

The Conference Board[®] Global Consumer Confidence Survey
conducted in collaboration with **nielsen**

January 23, 2020

GLOBAL CCI 4th QUARTER 2019 RESULTS



In today's webcast

Global and regional
results
4th quarter of 2019

Consumer
perception of
recession risk

Drivers of consumer
confidence: job
prospects, personal
finances, spending
optimism

Consumer economic,
political and social
concerns



Today's Presenters



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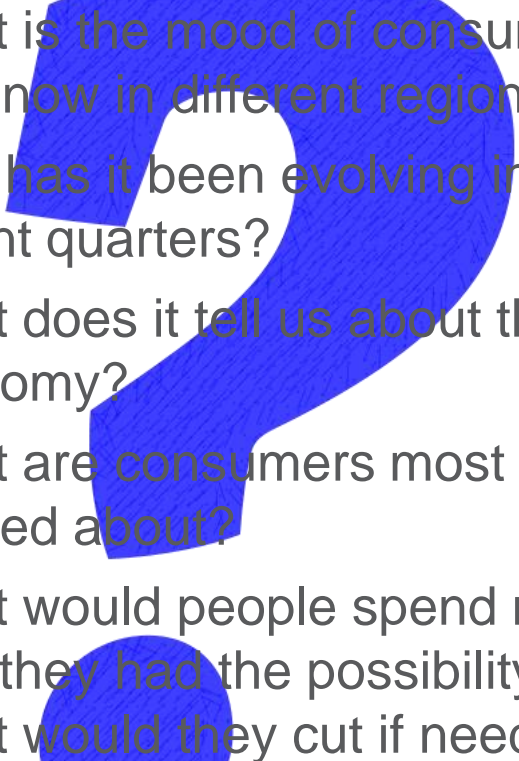
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Why does it matter?

- 
- What is the mood of consumers right now in different regions?
 - How has it been evolving in recent quarters?
 - What does it tell us about the economy?
 - What are consumers most worried about?
 - What would people spend more on if they had the possibility? What would they cut if needed?

Domestic demand is more than half of the economy in most countries

The survey sheds light on current sentiment and expectations for next 12 months

The survey tells something about changes in households' behavior



About the survey

- Conducted quarterly in collaboration with Nielsen
- 32,000 consumers in 64 markets in Asia-Pacific, Europe, Latin America, Middle East/Africa, North America (500 per market)
- The index is based on consumers' perceptions of:
 1. Job prospects over the next 12 months
 2. Own personal finances over the next 12 months
 3. How good of a time it is to buy needed/wanted goods and services
- Additional topics include spending on certain categories, consumers' concerns, initiatives to conserve money



Global consumer confidence unchanged but lack of momentum most visible in Asia and Europe

Region	2019 Q4	2019 Q3	Point change
Global Consumer Confidence Index	107	107	0
Europe	86	88	-2
Euro Area 16*	89	89	0
Asia-Pacific	116	117	-1
Latin America	91	92	-1
Africa and the Middle East	100	97	3
North America	120	118	2

* The Euro Area 16 grouping consists of Austria, Belgium, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Netherlands, Portugal, Slovakia, Slovenia, and Spain.

Despite a significant slowdown in global economic growth, consumers were key in preventing the economy from slipping into a global recession in 2019.

Strong labor markets, rising wages, and low consumer price inflation have supported consumer spending.

While The Conference Board projects global economic growth to improve slightly to 2.5 percent in 2020—we cannot assume that consumer spending will continue to prop up the economy.

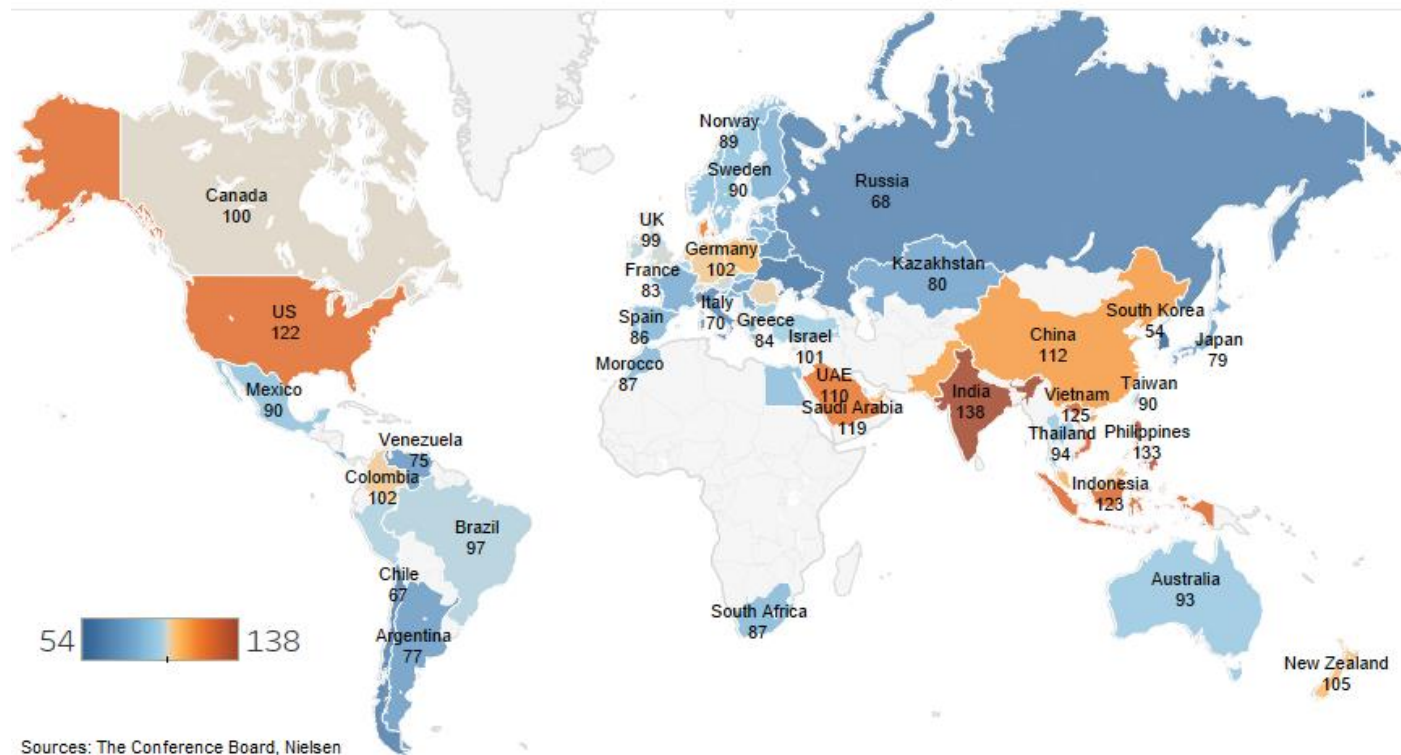


Consumer confidence remains highest in Asia and North America

Q4 2019 global consumer confidence was unchanged at 107, suggesting more optimistic than pessimistic consumers

But consumer spending alone will not be enough to drive global economic growth in 2020

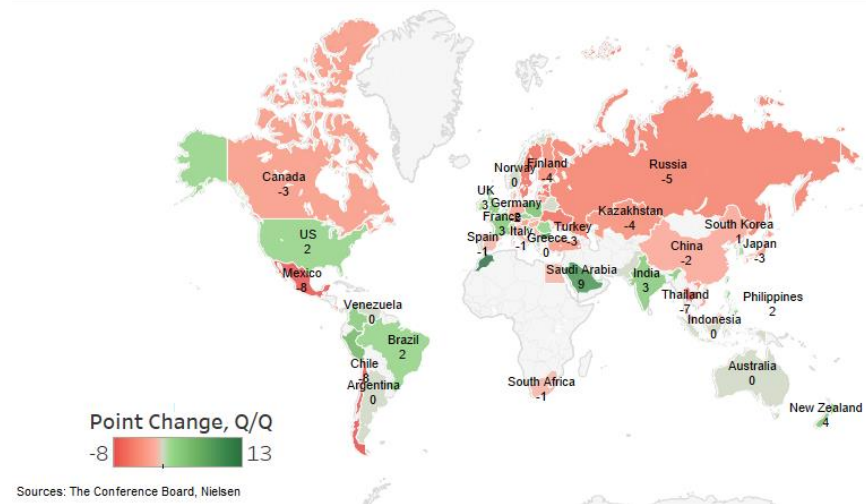
GLOBAL CONSUMER CONFIDENCE INDEX, Q4 2019: 107



Slightly fewer countries see a decline in confidence but it includes some of the larger ones

- Out of 64 markets surveyed, 30 of them (14 emerging and 16 mature) saw a decline in consumer confidence
- This is a modest improvement from last quarter, when 33 markets saw a decline (14 emerging and 19 mature)
- However, confidence weakened in some of the larger economies (including China, Germany, Japan, Mexico, Russia, and Turkey), offsetting gains in other regions.

CHANGE IN GLOBAL CONSUMER CONFIDENCE INDEX, 2019 Q4 (Q-o-Q point change): -0

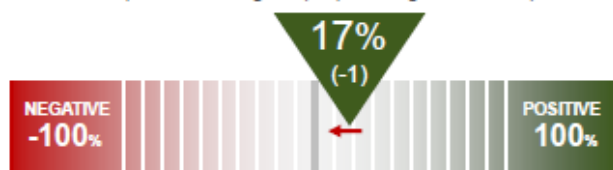


An intensification of concerns regarding jobs and finances could prompt consumers to reign in spending

Job prospects, personal finances, & spending intentions weakened in most markets but remain positive

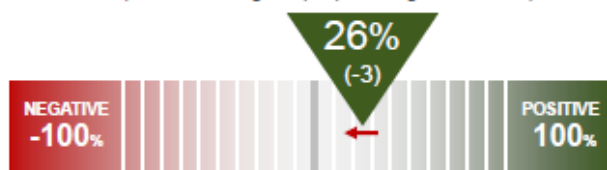
Job Prospects

Balance ("excellent" + "good") – ("not so good" + "bad")



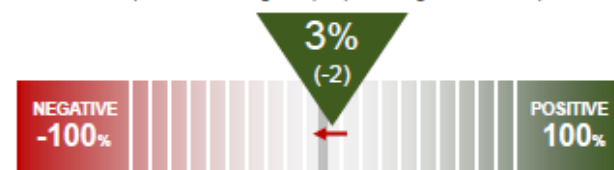
Personal Finances

Balance ("excellent" + "good") – ("not so good" + "bad")



Spending Intentions

Balance ("excellent" + "good") – ("not so good" + "bad")



Note: The percentage in the triangle is the balance reading for the current quarter. The value in parenthesis is the percentage point change from the prior quarter.

- Labor markets are tightening in many economies, and the number of additional jobs created is slowing
- Wages have not risen as rapidly as expected, and consumers, especially less affluent ones, are therefore slightly more concerned about personal finances
- And while low inflation in most markets—but not all—makes this a good time to spend, such favorable conditions will not last forever



	CCI 2019Q4	Balance Job Prospects	Balance Personal Finance	Balance Good Time to Spend
Global	— 107 (0)	▼ 17% (-1)	▼ 26% (-3)	▼ 3% (-2)
Europe	▼ 86 (-2)	▼ -20% (-3)	▼ -3% (-1)	▼ -24% (-3)
Euro Area 16*	— 89 (0)	▼ -16% (-4)	— -1% (0)	▼ -18% (-4)
Asia-Pacific	▼ 116 (-1)	▼ 38% (-2)	▼ 35% (-4)	▼ 16% (-4)
Latin America	▼ 91 (-1)	▼ -29% (-1)	▼ 23% (-4)	▲ -21% (+3)
Africa & the Middle East	▲ 100 (+3)	▲ -2% (+3)	— 26% (0)	▲ -12% (+6)
North America	▲ 120 (+2)	▲ 37% (+2)	▼ 44% (-3)	▲ 25% (+1)
USA	▲ 122 (+2)	▲ 40% (+4)	▼ 46% (-3)	▲ 29% (+3)

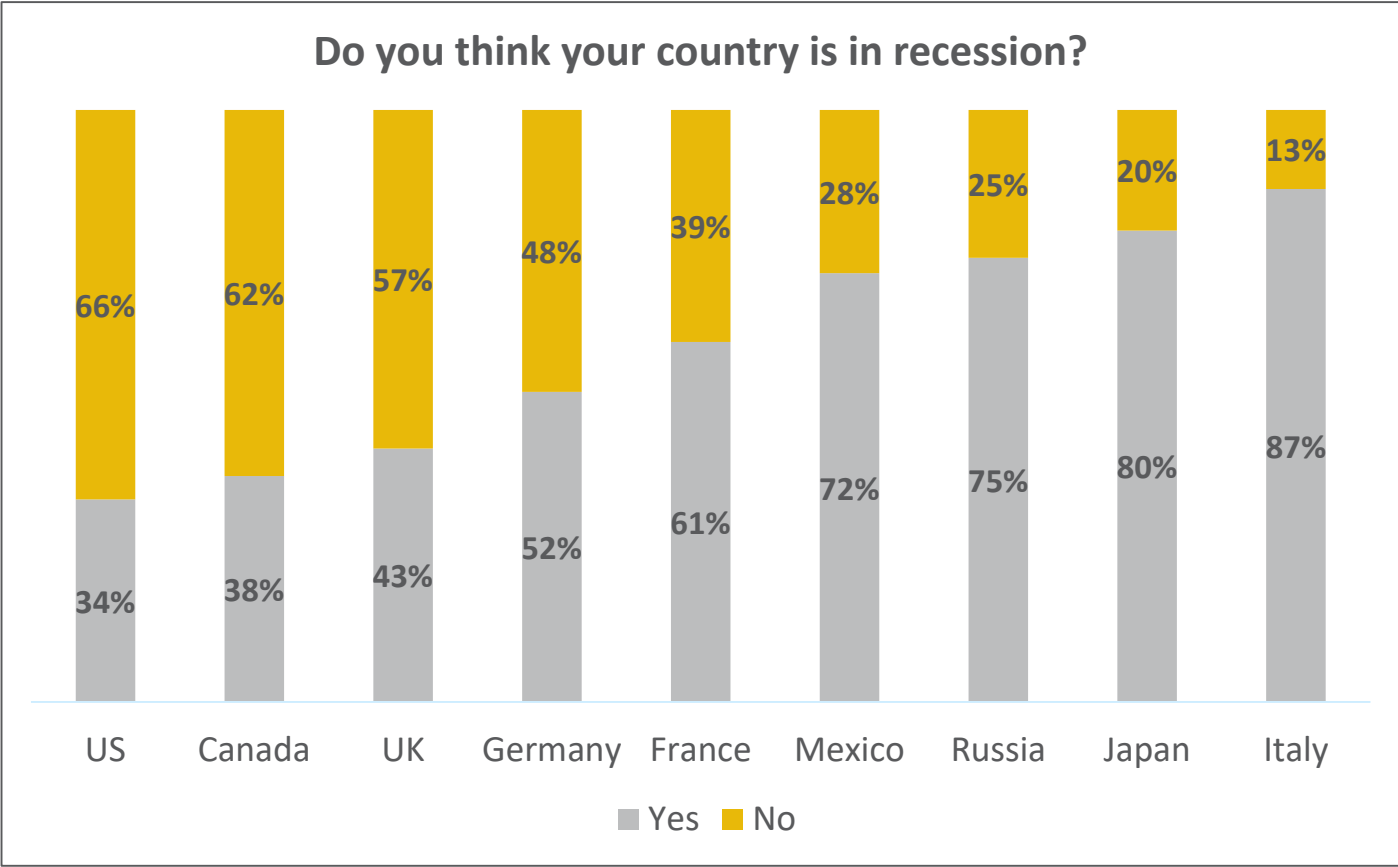
The percentages are balance readings for the current quarter. Balance = ["excellent" + "good"] – ["not so good" + "bad"].
The values in parenthesis represent the change from the prior quarter.

* The Euro Area 16 grouping consists of Austria, Belgium, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Netherlands, Portugal, Slovakia, Slovenia, and Spain.

Source: *The Conference Board Global Consumer Confidence Survey, in collaboration with Nielsen*



Recession fear might signal a decline in confidence in the coming quarters



Source: The Conference Board Global Consumer Confidence Survey, in collaboration with Nielsen



What is your biggest and second biggest concern over the next six months? Selection of economic and political factors

	Job security	The economy	Political stability	Debt	Increasing food prices	Increasing utility bills
Canada	15%	20%	6%	21%	26%	18%
US	12%	23%	20%	12%	9%	10%
China	20%	32%	6%	1%	19%	3%
Japan	8%	23%	4%	3%	21%	16%
France	10%	12%	4%	7%	11%	20%
Germany	8%	15%	12%	7%	9%	23%
Italy	18%	23%	13%	7%	8%	14%
Russia	19%	19%	4%	12%	28%	26%
UK	11%	30%	19%	9%	13%	17%
Mexico	31%	34%	5%	11%	12%	11%

Source: The Conference Board Global Consumer Confidence Survey, in collaboration with Nielsen
 Note: in each cell the first and second biggest concern are summed up.



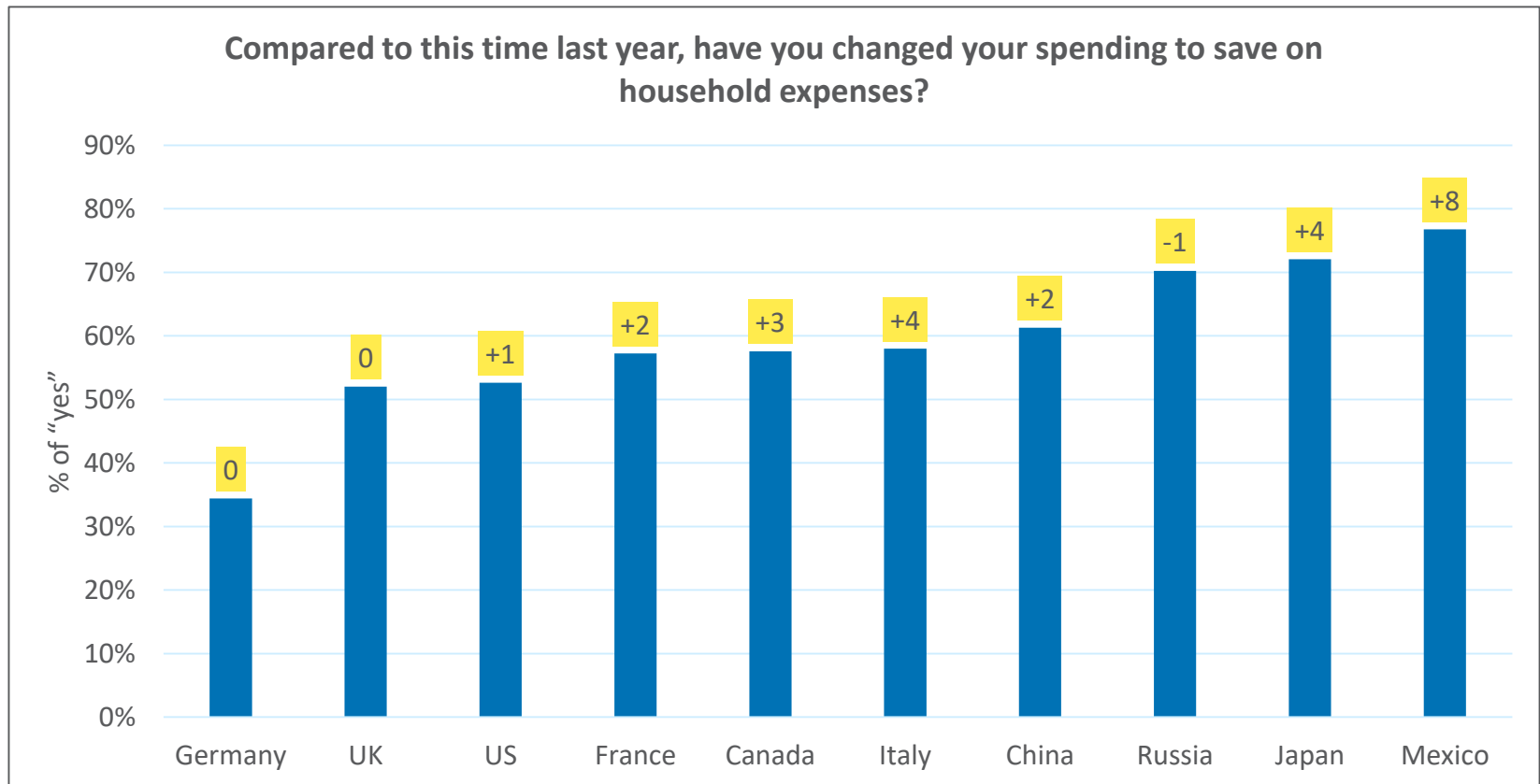
What is your biggest and second biggest concern over the next six months? Selection of personal and social factors

	Global warming	Immigration	Crime	Health	Work-life balance
Canada	14%	7%	7%	20%	11%
US	13%	12%	10%	20%	9%
China	8%	0%	2%	33%	34%
Japan	20%	2%	6%	32%	19%
France	24%	17%	8%	13%	4%
Germany	18%	15%	13%	19%	5%
Italy	13%	14%	15%	19%	12%
Russia	1%	1%	2%	33%	9%
UK	13%	10%	10%	18%	9%
Mexico	6%	1%	33%	14%	13%

Source: The Conference Board Global Consumer Confidence Survey, in collaboration with Nielsen
 Note: in each cell the first and second biggest concern are summed up.



Consumers declare having become more cautious in their spending compared to one year ago



Highlighted values represent the percentage point change from the prior quarter.

Source: The Conference Board Global Consumer Confidence Survey, in collaboration with Nielsen



Once you have covered your essential living expenses, which of the following statements best describes what you do with your spare cash: I spend on

Spending Intentions

	Out of home entertainment	New clothes	New tech products	Home improvement/deco	Holidays/vacations	Paying off debts/credit cards/loans	Putting into savings	I have no spare cash
Canada	18%	23%	15%	20%	25%	32%	41%	18%
US	22%	28%	20%	26%	32%	29%	42%	11%
China	55%	55%	47%	32%	59%	21%	67%	3%
Japan	18%	19%	13%	9%	34%	7%	57%	10%
France	35%	35%	16%	25%	36%	14%	42%	23%
Germany	24%	41%	23%	18%	44%	23%	26%	19%
Italy	31%	44%	22%	13%	45%	13%	44%	16%
Russia	29%	42%	13%	27%	32%	28%	32%	22%
UK	22%	31%	17%	23%	40%	25%	47%	15%
Mexico	25%	25%	13%	21%	20%	32%	48%	11%

Source: The Conference Board Global Consumer Confidence Survey, in collaboration with Nielsen



Additional Resources

Global Consumer Confidence Index Q4 2019 Levels

	2019 Q4	2019 Q3	Point Change		2019 Q4	2019 Q3	Point Change
Global CCI	107	107	0	Europe	86	88	-2
Asia-Pacific	116	117	-1	Austria	99	102	-3
Australia	93	93	0	Belarus	71	71	0
China	112	114	-2	Belgium	96	93	3
Hong Kong	83	86	-3	Bulgaria	96	87	9
India	138	135	3	Croatia	79	76	3
Indonesia	123	123	0	Czech Republic	105	103	2
Japan	79	82	-3	Denmark	117	118	-1
Malaysia	107	109	-2	Estonia	85	92	-7
New Zealand	105	101	4	Finland	84	88	-4
Philippines	133	131	2	France	83	80	3
Singapore	89	89	0	Germany	102	104	-2
South Korea	54	53	1	Greece	84	84	0
Taiwan	90	84	6	Hungary	78	80	-2
Thailand	94	101	-7	Ireland	98	97	1
Vietnam	125	128	-3	Israel	101	99	2
Africa & The Middle East	100	97	3	Italy	70	71	-1
Egypt	89	90	-1	Kazakhstan	80	84	-4
Morocco	87	74	13	Latvia	81	87	-6
Pakistan	111	111	0	Lithuania	86	88	-2
Saudi Arabia	119	110	9	Netherlands	105	103	2
South Africa	87	88	-1	Norway	89	89	0
UAE	110	109	1	Poland	106	102	4
Latin America	91	92	-1	Portugal	94	94	0
Argentina	77	77	0	Romania	101	99	2
Brazil	97	95	2	Russia	68	73	-5
Chile	67	75	-8	Serbia	78	79	-1
Colombia	102	99	3	Slovakia	89	90	-1
Costa Rica	73	76	-3	Slovenia	84	91	-7
Mexico	90	98	-8	Spain	86	87	-1
Peru	97	92	5	Sweden	90	96	-6
Venezuela	75	75	0	Switzerland	99	98	1
North America	120	118	2	Turkey	95	98	-3
Canada	100	103	-3	UK	99	96	3
US	122	120	2	Ukraine	63	69	-6

Sources: The Conference Board, Nielsen



Global Consumer Confidence Index Q4 2019 Rankings

Consumer Market	Rank	2019 Q4	Consumer Market	Rank	2019 Q4	Consumer Market	Rank	2019 Q4
India	1	138	Switzerland	22	99	Lithuania	43	86
Philippines	2	133	Austria	23	99	Estonia	44	85
Vietnam	3	125	Ireland	24	98	Slovenia	45	84
Indonesia	4	123	Brazil	25	97	Finland	46	84
US	5	122	Peru	26	97	Greece	47	84
Saudi Arabia	6	119	Belgium	27	96	France	48	83
Denmark	7	117	Bulgaria	28	96	Hong Kong	49	83
China	8	112	Turkey	29	95	Latvia	50	81
Pakistan	9	111	Thailand	30	94	Kazakhstan	51	80
UAE	10	110	Portugal	31	94	Japan	52	79
Malaysia	11	107	Australia	32	93	Croatia	53	79
Poland	12	106	Sweden	33	90	Serbia	54	78
Netherlands	13	105	Mexico	34	90	Hungary	55	78
Czech Republic	14	105	Taiwan	35	90	Argentina	56	77
New Zealand	15	105	Norway	36	89	Venezuela	57	75
Germany	16	102	Singapore	37	89	Costa Rica	58	73
Colombia	17	102	Egypt	38	89	Belarus	59	71
Romania	18	101	Slovakia	39	89	Italy	60	70
Israel	19	101	South Africa	40	87	Russia	61	68
Canada	20	100	Morocco	41	87	Chile	62	67
UK	21	99	Spain	42	86	Ukraine	63	63
						South Korea	64	54

Sources: The Conference Board, Nielsen



More about The Conference Board® Global Consumer Confidence Index*

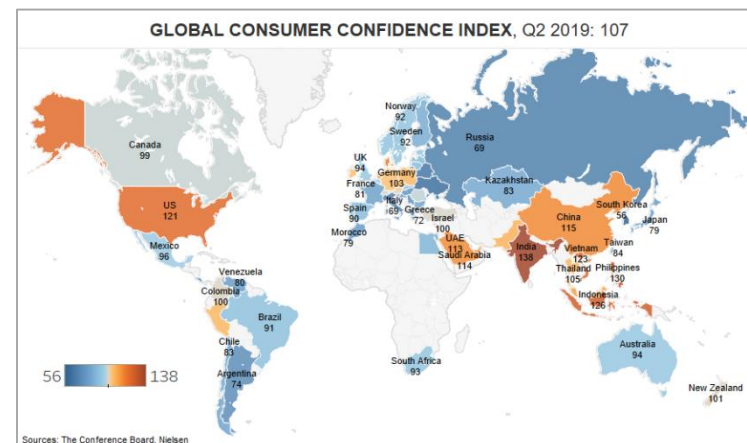
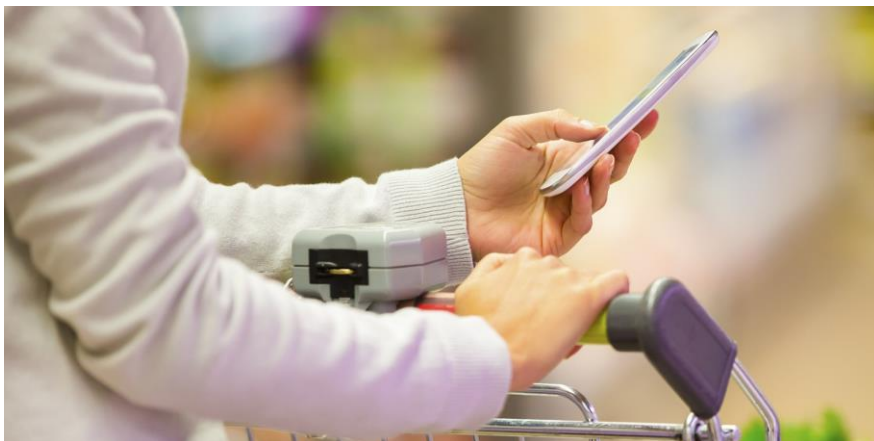
Global CCI webpage: <https://www.conference-board.org/data/bcicountry.cfm?cid=15>

Main report Q2-19: 30 July 2019

Special report on Asia-Pacific: 1 August 2019

Special report in Europe: 2 August 2019

Next release Q3-19: 9 October 2019





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