STATISTICAL INSTITUTE OF BELIZE

CCI

CONSUMER CONFIDENCE INDEX

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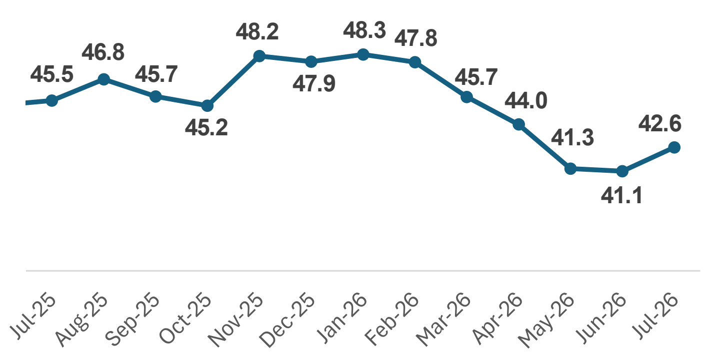
CONSUMER CONFIDENCE UP 3.6% TO 42.6 IN JULY 2026: SENTIMENT ON PRESENT, EXPECTATIONS AND DURABLE GOODS UP

National Consumer Confidence Index: July 2026

For the month of July 2026, the national Consumer Confidence Index (CCI) stood at 42.6, representing a 3.6 percent rise from 41.1 in June 2026. This was the first increase in monthly consumer confidence since the start of the year and reflected improvements across all three CCI components. The 'Present' component recorded the largest increase, followed by 'Durable Goods' and 'Expectations'.

Figure 1: National CCI; July 2025 - July 2026



Source: Statistical Institute of Belize, 2026

Consumer Confidence by Components

Consumer sentiment regarding current macroeconomic conditions and households' financial situations compared with the previous twelve months saw the largest improvement, with the 'Present' component up by 7.1 percent, from 37.6 in June 2026 to a less pessimistic 40.2 in July 2026. Consumers also reported improved 'Expectations' about future macroeconomic conditions and their households' financial situations over the next twelve months, resulting in a 1.2 percent rise in this component, from 51.4 in June to a more optimistic 52.0 in July. Additionally, the 'Durable goods' component went up by 3.3 percent over the one-month period, from 34.4 to 35.5, indicating a slight decline in pessimism toward the purchase of major household items (see Figure 2).

Figure 2: National CCI by Sub Index; June 2026 vs July 2026

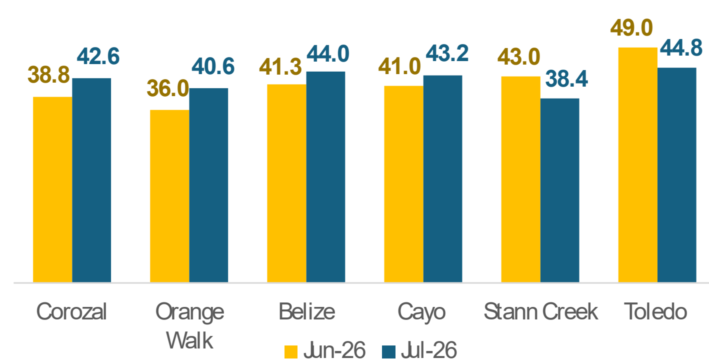
Source: Statistical Institute of Belize, 2026

Consumer Confidence by District

Residents of the Orange Walk District reported the largest improvement in consumer confidence for the month. Among these persons, overall sentiment was up by 12.6 percent, from 36.0 in June 2026 to a less pessimistic 40.6 in July 2026. Sentiment toward the purchase of major household items rose considerably, resulting in a 45.6 percent increase in the 'Durable Goods' component, from 16.0 in June to 23.3 in July. 'Present' sentiment rose by 12.7 percent among consumers living in this district, from 36.4 to 41.1, indicating lower levels of pessimism regarding current macroeconomic conditions and households' financial situations relative to twelve months earlier. Additionally, 'Expectations' improved by 3.0 percent, from 55.6 to 57.3, reflecting greater optimism about future macroeconomic conditions and households' financial prospects over the next twelve months (see Figure 3).

Conversely, the Stann Creek District saw the largest decline of 10.7 percent in consumer confidence, from 43.0 in June 2026 to a more pessimistic 38.4 in July 2026. 'Expectations' declined by a notable 19.2 percent, from 47.9 in June to a more pessimistic 38.7 in July. Sentiment towards current conditions also weakened, as reflected in a 12.6 percent decline in the 'Present' component, from 38.5 to 33.6. On the other hand, consumers in this district became marginally less pessimistic about making purchases of major household items during the month, resulting in a 0.4 percent improvement in the 'Durable Goods' component, from 42.7 to 42.9 (see Figure 3).

Figure 3: National CCI by District; June 2026 vs July 2026



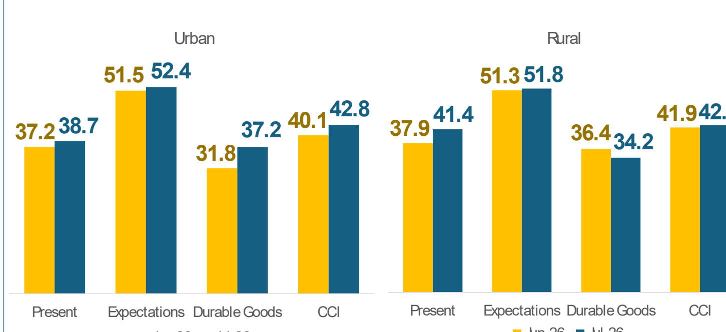
Source: Statistical Institute of Belize, 2026

Consumer Confidence by Region

Among urban consumers, overall sentiment was up by 6.5 percent, from 40.1 in June 2026 to 42.8 in July 2026. Improved sentiment toward making major household purchases, such as electronic devices, furniture, and motor vehicles, resulted in a 16.9 percent increase in the 'Durable goods' component, from 31.8 to 37.2. This was followed by a 4.2 percent rise in the 'Present' component, from 37.2 in June to 38.7 in July. Urban consumers also reported greater optimism regarding future macroeconomic conditions and their households' financial situations over the next twelve months, resulting in a 1.8 percent increase in future 'Expectations', from 51.5 to 52.4 (see Figure 4).

Consumer confidence among persons living in rural areas was up by a more modest 1.4 percent, from 41.9 in June 2026 to 42.5 in July 2026. This was mostly due to a 9.3 percent improvement in 'Present' sentiment, from 37.9 in June to a less pessimistic 41.4 in July. Rural consumers also became slightly more optimistic about future economic conditions and their households' financial situations in the coming months, with the 'Expectations' component up by a marginal 0.8 percent, from 51.3 to 51.8. Meanwhile, increased pessimism toward major household purchases led to a 6.1 percent decline in the 'Durable Goods' component among this group of consumers, from 36.4 to 34.2 (see Figure 4).

Figure 4: CCI by Region; June 2026 vs July 2026



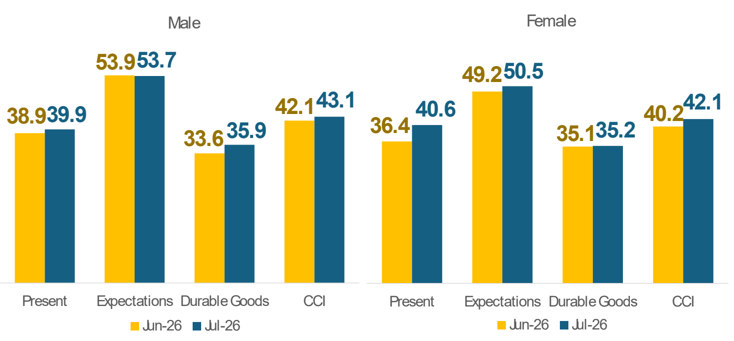
Source: Statistical Institute of Belize, 2026

Consumer Confidence by Sex

Consumer confidence among males rose by 2.4 percent during the month, from 42.1 in June 2026 to 43.1 in July 2026. Male consumers reported feeling less pessimistic about making major purchases, resulting in a 6.6 percent increase in the 'Durable Goods' component, from 33.6 in June to 35.9 in July. 'Present' sentiment improved by 2.5 percent, from 38.9 to 39.9, over the one-month period, signalling lower levels of pessimism among men regarding current economic conditions and their households' financial situations compared to the past twelve months. However, 'Expectations' about the future declined by 0.3 percent, from 53.9 in June to a slightly less optimistic 53.7 in July (see Figure 5).

Consumer confidence among females was up by 4.8 percent, from 40.2 in June 2026 to 42.1 in July 2026. This improvement was driven mostly by an 11.5 percent increase in 'Present' sentiment, from 36.4 in June to 40.6 in July. Female consumers also became more optimistic about the future, with 'Expectations' rising by 2.8 percent, from 49.2 to 50.5. Meanwhile, sentiment toward the purchase of major household items remained broadly stable, as the 'Durable Goods' component edged up by a marginal 0.4 percent among women, from 35.1 in June to 35.2 in July (see Figure 5).

**Figure 5: CCI by Sex;
June 2026 vs July 2026**



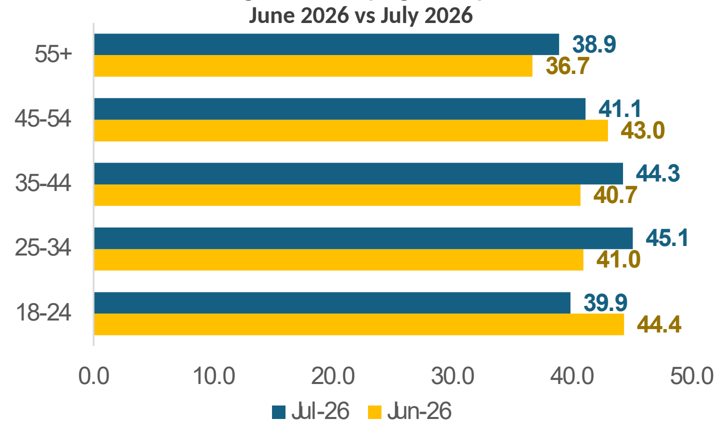
Source: Statistical Institute of Belize, 2026

Consumer Confidence by Age Groups

Among the different age groups, individuals aged 25 to 34 years saw the largest improvement of 10.0 percent in overall consumer confidence, from 41.0 in June 2026 to a less pessimistic 45.1 in July 2026. These consumers reported a 16.1 percent rise in sentiment regarding 'Present' conditions, from 37.3 to 43.3. Confidence in future economic conditions also strengthened, leading to an 11.3 percent increase in 'Expectations', from a pessimistic 48.3 in June to an optimistic 53.8 in July. Additionally, the 'Durable goods' component was up by 2.3 percent, from 37.3 to 38.2, as consumers of this age group became less pessimistic about making major household purchases (see Figure 6).

On the other hand, younger consumers, aged 18 to 24 years, recorded the largest decline in consumer confidence during the month. Sentiment among this age group deteriorated across all CCI subcomponents, with the largest reduction seen in the 'Durable Goods' component, which fell by 21.6 percent from 41.8 in June to a more pessimistic 32.8 in July. Sentiment regarding current macroeconomic conditions and households' financial situations weakened by 8.2 percent, as the 'Present' component declined from 39.6 to 36.3. Furthermore, younger consumers became less optimistic about the future, reflected in a 2.3 percent decrease in the 'Expectations' component, from 51.7 in June to 50.5 in July (see Figure 6).

**Figure 6: CCI by Age Group;
June 2026 vs July 2026**



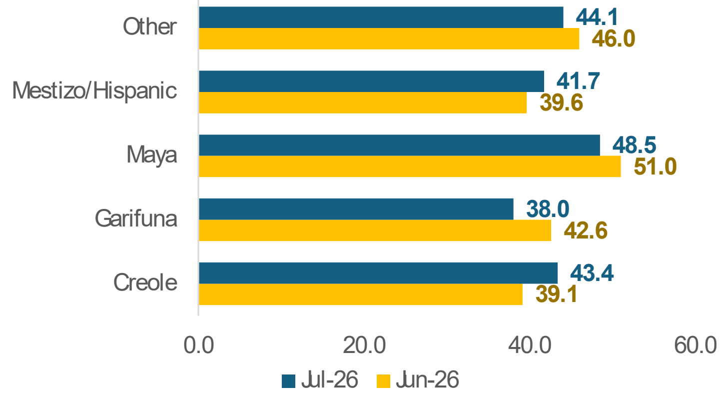
Source: Statistical Institute of Belize, 2026

Consumer Confidence by Ethnicity

Persons of Creole descent reported a 10.8 percent improvement in overall consumer confidence, from 39.1 in June 2026 to a less pessimistic 43.4 in July 2026. Sentiment toward making major household purchases improved by a notable 22.6 percent, as the 'Durable Goods' component rose from 36.0 in June to 44.2 in July. This was further boosted by gains in 'Present' sentiment and 'Expectations' about the future, which were up by 7.4 percent and 4.2 percent, respectively, (see Figure 7).

Conversely, persons of Garifuna descent reported a 10.7 percent decline in overall consumer confidence, from 42.6 in June 2026 to 38.0 in July 2026. This was mainly driven by increased pessimism purchase of major household items, reflected in a 14.5 percent reduction in the 'Durable Goods' component, from 43.6 to 37.3. Consumers of this ethnicity also grew more pessimistic about future and current conditions. As a result, 'Expectations' went down by 10.9 percent, while 'Present' sentiment decreased by 7.0 percent over the one-month period from June to July (see Figure 7).

**Figure 7: CCI by Ethnicity;
June 2026 vs July 2026**



Source: Statistical Institute of Belize, 2026

Consumer Confidence Index (CCI) Overview:

The Consumer Confidence Index (CCI) is an indicator that measures consumers' sentiments with respect to general economic conditions within the country, their household's own economic situation, and making major household purchases. It provides an early indication of future household spending, investing, and saving. With household spending being a major contributor to the overall economy, this in turn is an early indicator of future economic growth.

The CCI is an index number, ranging from 0 (completely pessimistic) to 100 (completely optimistic). Generally, a value greater than 50 indicates that consumers are more optimistic overall about the economy and their own economic prospects. The CCI is comprised of three components: (1) perceptions about how **present** macroeconomic conditions and the household's financial situation compare to twelve months prior; (2) **expectations** about economic conditions and the household's financial situation over the coming twelve months; and (3) perceptions about whether the present is a good time for making major purchases of **durable goods** such as homes, cars, furniture, and appliances. An index is also produced for each of these three components, to provide more detailed information on what is driving consumer sentiment.

The CCI is intended to provide information on consumer sentiment and how it moves in the short term; therefore, it is analyzed on a month-over-month basis.

Annex A: Coefficient of Variation Quality Indicator

The coefficient of variation (CV) is a statistical measure that expresses the extent of variability in relation to the mean, presented as a percentage. It is commonly used to evaluate the reliability of estimates by indicating the degree of sampling variability. Lower CV values reflect more consistent and reliable estimates, while higher values point to greater relative variability.

Table 1 below displays the coefficient of variation for the main CCI indicators. Table 2 provides a description of the quality of the estimate assessed by the letters A, B and C, along with their corresponding acceptance range and guidelines.

Table 1: Consumer Confidence Index Main Indicators and Coefficient of Variation, July 2026

Main Indicator	Estimated CCI	Coefficient of variation (%)
National	**42.6**	**4.99**
Regional		
Urban	42.8	7.57
Rural	42.5	6.61
District		
Corozal	42.6	8.22
Orange Walk	40.6	11.26
Belize	44.0	8.48
Cayo	43.2	12.15
Stann Creek	38.4	16.25
Toledo	44.8	15.5
Sex		
Male	43.1	6.68
Female	42.1	7.29
Ethnicity		
Creole	43.4	8.53
Garifuna	38.0	19.18
Julya	48.5	14.41
Mestizo/Hispanic	41.7	6.96
Other	44.1	16.95
Age Group		
18-24	39.9	12.18
25-34	45.1	9.5
35-44	44.3	9.76
45-54	41.1	11.91
55+	38.9	12.86

Table 2: Guidelines for quality level of estimates

Coefficient of Variation Quality Indicator	Quality of Estimate	Range	Guideline
A	Acceptable	<16.5%	Estimates with a coefficient of variation less than 16.5% are deemed reliable for general use. Data is of sufficient accuracy.
B	Marginal	> 16.5% and ≤ 33.3%	Estimates with a coefficient of variation between 16.5% and 33.3% are potentially useful but have a high level of errors. Caution to data users when using these estimates.
C	Unacceptable	> 33.3%	Estimates with a coefficient of variation higher than 33.3% are considered to be unreliable. These estimates do not meet recommended standards for general use, but July be used with caution if it falls between 33.3% to 50%.