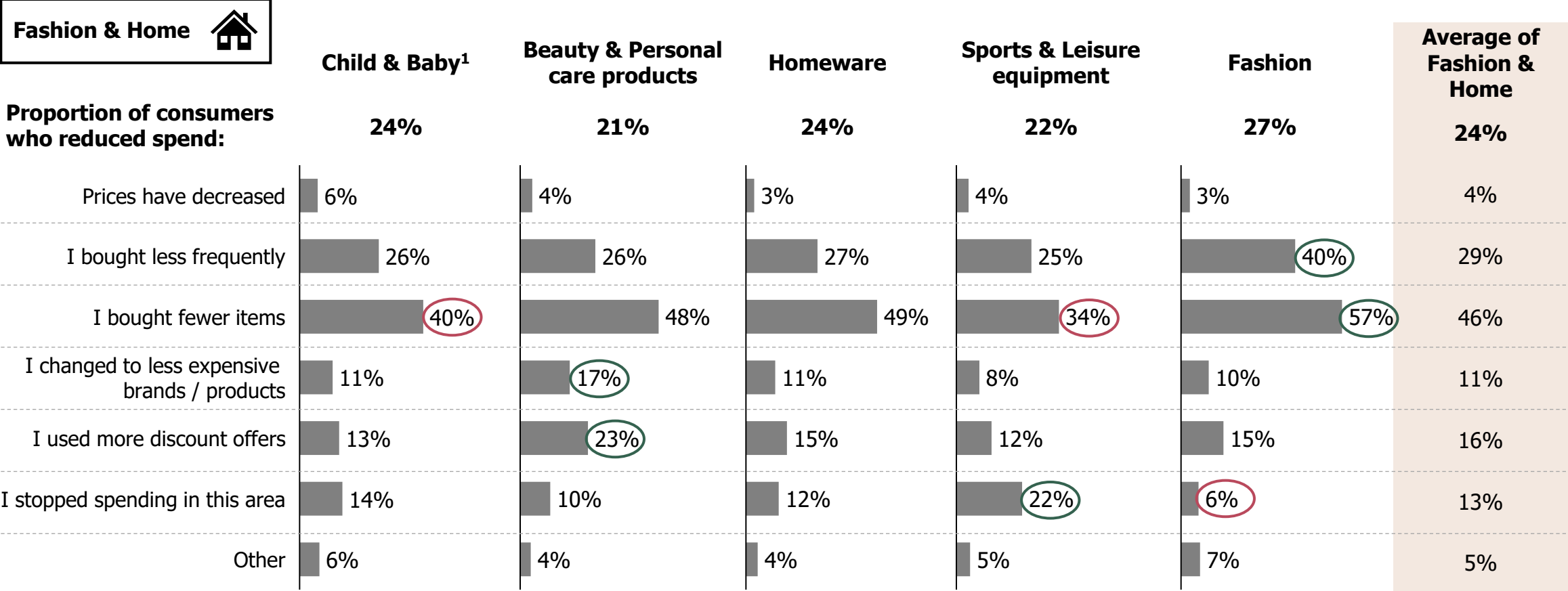
Across Fashion & Home, spend was chiefly **reduced** by buying less; notably 22% cut spending altogether on Sports/Leisure equipment

WAYS IN WHICH RESPONDENTS SPENT LESS IN LAST 3 MONTHS, Q3 2026

KEY:

Greater than 5ppt above av.

Less than 5ppt below av.



Note: August 2026 n=187-227, Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat'. (1) Toys, games and clothing
Source: Eden McCallum & Dynata surveys

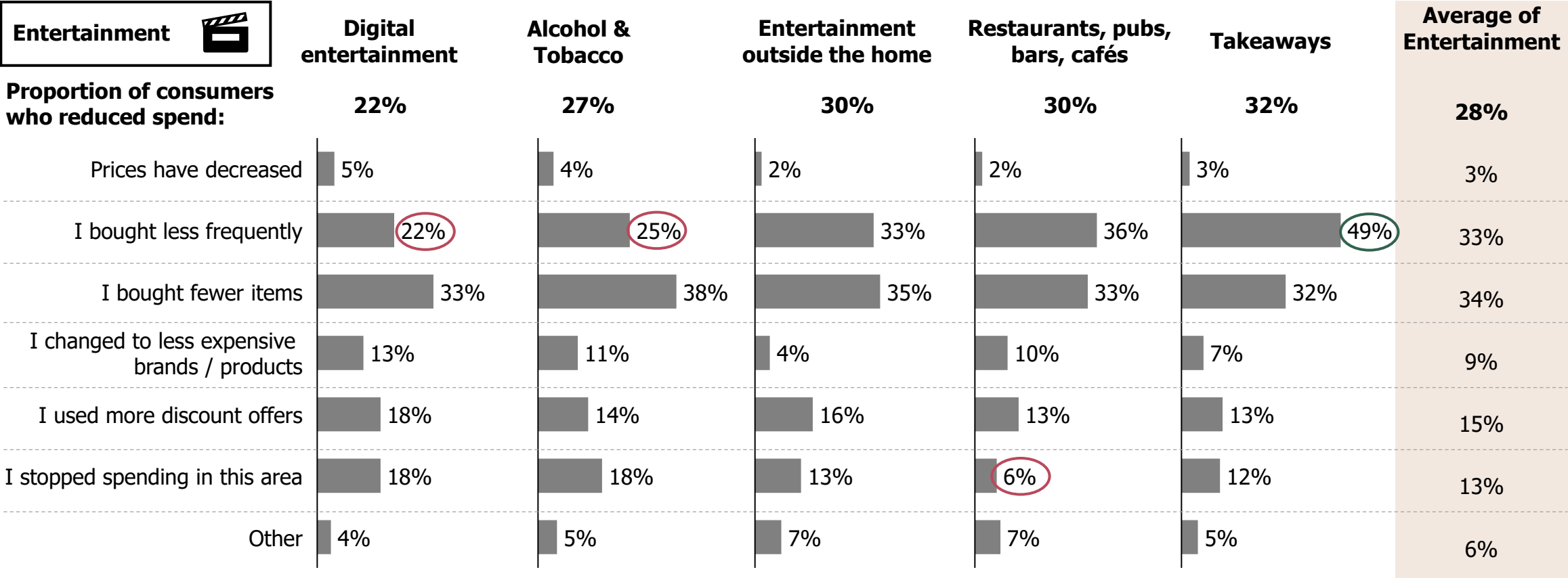
Similarly, within Entertainment, buying less, particularly for Takeaways, was the main lever to **reducing** spend

WAYS IN WHICH RESPONDENTS SPENT LESS BY CATEGORY IN LAST 3 MONTHS, Q3 2026

KEY:

Greater than 5ppt above av.

Less than 5ppt below av.



Note: August 2026 n=187-236, Question: 'How has your spending in the following areas changed in the past 3 months?'; 'In what way did you spend less on this category?'; includes those who answered 'Decreased a lot' and 'Decreased somewhat'.
Source: Eden McCallum & Dynata surveys

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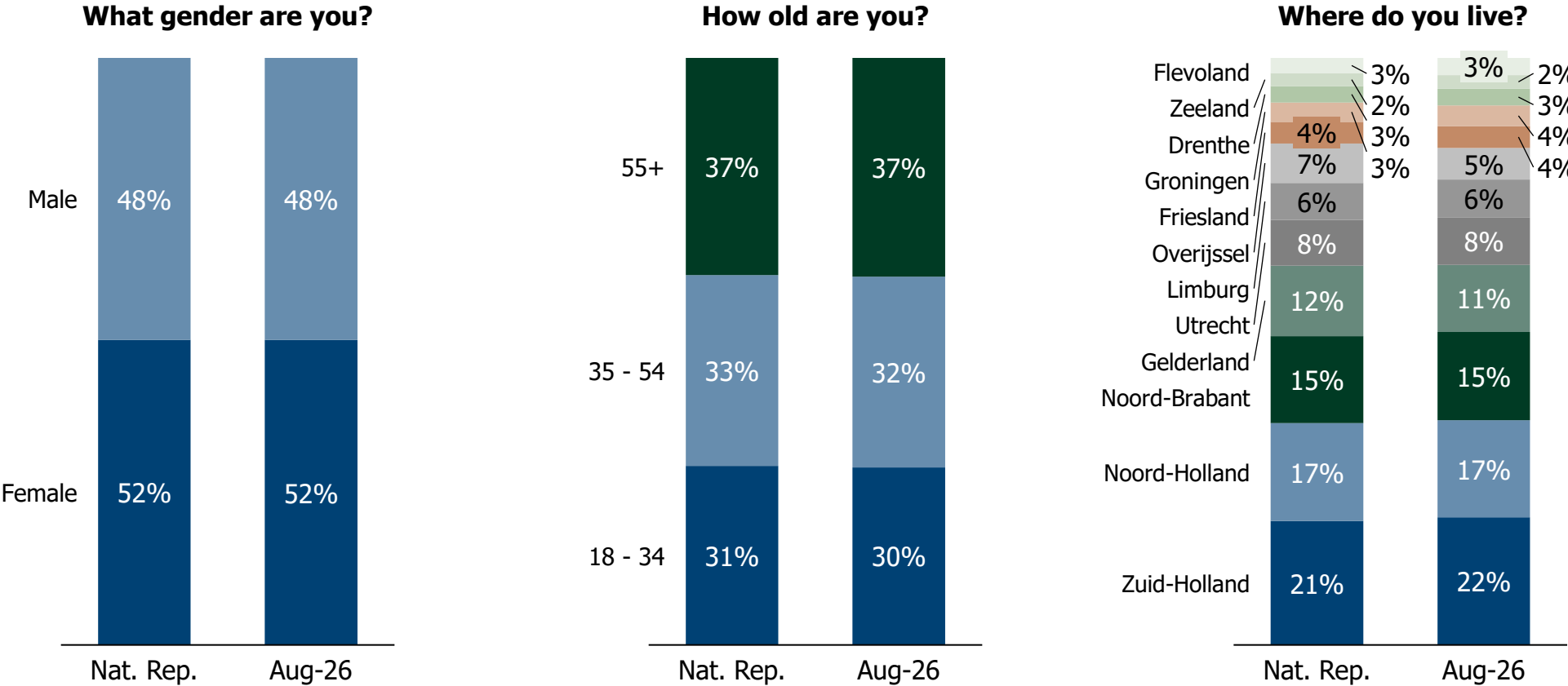
Spending

Sample details



The survey respondents are a nationally representative sample in terms of gender, age and regional distribution

DETAILS OF SAMPLE SURVEY RESPONDENTS, 2026



Note: Totals may not equal 100% due to rounding; August 2026 n=1991-2002, ; Questions: 'What gender do you identify as?' / 'How old are you?' / 'Where do you live?', excludes "Other" and "Prefer not to say"
Source: Eden McCallum & Dynata surveys, Eurostat