

# Consumer Goods

## Consumer goods sector finishes a solid year in good health

- Strongest annual performance since 2010
- Growth in Q4 fastest for three years...
- ...and broad based by sub-sector

Worldwide **consumer goods** manufacturers enjoyed a relatively successful year in terms of output growth in 2013, according to Markit's global sector PMI data. It was the group's best annual performance since 2010, culminating in the fastest quarter of growth in three years. Compared with the other broad sector groups covered by PMI data, only **financials** expanded at a faster pace on average.

2013 saw uninterrupted growth in consumer goods production which, after hitting a low in May, gathered pace in the second half of the year. Latest data showed output levels rise solidly in December, albeit at a slightly slower rate compared with November's recent peak. Helping to lift production levels at year-end was a further increase in new business, the seventeenth in successive months.

Employment at consumer goods firms rose in all but one month (June) in 2013, although the rate of job creation was modest throughout. And with growth in new orders having strengthened to well outpace that of job creation at the back end of the year, businesses recorded rising backlogs of work in each of the past five months.

### Detailed sectors

Data showed that growth was broad based across consumer goods in 2013, with less than one point separating the average output index scores of the four most narrowly defined sectors that make up the group. The year's strongest overall performer, **food**, recorded an average of 53.7, only modestly better than the 52.8 observed for the group's "laggard", **household & personal use products**. That said, growth in food was muted in the context of global trends in the final quarter, with the sector ranked eighteenth out of the 23 most detailed sectors monitored by global sector data.

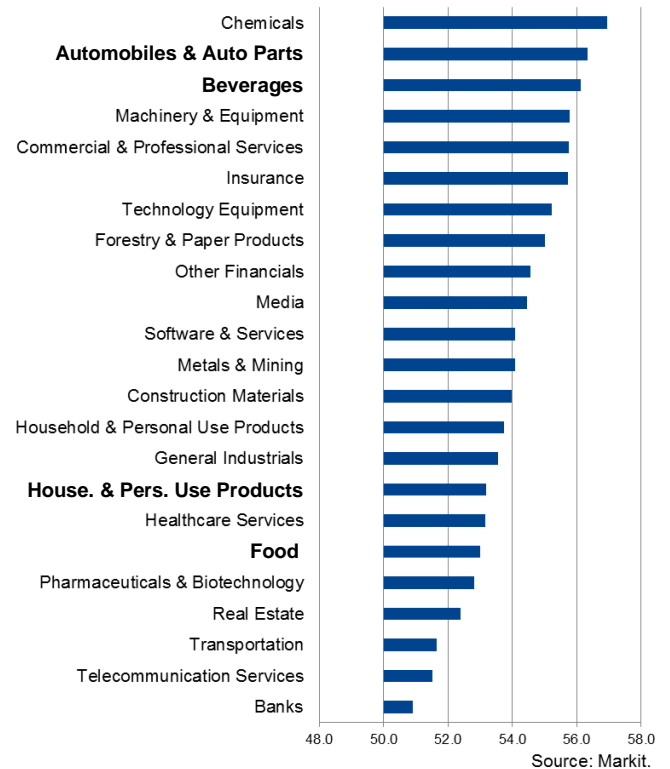
**Beverages** on the other hand showed a late flourish, posting the third-best performance in the three months

### Global Consumer Goods



### Global PMI: detailed sectors

Output / Business Activity Index, Q4 average



### Forthcoming sector commentary:

- 13 January: Technology

to December after a downturn earlier in the year. Just ahead in the Q4 PMI league table was the final consumer goods sector, **automobiles & auto parts**.

Global automobiles & auto parts manufacturers recorded a sixth straight monthly increase in output in December. After picking up in August, growth remained strong through to December. Coincidentally, this pattern was also observed for the sector at the [EU level](#).

## Notes on data

Markit Global Consumer Goods PMI data are derived from surveys of around 4,000 companies operating in the world's major advanced and emerging economies. 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](mailto: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

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