

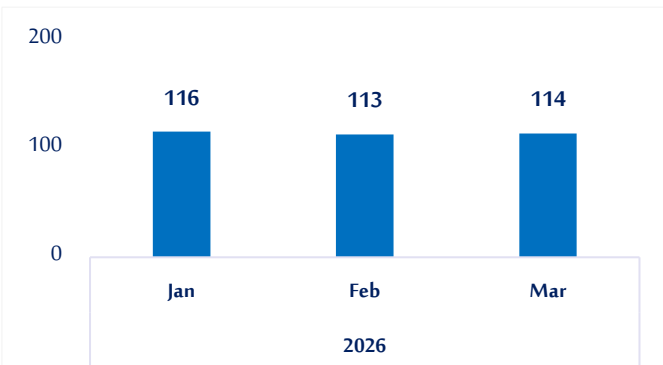
General CCI records 114 points in March 2026

The Consumer Confidence Index (CCI) measures changes in the level of consumers' optimism or pessimism toward the economy through an economic survey of consumers' opinions, perceptions, and conditions, focusing on current circumstances as well as their expectations regarding economic conditions. The series of CCI survey results showed stability in confidence levels among Saudi consumers, which was positively reflected in the index value. Consequently, the general CCI recorded values above the neutral level of 100 points from January 2023 to March 2026.

General CCI

Results of the general CCI showed stable performance during Q1 of 2026, with a slight trend toward optimism, indicating consumers' overall confidence in economic conditions. The general CCI recorded 116 points in January, 113 points in February, and 114 points in March 2026.

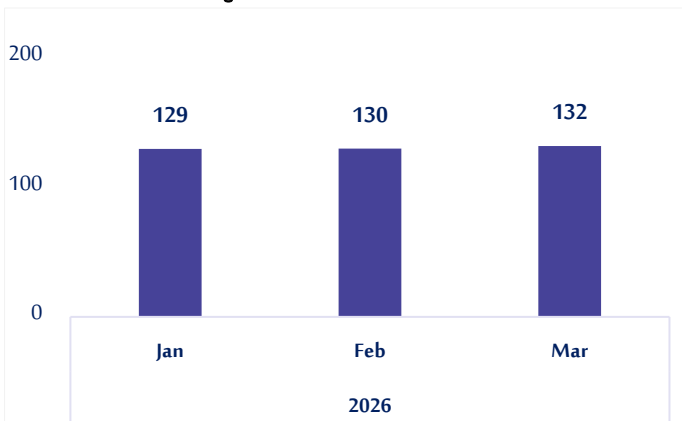
Figure 1. General CCI



Economic Conditions Index

Figure (2) shows that the CCI for economic conditions during Q1 of 2026 indicated a positive assessment of economic conditions by consumers, recording approximately 129 points in January, 130 points in February, and 132 points in March.

Figure 2. Economic Conditions Index



CCI key indicators

CCI key indicators during Q1 of 2026 are as follows:

Key Indicators	January	February	March
General CCI	116	113	114
Economic Conditions Index	129	130	132

Source: General Authority for Statistics – Consumer Confidence Index 2026

CCI data collection

This publication presents the CCI based on the results of a monthly telephone survey conducted during Q1 of 2026 on a sample of approximately 6,000 individuals selected from the Saudi Census 2022 frame.

Methodology and quality

CCIs are calculated in accordance with international best practices adopted worldwide, specifically the methodology used by the Survey Research Center at the University of Michigan in the USA, which is considered one of the most commonly used approaches for calculating this index. The general CCI value ranges between 0 and 200, so when the index reaches 200 points, it indicates that all respondents in the sample expressed positive views, reflecting consumer optimism regarding economic conditions, while 100 points express the neutrality level, and any value below 100 points indicates a pessimistic outlook toward the economic situation. For more details, please refer to [Methodology and quality, table](#)