

Global Sector PMI

Beverages leads global growth rankings as consumer services rebound

- Sharp slowdown in growth of food output
- Business activity in media sector rebounds
- Metals & mining output continues to fall

Global sector PMI™ data from Markit showed consumer-facing services bucking a general trend of slower growth in April. Among the 21 sectors to record growth, 15 indicated weaker rates of expansion in April. **Beverages** firms registered the strongest rise in output of all sectors monitored. In contrast, **food** production rose at a significantly weaker rate than in March. The **insurance** and **telecoms** sectors both registered strong rates of growth in the latest period, while output in the **metals & mining** sector continued to fall.

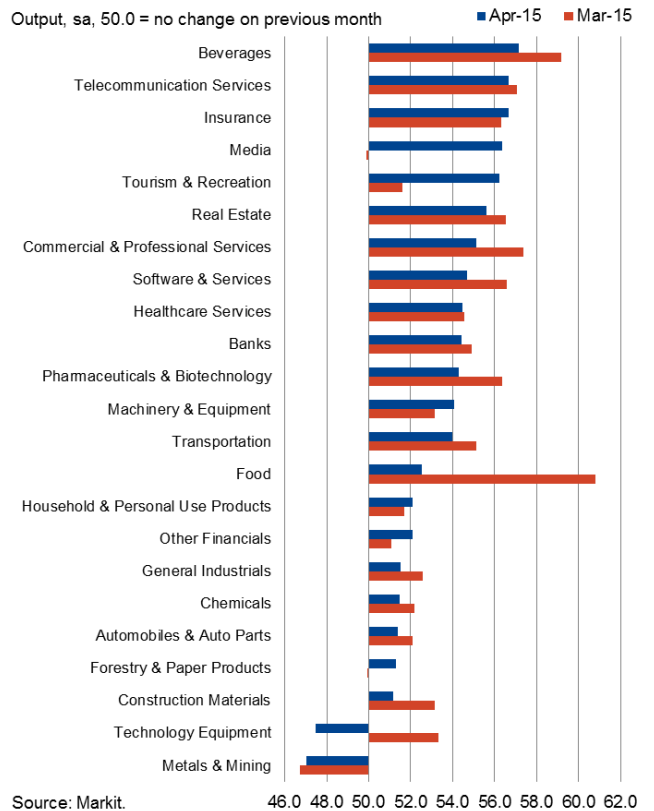
Food producers lose top spot but consumer services show strong growth

Having led the global sector rankings in February and March, global **food** producers registered a much slower rise in output in April, falling to fourteenth place in the table. Other sectors to drop down the rankings were **construction materials** and **technology equipment**, down eight and ten places since March respectively.

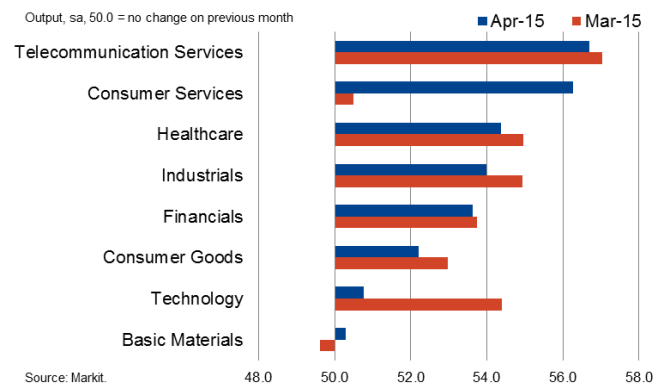
The biggest mover in the other direction was **media**, climbing 18 places in the growth table in April and ranked fourth overall with the sharpest rise in business activity since December 2013. Similarly, **tourism & recreation** gained 14 rankings since March, in fifth place overall with the fastest activity growth since August 2013.

The bottom-six sectors in April were all manufacturing-related. **Metals & mining** registered a third successive monthly drop in output, while **technology equipment** was the only other sector to post a decline. **Construction materials**, **forestry & paper products**, **automobiles & auto parts** and **chemicals** all registered modest rates of output growth in April.

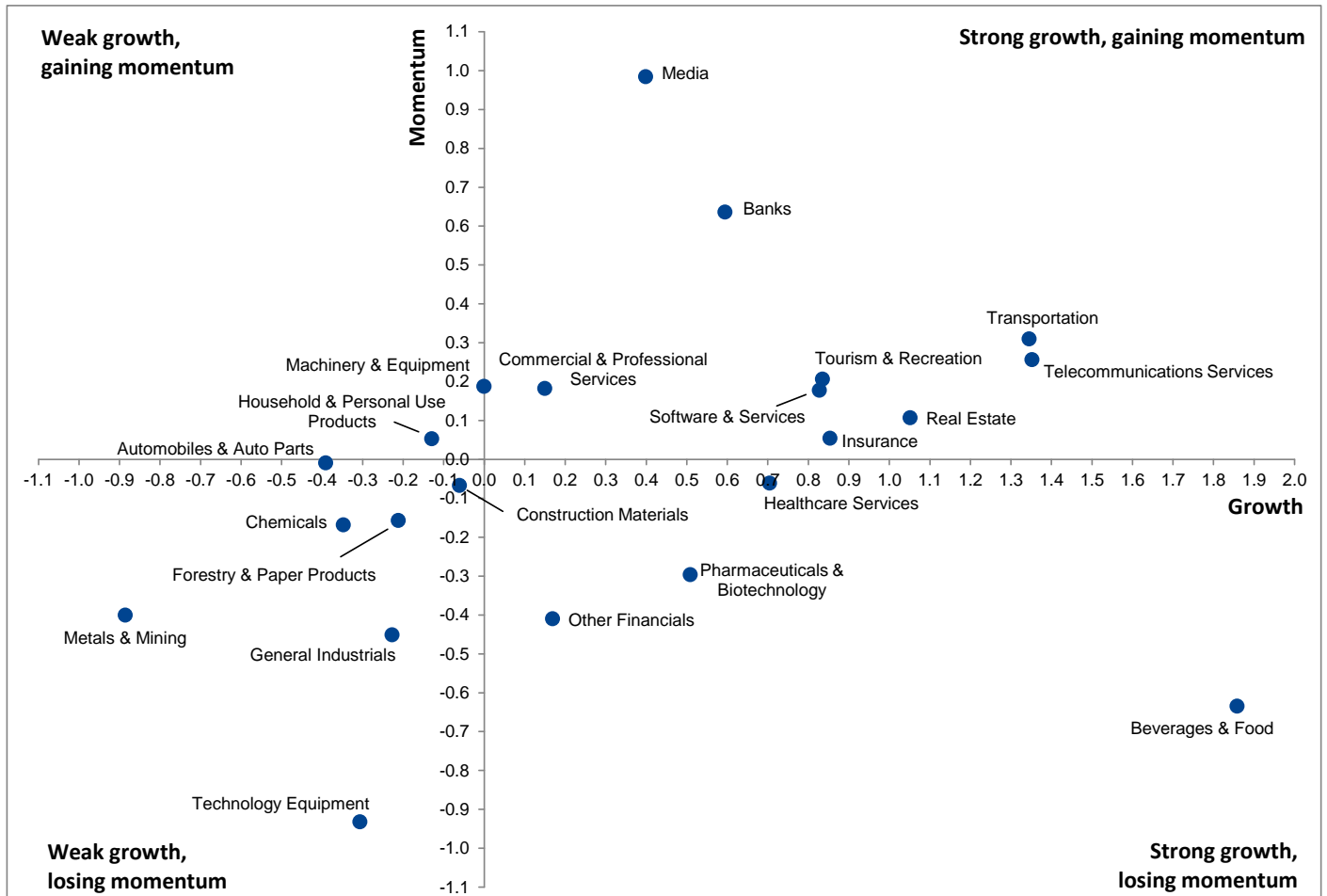
Global Sector PMI: detailed sectors



Global Sector PMI: sector groups



Relative growth and momentum by sector



Momentum and relative growth

Global Sector PMI data can be usefully analysed according to *momentum* and *relative growth*. *Momentum* is calculated as the difference between the average of the Business Activity Index’s *month-on-month movement* over the latest three-month period and the long-run average of its month-on-month movement (since October 2009), divided by the standard deviation from the mean. A *relative growth* score is the difference between the Business Activity Index’s average over the latest three-month period and its long-run average (since October 2009), divided by the standard deviation from the mean.

Among the 22 detailed sectors covered, 11 registered positive momentum in the latest three-month period. Moreover, nine of these sectors also achieved positive relative growth scores.

Media and **banks** registered the highest momentum scores in the latest period, while **beverages & food**,

telecommunication services and **transportation** posted the strongest relative growth scores.

Beverages & food, **healthcare services**, **pharmaceuticals & biotechnology** and **other financials** all showed strong relative growth in the three months to April, but were losing momentum.

The worst-performing sectors – those that had negative momentum *and* negative relative growth – were all manufacturing-related, notably those in the wider basic materials group. **Metals & mining** registered the lowest relative growth score of all sectors, while **technology equipment** lost the most momentum.

Notes on data

Markit Global Sector PMI data are derived from surveys of over 20,000 companies operating in 28 countries. The data are typically released on the fifth working day (UK) of each month at 0930 UK time.

The Global Sector PMI data provide corporate planners and decision makers, economic analysts, policy makers and investors with a powerful and unique database with which to monitor business cycles by industry. Sector trends over time can be tracked as well as relative performance between sectors, allowing identification of key growth industries and the drivers within them.

The data create powerful insights into sector profitability and provide tools for investment strategy and asset allocation. Corporate users are able to examine trends within industry sectors, to help industry forecasting and inventory planning.

The dataset provides monthly indicators of business trends across variables such as output, order books, prices, inventories and employment for eight major groups including: basic materials, consumer goods, consumer services, financials, healthcare, industrials, technology and telecommunication services; and a further 26 sectors and subsectors of those groups.

Detailed historical global sector data are available via a subscription from Markit, and datasets are also available for Europe. For further information please contact economics@markit.com.

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Global Sector PMI structure

Groups

- Sectors
- Subsectors

Basic Materials

- Chemicals
- Resources
 - Forestry & Paper Products
 - Metals & Mining

Consumer Goods

- Automobiles & Auto Parts
- Beverages & Food
 - Food
 - Beverages
- Household & Personal Use Products

Consumer Services

- Media
- Tourism & Recreation

Financials

- Banks
- Insurance
- Other Financials
- Real Estate

Healthcare

- Healthcare Services
- Pharmaceuticals & Biotechnology

Industrials

- Industrial Goods
 - Machinery & Equipment
 - Construction Materials
- Industrial Services
 - Commercial & Professional Services
 - General Industrials
- Transportation

Technology

- Technology Equipment
- Software & Services

Telecommunication Services