

Global Consumer Services PMI

Q3 marks best activity trend in four-year series history

- **Consumer services leads global sector growth rankings in Q3**
- **Growth rate slows in September, reflecting weaker expansion in tourism & recreation**

The global consumer services sector gained momentum in the third quarter, according to Markit Global Sector PMI data. Among eight major groups covered by the series, consumer services registered the joint-fastest activity growth in Q3 (on a par with financials), which was also the strongest in the four-year series history. This represented a turnaround from one year earlier, when the sector was contracting.

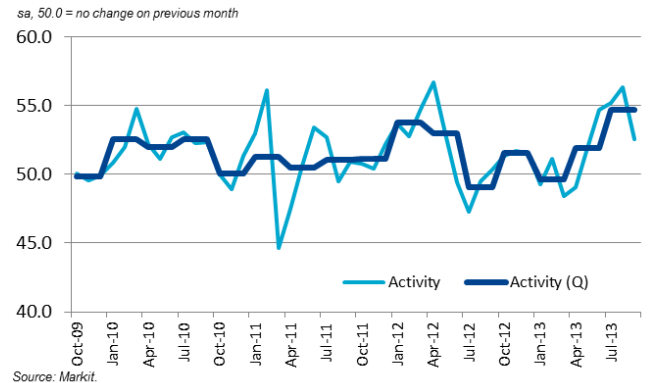
Markit consumer services PMI data are derived from a sample of around 1,200 companies in the media and tourism & recreation sectors. More specifically, these include firms engaged in advertising, marketing, broadcasting, entertainment production, publishing, hotels, tourism, catering, leisure and sports activities. The rates of expansion in business activity in both the media and tourism & recreation sectors reached record highs in Q3.

September data signalled a weaker rise in consumer services activity, reflecting a slower increase in **tourism & recreation**. But the expansion in new business remained sharp, suggesting that growth of total activity would pick-up in October. Tourism & recreation firms also increased workforces at the fastest rate in the four-year series history.

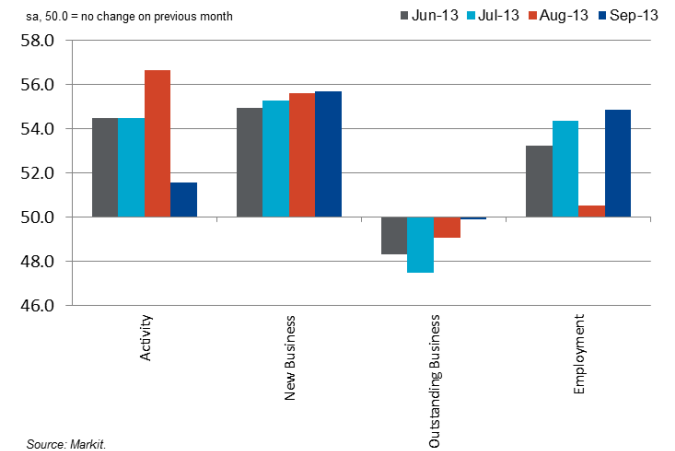
Media companies registered the strongest rise in activity in ten months in September, and the fastest rate of job creation in over two years. New business growth eased, but remained greater than the trend shown over the four-year series history.

Underpinning the improvement in consumer-facing sectors, manufacturers of **consumer goods** registered the fastest rate of expansion in 33 months during September. This reflected stronger growth of output in the **automobiles & auto parts** and **household & personal use goods** sectors.

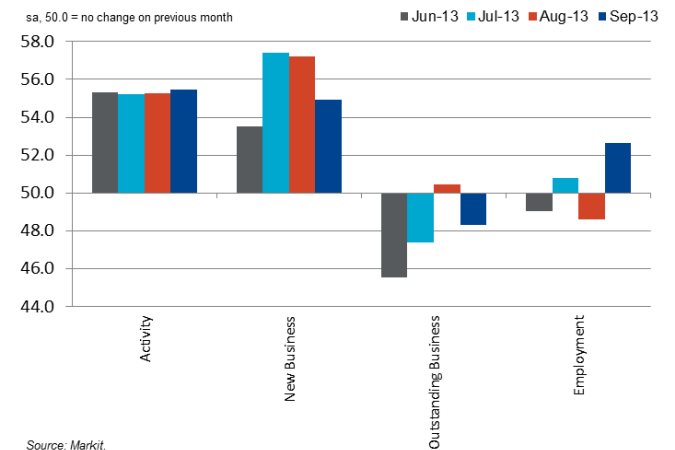
Global Consumer Services PMI



Global Tourism & Recreation PMI



Global Media PMI



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 insight 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.

Trevor Balchin**Senior Economist**

Markit

Tel: +44 1491 461065

Email: trevor.balchin@markit.com

Markit 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