

## Summary

- The Consumer Confidence Index in Q1 2025 increased by 2.4 p.p. (according to Rosstat methodology) and reached 2.4%.
- The Consumer Confidence Index excluding the current economic situation component (Eurostat methodology) stood at 3%, while the average value across EU countries in Q1 2025 was significantly lower at -13.5%.
- There is a positive trend in the assessment of the country's economic situation.
- The share of respondents reporting income reduction remained at the low 2024 level (25%).
- Saving on food, leisure, and major purchases became less popular among respondents in Q1 2025.
- The share of those who lost their jobs in the past two weeks slightly increased to 2.9%. The proportion of respondents who reported a job loss among their acquaintances stood at 12%.

## Methodology

The bulletin is based on data from 12 online surveys of urban residents aged 18–64. The sample corresponds to the structure of the urban population of Belarus and has been adjusted for gender, region, and age.

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|--|--|
| 1) December 2–8, 2021 (1004 respondents);  | 8) February 6–12, 2024 (998 respondents);  |
| 2) April 19–25, 2022 (1007 respondents);   | 9) May 15–22, 2024 (1002 respondents);     |
| 3) August 26–31, 2022 (1001 respondents);  | 10) July 24–25, 2024 (1001 respondents);   |
| 4) November 21–25, 2022 (992 respondents); | 11) November 8–10, 2024 (991 respondents); |
| 5) March 2–4, 2023 (1014 respondents);     | 12) January 31–February 16, 2025 (973      |
| 6) June 28–30, 2023 (1009 respondents);    | respondents).                              |
| 7) October 9–11, 2023 (1003 respondents);  |  |

**The Consumer Confidence Index (CCI)** reflects the general perception and expectations of the population regarding the country's economy and their financial situation. In our research, it is calculated using methodologies employed by Rosstat and Eurostat. The Eurostat index includes questions about the current and projected financial situation of households, willingness to make major purchases, and the expected economic development of the country over the next year. The Rosstat methodology incorporates these questions along with an assessment of the country's economic situation compared to a year ago.

## Evaluation of Consumer Confidence Index Results

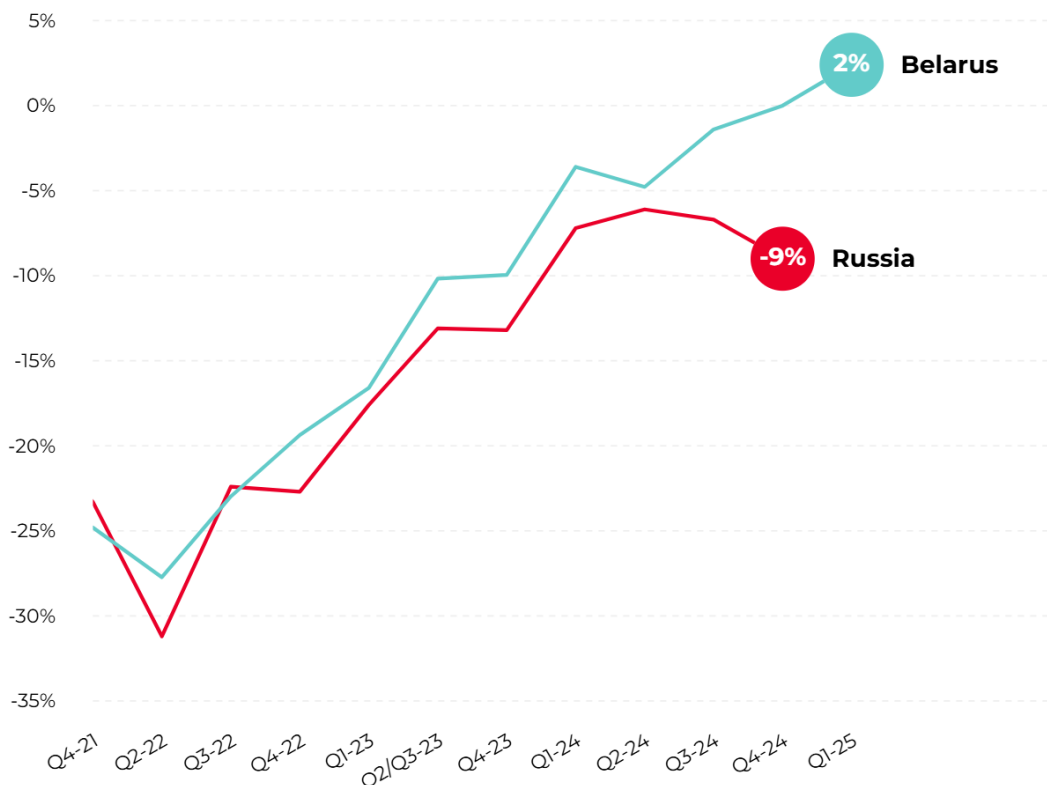
The **Consumer Confidence Index (CCI)** is a composite indicator that reflects the population's assessment of the country's overall economic situation and their personal financial situation. In addition to actual assessments, the index includes questions related to future perceptions: how the economic situation and the financial condition of households are expected to change over the next year. As a result, the index illustrates household **attitudes** and **expectations**, providing insight into their consumer behavior strategies.

### Belarus and Russia

The Belarusian Consumer Confidence Index, which includes five components (according to Rosstat methodology), reached positive values for the first time in the history of observations, standing at 2%. In contrast, the index in Russia remained in negative territory at -9% (as of November 2024). For a long time, the recovery and subsequent growth of the index in both countries followed similar trends, but since the end of 2024, their trajectories have diverged.

Figure 1. The Consumer Confidence Index in Belarus and Russia in 2021–2025

(There were no Q1-2022 data on Belarus)



Source: Rosstat, BEROc

**Note.** Why is it relevant to compare Belarus with Russia?

- a) Russian economy — just like Belarusian economy — has been experiencing challenges with the long-term economic growth potential, and it has been overheating.
- b) Economic sanctions influence both countries.
- c) Russia is the key trading partner of Belarus.
- d) Both countries face labor market shortages.

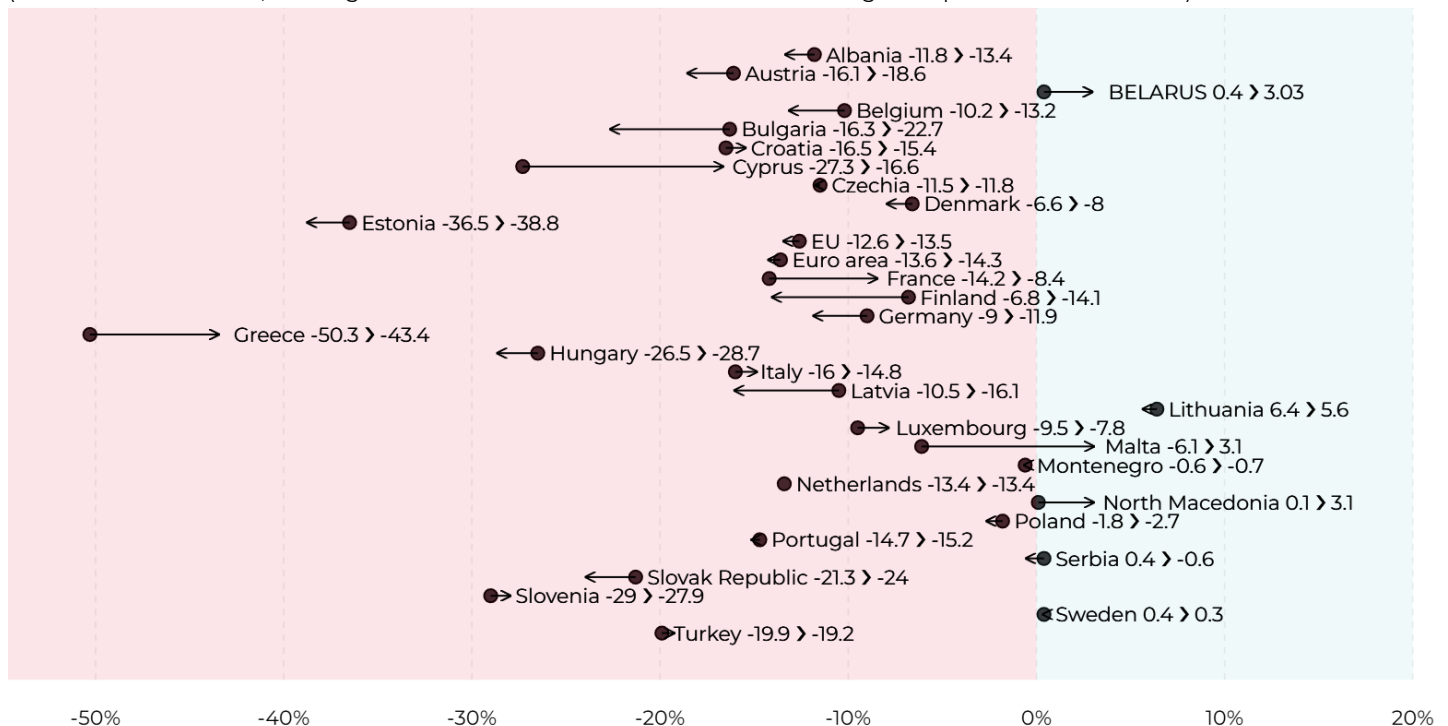
## Belarus and EU

In February 2025, the Consumer Confidence Index in Belarus, according to Eurostat methodology, strengthened within the positive range, reaching 3% (an increase of 2.6 p.p.). This growth stands out against the backdrop of neighboring countries: after a prolonged rise in Lithuania, Latvia, and Poland, a downward trend in the index has emerged in these countries. The decline is particularly pronounced in Latvia, where the index dropped from -7% to -16%. In Lithuania, the index decreased only slightly – by 0.4 p.p. compared to the previous wave. Overall, it is quite rare for the Consumer Confidence Index to remain in positive territory. However, this index is presented without seasonal adjustment, which makes it more volatile.

In the first quarter of 2025, the indices of most surveyed European countries remained largely unchanged on average (-0.9 p.p.), with the Consumer Confidence Index in the EU countries at -13.5%. The highest index growth was observed in Cyprus (+10.7 p.p.) and Malta (+9.2 p.p.), while the sharpest declines were recorded in Finland (-7.3 p.p.) and Bulgaria (-6.4 p.p.). As usual, Greece registered the lowest Consumer Confidence Index at -43.3%.

**Figure 2. Consumer Confidence Index in Europe in February 2025 and October 2024**

(The Y-axis is A-Z sorted, the lengths and directions of the arrows show the change compared to October 2024)



Source: Eurostat, BERO C

**Note. Why is it relevant to compare Belarus with the EU countries?**

The predictive power of the index for the EU countries based on the Eurostat methodology (excluding the component on the current state of the economy) is higher than the index that includes all 5 components.<sup>1</sup>

<sup>1</sup> [A Revised Consumer Confidence Indicator. European Commission, official website, 2018.](#)

## Components of the Consumer Confidence Index

### Note. Component calculation formula

$$\text{Component} = (PR + P \div 2) - (MN + N \div 2)$$

where PR is the most positive responses,  
P is positive responses,  
MN is the most negative responses,  
N is negative responses.

In the survey waves of 2021–2023, the population of Belarus evaluated the country's economic situation more negatively than their own household's financial situation (Figure 3 – Q1 and Q3). By the end of 2024 and in the first quarter of 2025, this gap in negative assessments significantly narrowed: 26% and 29% of respondents, respectively, indicated that both the economic situation in the country and their household's financial situation had worsened over the past year. Compared to the previous year, there is a positive trend in the assessment of the country's economic condition: 26% believe the situation has improved (+4 p.p. year-on-year), 34% see no change (+3 p.p. year-on-year), and 26% think the situation has worsened (-7 p.p. year-on-year).

Assessments of household financial conditions in February 2025 showed little change: 23% of respondents reported an improvement in their household's financial situation, 45% noticed no change (-1 p.p. compared to the previous quarter), and 29% reported a deterioration (-1 p.p. quarter-on-quarter).

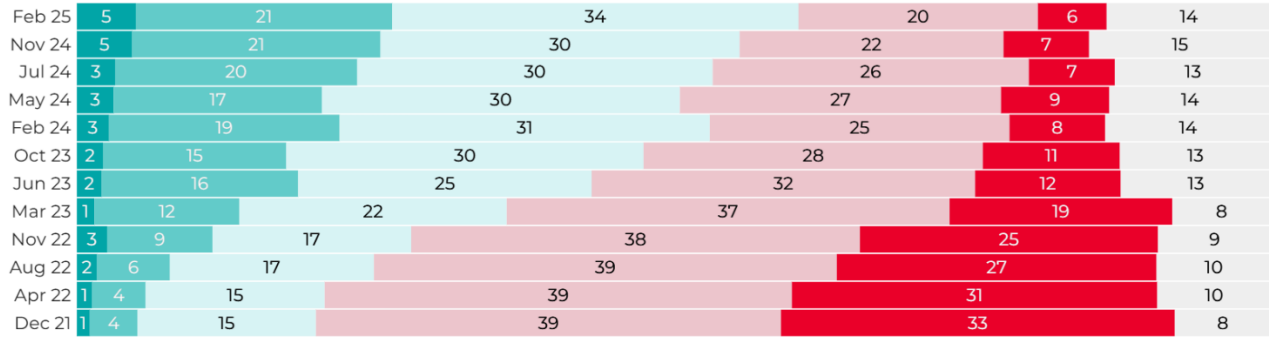
When discussing future expectations, there remains a traditionally high level of uncertainty and difficulty in forecasting (Q2 and Q4). Specifically, 25% of respondents find it difficult to predict the country's economic situation, while 14% are unsure about their own financial future. Expectations for the economy have ceased to be predominantly negative: 19% of respondents expect a downturn, while 23% anticipate an improvement in the economic situation. Expectations regarding changes in household financial conditions remained at the positive level of the previous wave: only 16% of respondents expect their financial situation to worsen, while 32% expect an improvement (+2 p.p. quarter-on-quarter).

For the first time, positive attitudes toward allocating disposable income slightly surpassed negative ones: 23% of respondents consider it a favorable time for major purchases, 21% believe the timing is rather poor, and 42% see a balanced mix of pros and cons. It is not surprising that the pace of consumer lending remains strong and consumer demand continues to be overheated. At the same time, 27% of respondents (+5 p.p. quarter-on-quarter) consider the conditions for saving to be favorable.

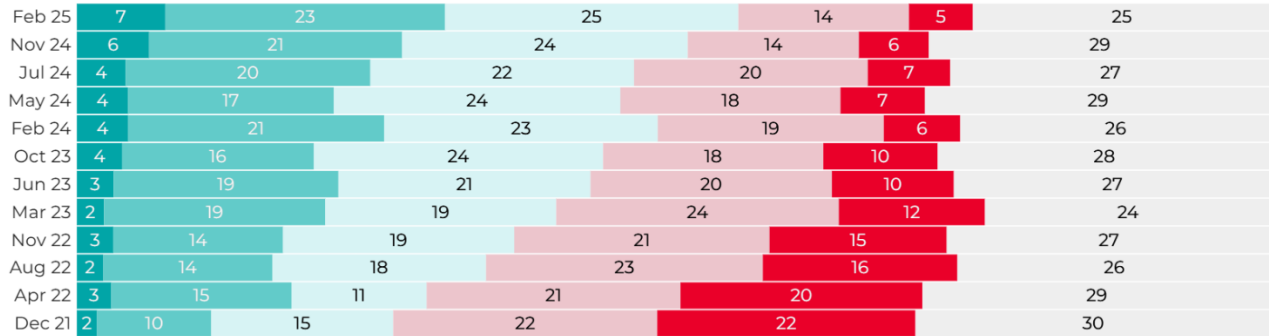
Figure 3. Components of the Consumer Confidence Index (%)

Improve Likely improve No change Likely decline Decline Difficult to answer

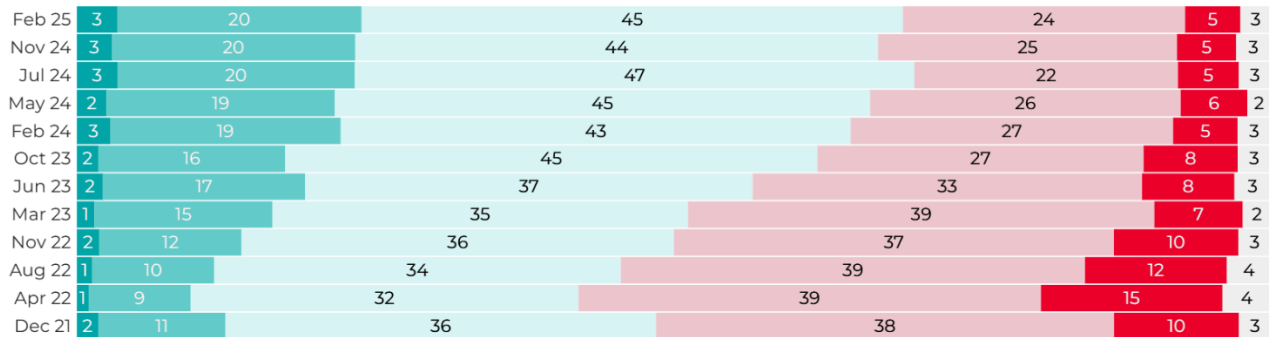
**Q1 Economic situation compared to last year?**



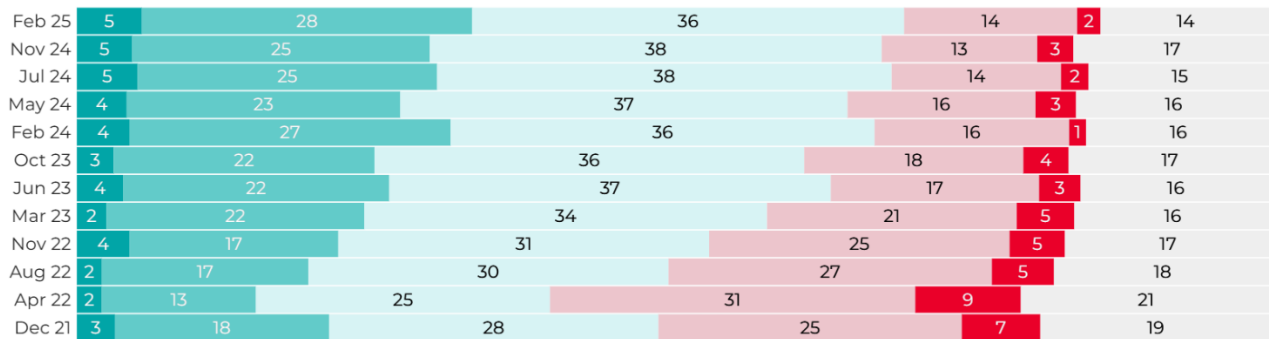
**Q2 Economic situation over the next year?**



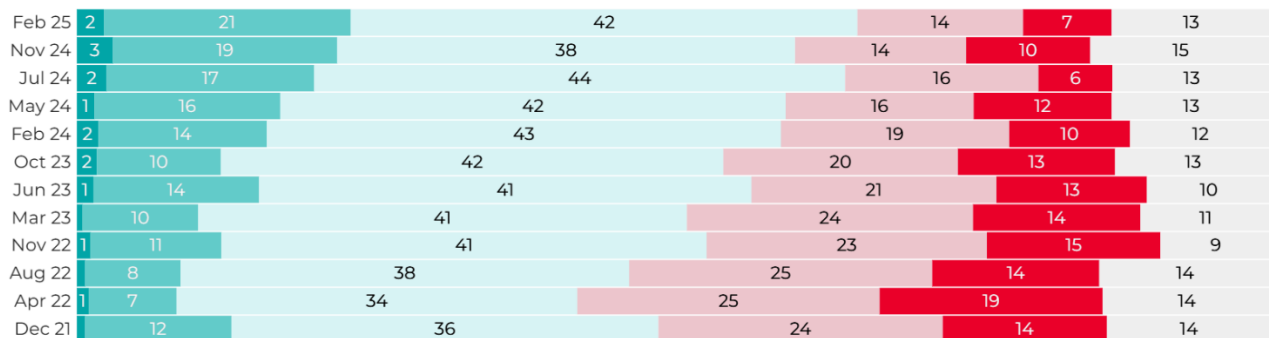
**Q3 Financial position of your household compared to the last year?**



**Q4 Is it going to change over the next year?**



**Q5 Is it the right moment to make major purchases?**



## Optimists and pessimists

The average consumer confidence index in Belarus stood at 3% (according to the Eurostat methodology), while the average value of one of its components – expectations for the country's future – was 6.6% (Figure 4A). A significant contribution to the positive index value also came from the component assessing the future financial situation of households, which reached 10%.

Among age groups, the least pessimistic views, both for the present and the future, were observed among individuals aged 18–24. This trend is common in many countries, as young people are entering the labor market and expect to increase their income. The lowest consumer confidence index, both among age groups and other categories, was recorded among those aged 55 and older, with a value of -7%.

At the regional level, the most pessimistic sentiments were seen among residents of the Vitebsk region, where the consumer confidence index in February 2025 was -1.2%. In contrast, the most optimistic views regarding the country's economic future were expressed by residents of the Gomel and Mogilev regions, with expectations for the country's future reaching 11.8% and 10.9%, respectively.

By income level, as expected, those with low incomes (below 700 BYN) felt the worst. Interestingly, satisfaction with the economic situation increased proportionally with income: the consumer confidence index for respondents earning up to 700 BYN was -3.4%, while those earning over 2000 BYN remained in the positive zone at 11.8%. However, the same cannot be said for expectations regarding the country's economy: respondents with incomes between 2000–3000 BYN had the most negative outlook (3.95%), while the most positive assessments came from those earning up to 700 BYN (9.91%).

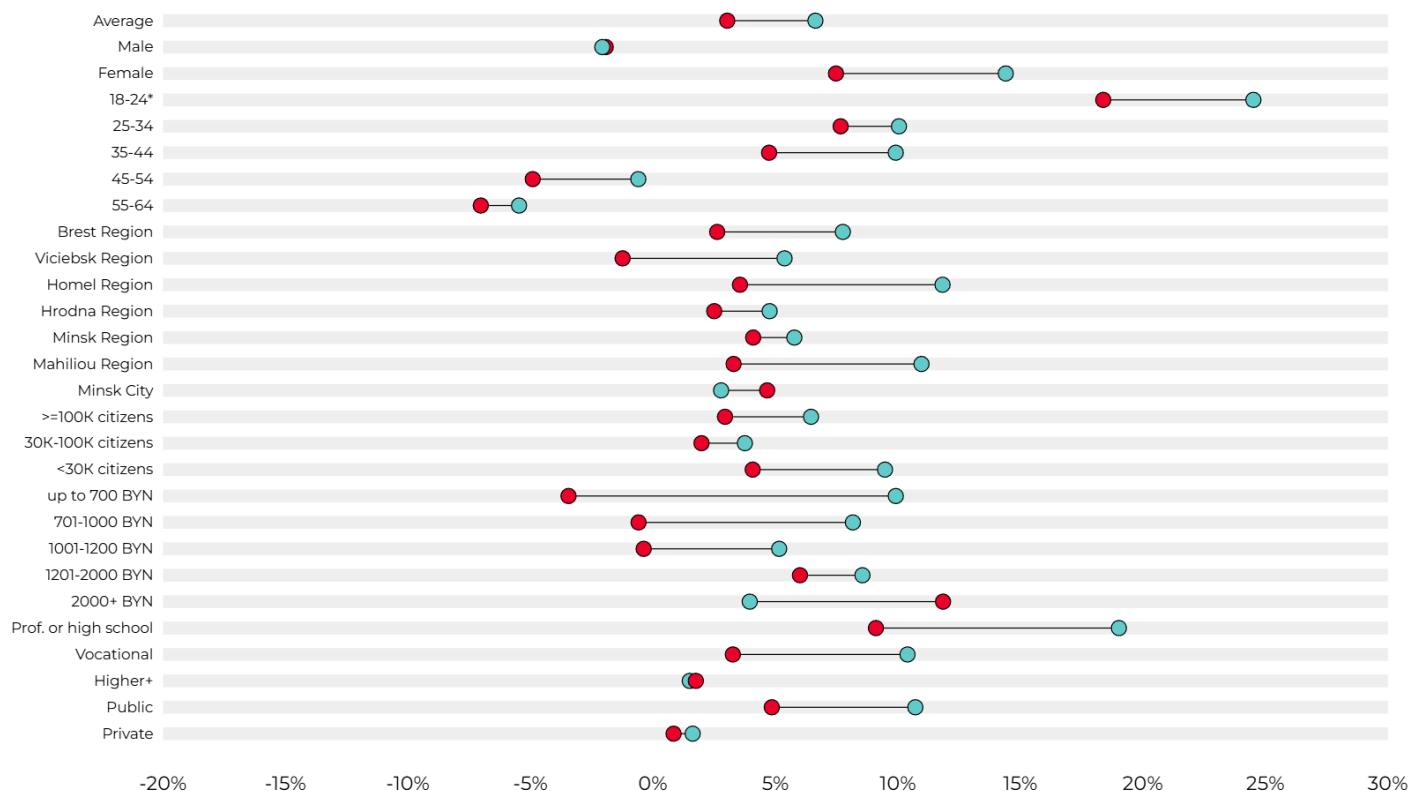
Belarusians with higher education traditionally rate both future expectations and the current consumer confidence index lower than those with secondary, specialized secondary, or vocational education.

Employees of private enterprises, compared to those working in state-owned companies, consistently provided lower assessments for both the overall consumer confidence index and the future expectations component (0.8% and 1.6%, respectively).

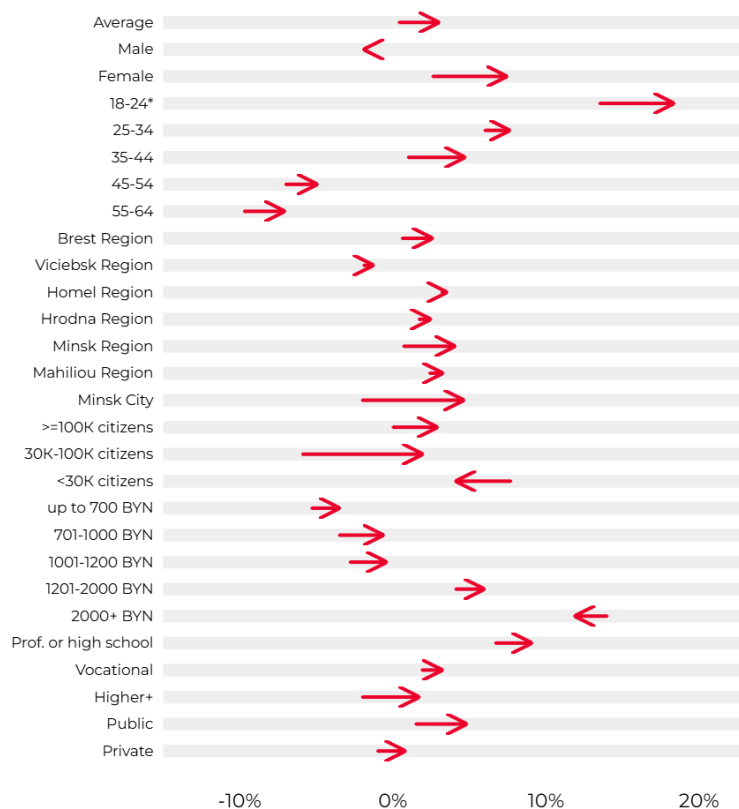
Both components showed some improvement in February 2025. The most positive changes were seen among women, young people, residents of medium-sized cities, and Minsk inhabitants. However, residents of large cities became more pessimistic about the component assessing the country's future (Figure 4B-C).

Figure 4. The Consumer Confidence Index ■ and the country's future component ■  
(groups by gender, age, region, income, education, sector, ownership type)

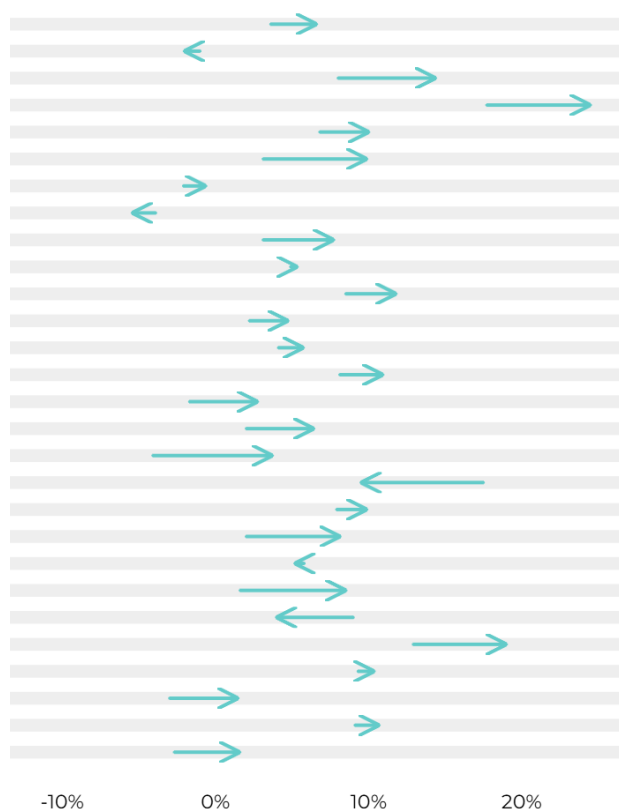
4A. February 2025



4B. Change in the index over the period



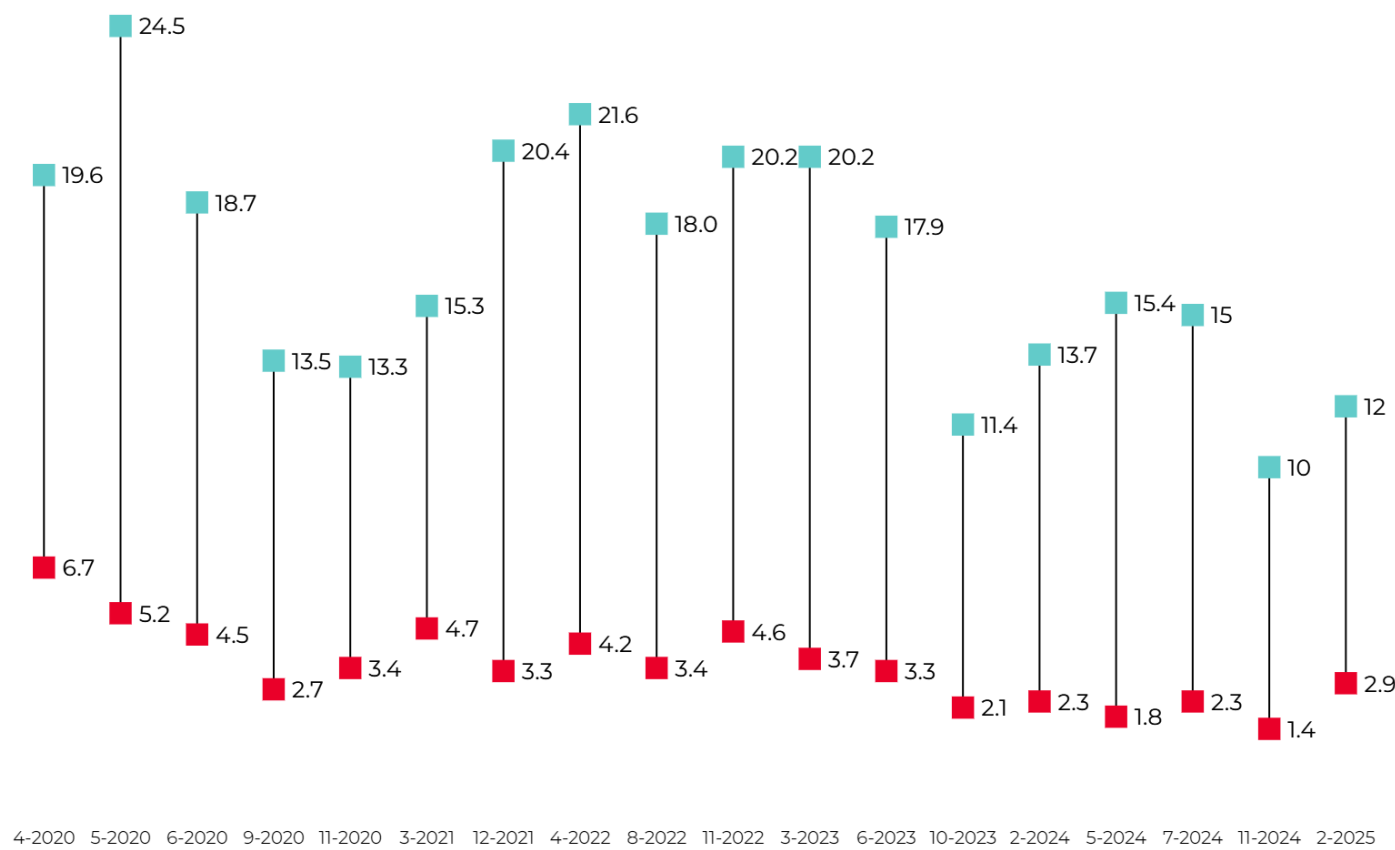
4C. Change in the future component over the period



Labor market

For a long time, a paradoxical situation persisted in the labor market: on one hand, the share of those who lost their jobs remained at an average level of 3.8%, while the level of job loss among friends and acquaintances—19.7%—was relatively high (Figure 6). In October 2023, both indicators reached their minimum: the share of those who lost their jobs was 2%, and the share of those whose acquaintances were fired decreased to 11%. In the 4th quarter of 2024, both indicators reached a new minimum: 1.4% of respondents reported losing their jobs, while 10% reported someone in their circle being laid off. 56% of respondents reported a shortage of staff in their field, marking a decrease of 1 p.p. compared to Q3.

Figure 6. What is the share of the unemployed?  
I lost my job and some of my acquaintances did (percentage of those reporting a job loss)



## Household incomes

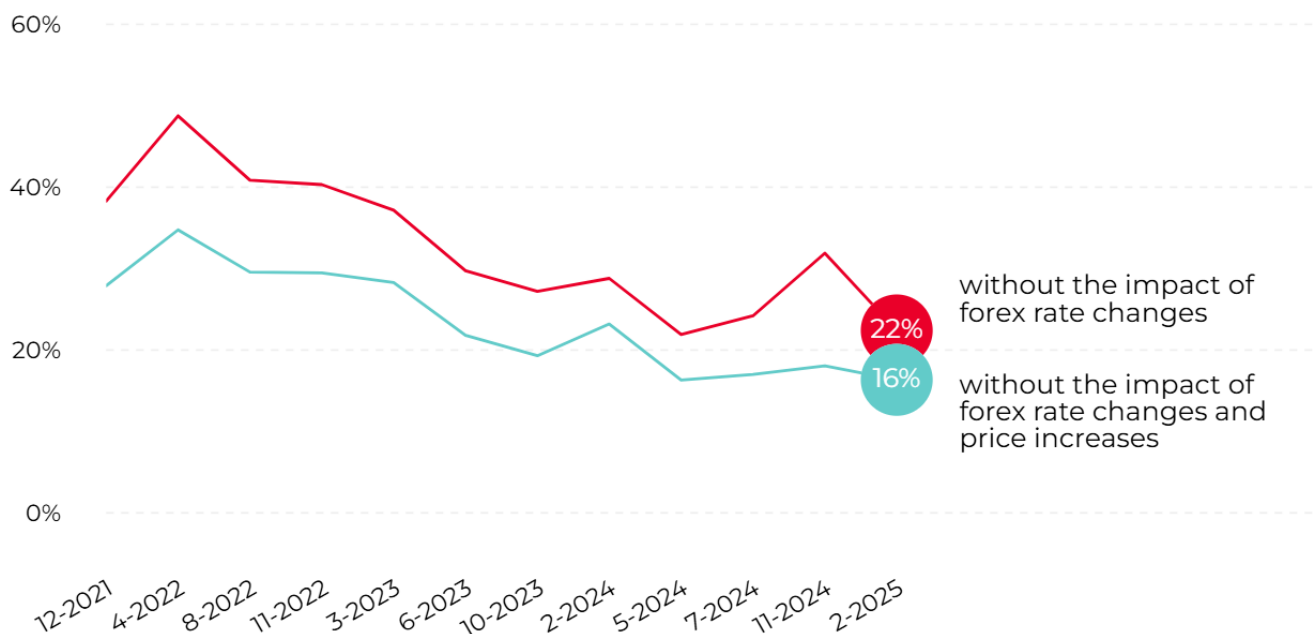
The share of people who reported a decrease in their income in February 2025 remained at the average level of 2024, standing at 25%. When excluding those who attribute the decline in income solely to exchange rate fluctuations, the share of people facing reduced income drops to 22%, as the change in the Belarusian ruble exchange rate was a significant factor for 19% of respondents. The primary reason for income reduction remains rising prices, cited by 52% of survey participants. However, excluding the impact of price increases and exchange rate changes, the share of those whose income declined due to other reasons is 16% (Figure 5A).

The highest rates of income decline, excluding the influence of exchange rate fluctuations and price increases, were observed among the following groups of respondents:

- Residents of the Vitebsk region,
- People with initially low income,
- Entrepreneurs and self-employed individuals,
- Skilled workers (drivers, construction workers).

Figure 5. Share of population reporting an income decline (%)

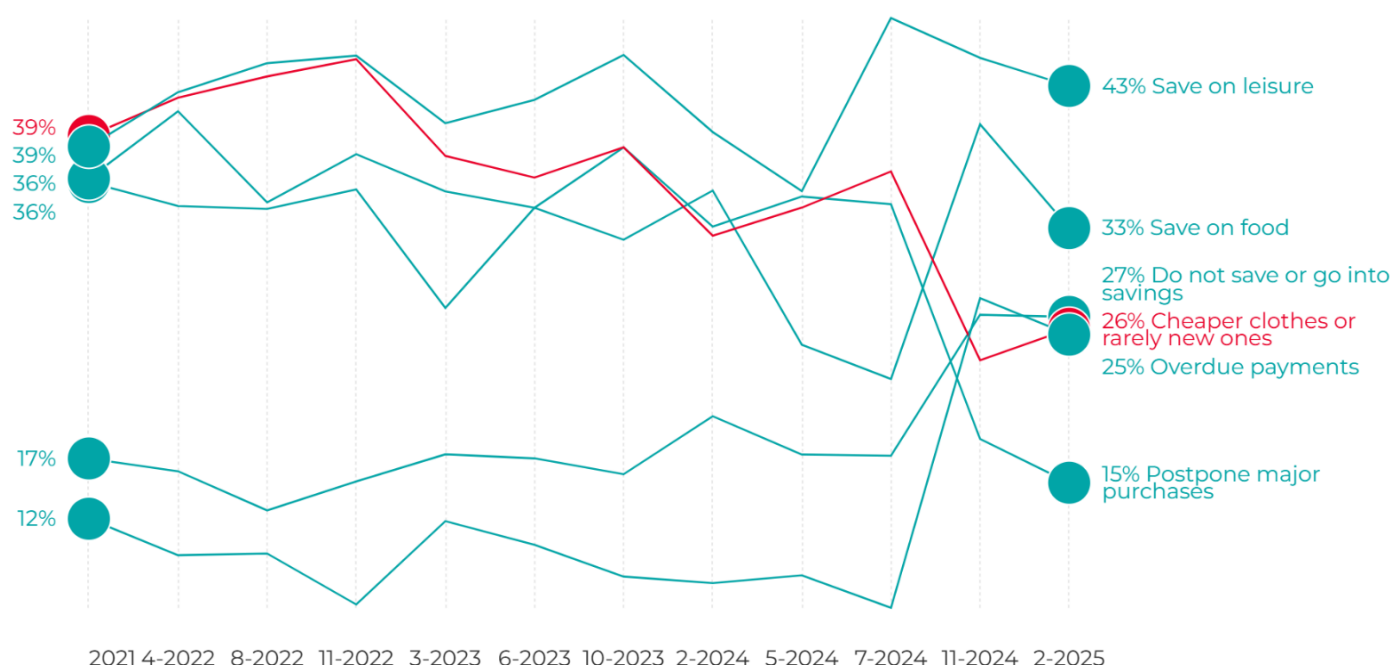
5A. Change in share, since late 2021



Considering the ways of responding to income decline (Figure 5B), February 2025 showed a positive shift in savings strategies. Respondents were less likely to save on food and leisure, use savings, delay mandatory payments, and postpone major purchases. There was a slight increase in the tendency to buy cheaper clothing. While the indicators have not yet reached the minimum levels of the third quarter of 2024, a positive trend is evident, particularly in terms of reduced savings on food.

## 5B. How do households cope with falling incomes? (out of those 25% who have experienced an income decline)

■ Decrease ■ Increase

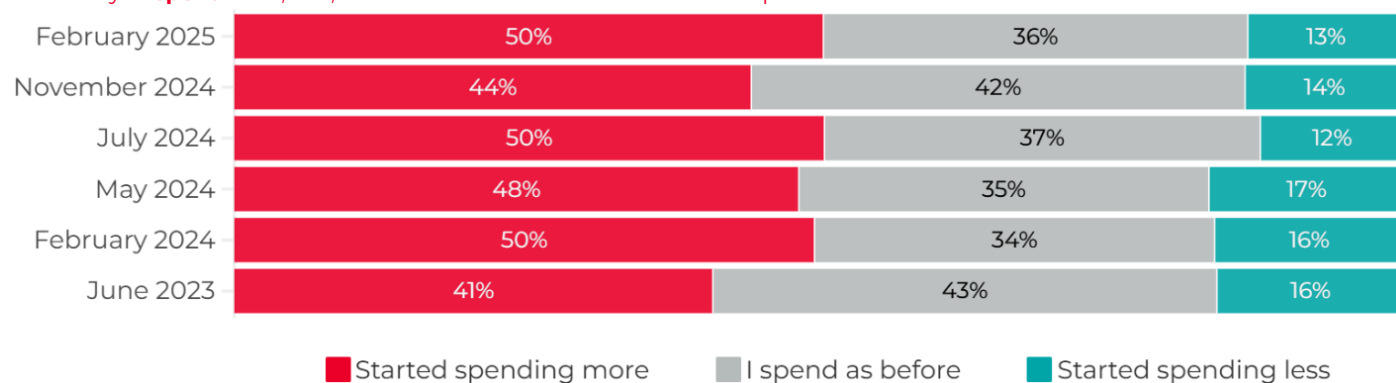


## Saving behavior

Despite the recorded increase in wages, households did not start saving more. On the contrary, the share of respondents who reported spending more in the past six months consistently returns to 50%, while only 13% of urban residents reported reduced spending (Figure 7A).

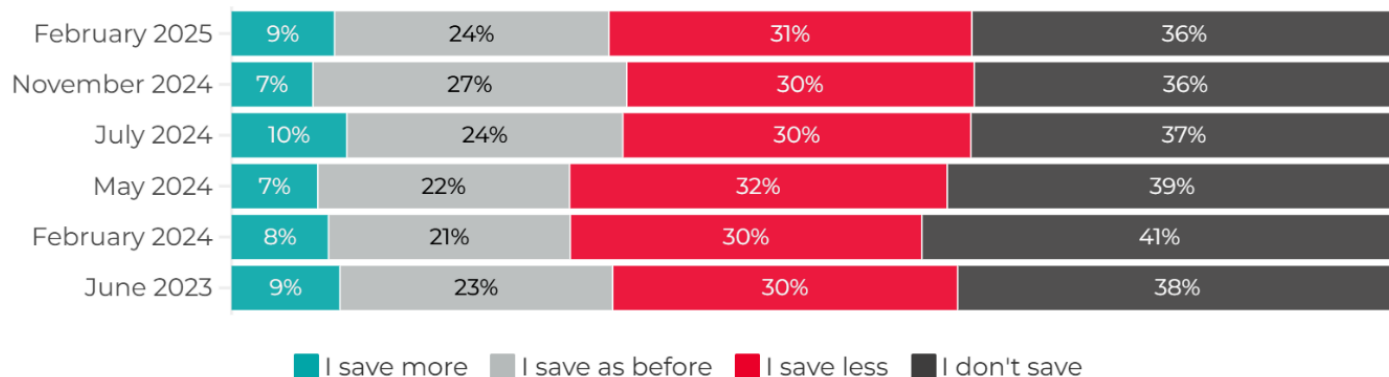
Figure 7. Do you prefer spending or saving?

7A. Have you **spent** more, less, or the same amount as before over the past six months?



Compared to 2024, there were no significant changes in savings behavior in the first quarter of 2025: only 9% of respondents saved more, 55% saved at the same level or less, and 36% did not save at all (Figure 7B). Thus, the desire to spend still prevails over the desire or ability to save, and 64% of respondents have savings.

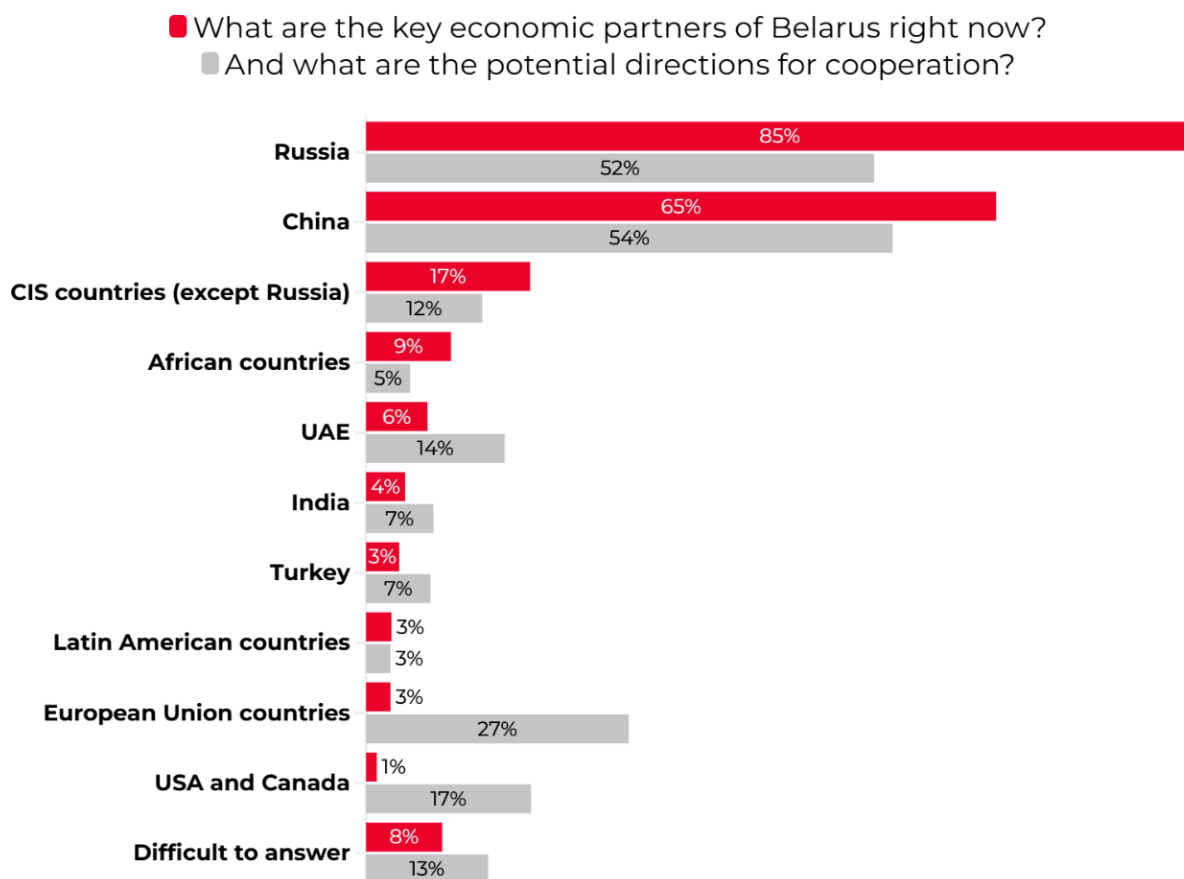
7B. Have you started **saving** more, less, or the same amount as before over the past six months?



## Economic Partners of Belarus and Consumer Preferences

According to the survey data, 85% of respondents consider Russia the main economic partner of Belarus, which is expected given the close economic ties between the two countries (Fig. 8). China ranks second, mentioned by 65% of respondents. Other CIS countries (excluding Russia) were named by 17% of respondents, while only 8% were uncertain in their response.

Figure 8. Key and potential economic partners of Belarus



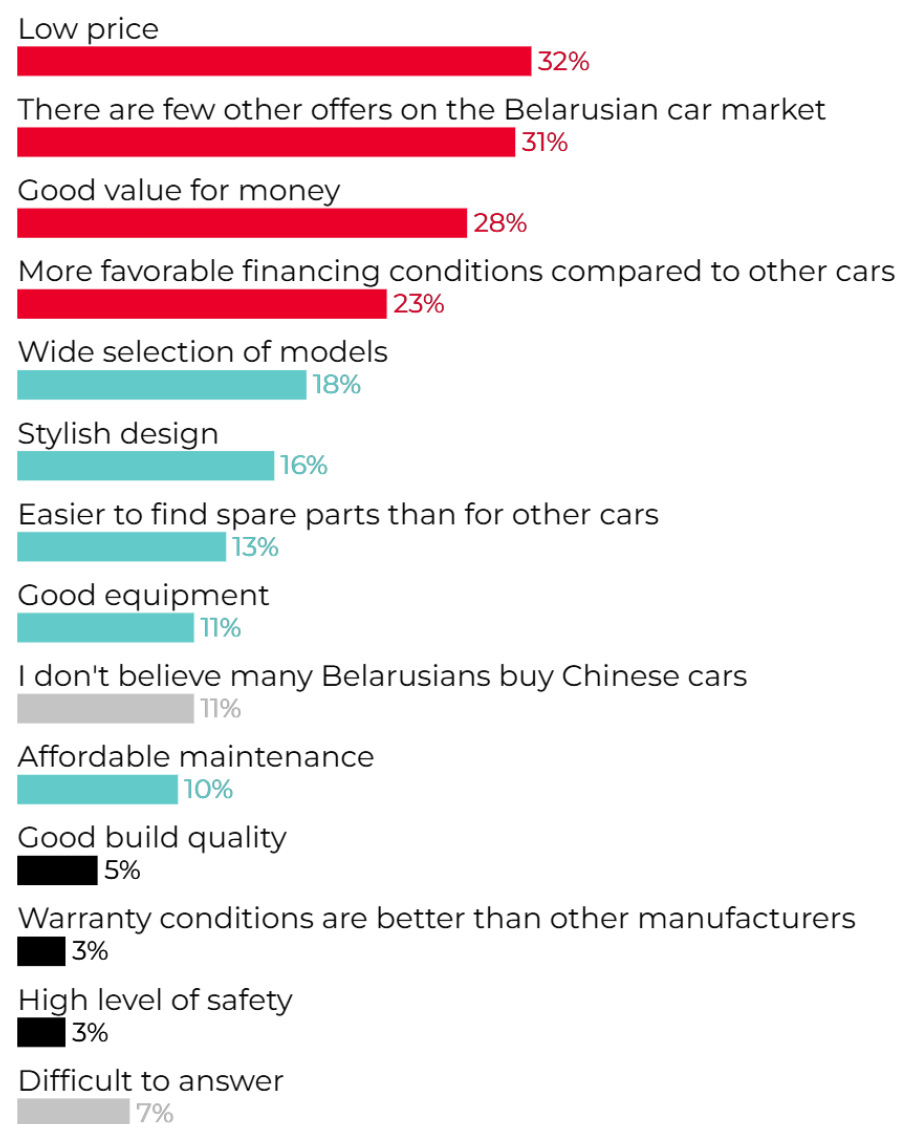
When it came to which countries offer the most favorable economic cooperation for Belarus, Russia and China again took the lead, but in a different ratio: 52% and 54%, respectively. About 27% of respondents consider European Union countries a promising economic partner. Less popular but still significant partners were the United

States and Canada (17%), as well as the United Arab Emirates (14%). However, the share of those uncertain in their choice was somewhat higher – 13%.

Despite the dominance of Russia and China in respondents' views of key and promising economic partners, only 24% of respondents reported that their companies export goods to the Russian market, while only 4% mentioned exports to China.

An additional part of the survey focused on Belarusians' preferences in the car market, given the growing demand for Chinese cars. Respondents believe the main reasons for their popularity are affordable prices and a limited choice of other options in the Belarusian market (Fig. 9). Good price-quality ratios and more favorable credit conditions were also noted. However, only 11% of respondents believe that most Belarusians prefer Chinese cars.

Figure 9. Reasons for purchasing Chinese cars (according to respondents)



## Conclusions

The consumer confidence index in Belarus has once again reached a historical high: for the first time according to Rosstat's methodology, it has reached positive values (2%), while according to Eurostat's methodology, it strengthened to 3%. Against the backdrop of EU countries, where the index remains stable or decreases, Belarus stands out with an increase in its indicator. At the same time, its trajectory diverges from Russia's: there, the index remains in negative territory (-9%).

Consumer demand remains overheated, but saving behavior has changed little: the share of those who do not save remains significant. The share of respondents who lost their jobs is minimal, and 56% of respondents report a labor shortage, reflecting the labor market situation. The share of respondents with reduced incomes is at a minimum level (25%).

Respondents currently view Russia as the main economic partner, while they expect potentially favorable economic cooperation from a partnership with China.