Consumer Tendency Survey for January 2025

SUMMARY

□ The Composite Consumer Sentiment Index (CCSI) for January 2025 stood at 91.2, 3.0 points higher than in December 2024.

— Consumer sentiment regarding current living standards was unchanged at 87, and that concerning the future outlook was three points higher than in December 2024, at 89.

— Consumer sentiment related to future household income was 96, two points higher than in December 2024, and that concerning future household spending was 103, one point higher than in the previous month.

— Consumer sentiment concerning current domestic economic conditions was one point lower than in December 2024, at 51, and that concerning future domestic economic conditions was nine points higher than in the previous month, at 65.

□ The expected inflation rate for the upcoming year was 2.8%.
The three-year ahead expected inflation rate was 2.6%.
The five-year ahead expected inflation rate was 2.6%

※ Between January 7 and 14, 2024, exactly 2,500 households nationwide were surveyed, among which, 2,330 responded.

Trends in Major Consumer Survey Components

(p, %, %p)

	2024								2025	(B-A)
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec(A)	Jan(B)	
CCSI	98.4	100.9	103.7	100.8	100.0	101.8	100.7	88.2	91.2	(+3.0)
Current Living Standards	88	90	91	90	90	90	91	87	87	(-)
Prospective Living Standards	92	94	95	94	94	96	94	86	89	(+ 3)
Prospective Household Income	97	99	100	98	98	99	100	94	96	(+ 2)
Prospective Household Spending	109	109	111	109	108	109	109	102	103	(+ 1)
Current Domestic Economic Conditions	67	71	77	73	71	73	70	52	51	(△ 1)
Prospective Domestic Economic Conditions	79	80	84	81	79	81	74	56	65	(+ 9)
Prospective Employment Opportunities	83	85	86	83	83	83	79	65	69	(+ 4)
Prospective Interest Rates	104	98	95	93	93	88	93	98	97	(△ 1)
Current Household Savings	92	93	94	92	92	95	94	92	93	(+ 1)
Prospective Household Savings	95	97	96	96	95	99	97	94	95	(+ 1)
Current Household Debt	100	100	100	101	100	101	100	101	100	(△ 1)
Prospective Household Debt	98	97	98	98	97	98	98	99	98	(△ 1)
Prospective Prices	147	146	144	145	144	147	147	150	151	(+ 1)
Prospective Housing Prices	101	108	115	118	119	116	109	103	101	(△ 2)
Prospective Wages	116	116	118	120	117	119	118	115	118	(+ 3)
Inflation Perceptions	3.8	3.7	3.6	3.5	3.4	3.3	3.3	3.3	3.3	(-)
One-year Ahead Expected Inflation	3.2	3.0	2.9	2.9	2.8	2.8	2.8	2.9	2.8	(△0.1)
Three-year Ahead Expected Inflation1)	2.9	2.8	2.8	2.8	2.7	2.7	2.6	2.7	2.6	(△0.1)
Five-year Ahead Expected Inflation2)	2.9	2.8	2.8	2.8	2.7	2.6	2.6	2.6	2.6	(-)

1) Over the 12-month period between January 2027 and January 2028.
(The values from July 2023 to September 2024 are based on the results of pilot surveys.)

2) Over the 12-month period between January 2029 and January 2030.
(The values from July 2023 to September 2024 are based on the results of pilot surveys.)

※ Further statistics and metadata can be found at the website of the Bank of Korea's Economic Statistics System (http://ecos.bok.or.kr/).