

# Global Consumer Services PMI

## Consumer services leads growth rankings in July

- **Consumer services posts steepest rise in activity of all eight main groups**
- **Series-record increase in jobs**
- **Input price inflation also at new record**

The global consumer services sector gained momentum in July, according to new PMI data from Markit. Among eight broad sectors covered, consumer services posted the fastest growth in activity in July.

The data are derived from Markit's national PMI surveys covering 28 major economies. The consumer services data are derived from a sample of around 1,200 companies.

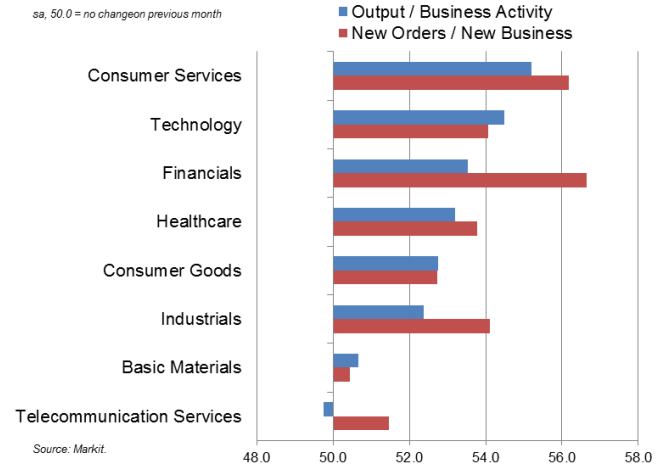
Consumer services **activity** rose for the third month running in July, and at the fastest pace since April 2012. Moreover, the volume of incoming **new business** expanded at the strongest pace since June 2011. The rate of new business growth was the second-fastest of all broad groups in July, behind financials.

Improving demand influenced firms' hiring decisions. **Employment** in the consumer services sector rose at the fastest rate since the global sector PMI series began in October 2009.

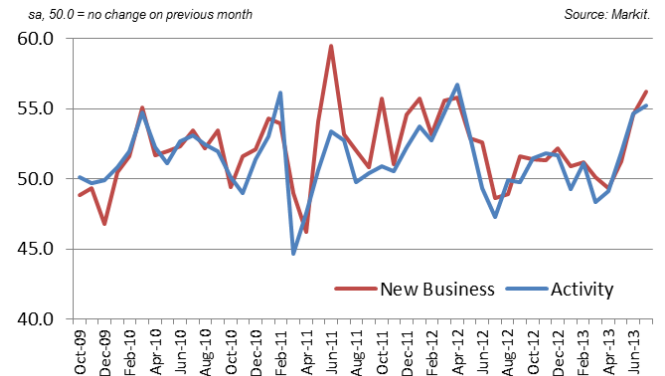
The rate of **input price** inflation was also at a series record level in July. This impacted on the **prices charged** by consumer services firms, which rose for the third month running.

The global consumer services sector is comprised of two sectors, namely **media** and **tourism & recreation** (retail is excluded as this sector is not covered by national services PMI surveys). July data showed sharper activity growth in both sectors, with media expanding slightly more strongly than tourism & recreation. New business at media firms rose at a near-record rate, while cost pressures were stronger at tourism & recreation companies.

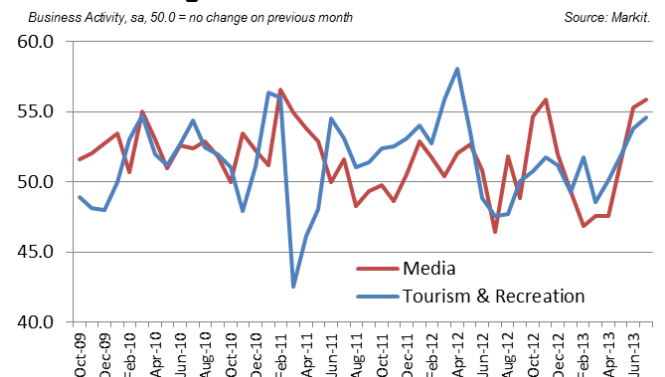
### Consumer services leads rankings



### Sharpest rise in activity for over a year



### Broad-based growth within consumer services



**Notes on data**

Markit Global Sector PMI data are derived from surveys of over 20,000 companies operating in 28 countries. The data are 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).

**Chris Williamson****Chief Economist**

Markit

Tel: +44 20 7260 2329

Email: [chris.williamson@markit.com](mailto:chris.williamson@markit.com)**Trevor Balchin****Senior Economist**

Markit

Tel: +44 1491 461065

Email: [trevor.balchin@markit.com](mailto: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**