

## News Release

DO NOT RELEASE UNTIL 8:00 AM ET, October 9, 2019

### **Global Consumer Confidence Unchanged in Q3; Index Remains at Historic High** *Despite Rising Anxieties, Global Consumers Remain Steadfast*

- Survey suggests a continued positive outlook for consumer spending over the next half year
- Euro Area confidence continues to remain steadfast: UK, Germany show slight improvement; Greece shows significant gain
- Asia-Pacific remains among the most confident globally, despite some softening in China, India
- More consumers globally express concerns about the economy, job security, global warming
- The number of markets that saw a decline in confidence levels rose to 33, up from 29 in Q2

**NEW YORK, NY, October 9, 2019...**The Conference Board® Global Consumer Confidence Index, conducted in collaboration with Nielsen, was unchanged in the third quarter of 2019 and remains at a high of 107 (a reading of 100 or above is considered positive). The index has been relatively flat in recent quarters, but hovering at historically high levels for about a year. While consumers are likely to sustain spending, going forward, rising concerns related to trade disputes and geopolitical uncertainties may create a more volatile scenario in which consumers will grow increasingly cautious regarding their spending.

“Despite the lack of momentum in overall consumer confidence, the results suggest a continued positive outlook for consumer spending over the next half year,” says Bart van Ark, Chief Economist of The Conference Board. “Confident consumers will continue to bolster the economy, providing a defense against slowing global GDP growth. However, the increase in the number of markets experiencing declining confidence and somewhat increased concerns about job prospects bears watching. A continuation of negative news about a possible escalation of geopolitical uncertainties could further increase anxieties about job security and erode confidence in the economy.”

Despite some softening in large markets – including China, the US, India and Indonesia – consumers across those major markets remain confident. Improvements occurred in Vietnam, Brazil, Canada, Germany, Japan and the United Kingdom. Greece experienced an exceptionally large increase (12 points), while Hong Kong and Peru had the largest declines (14 points each).

Overall, a declining number of markets are seeing further improvements in confidence (**see tables on page 4-5**). Out of 64 markets surveyed, 33 (15 emerging and 18 mature markets) saw a decline in consumer confidence in Q3. This is an increase from the prior quarter, when only 29 markets saw a decline (13 emerging and 16 mature markets).

## **Euro Area Confidence Remains Stable**

In the **Euro Area**, overall consumer confidence remained unchanged. While job prospects slightly weakened, more consumers think this is a good time to spend. Despite further declines in manufacturing activity and political uncertainties around Brexit, both Germany and the UK saw a modest improvement from the previous quarter. Greece experienced a large improvement of 12 points. However, the Euro Area average was held back by large declines in the Netherlands, Ireland and Spain. Beyond the Euro Area, confidence in the broader European region also showed robust gains in Ukraine and Russia.

Consumers in **Asia-Pacific** remain among the most confident globally, but differences across countries have increased. Consumers in the largest emerging markets (China, India and Indonesia) are very positive, despite experiencing some softening in confidence. Other markets, including South Korea, Thailand and Singapore, experienced declines in confidence levels. Hong Kong saw the largest decline across all regions, the result of political unrest in this market.

In **North America**, optimism about jobs declined modestly, but consumers are unlikely to curb spending. Canadian consumers have shown improvement in confidence, following a drop in the previous quarter. However, with moderate growth prospects and Canada's high exposure to political and trade risks, consumers are likely to remain vigilant about spending in the coming months.

## **Job Security, Economic Concerns Bear Close Watching; Global Warming Concerns on the Rise**

When asked specifically about their first and second biggest concerns, global consumers cited the economy and job security. Going forward, this growing economic anxiety could impact consumers' perceptions of whether it's a good time to spend.

At the same time, however, fewer consumers in North America, the Euro Area and the mature economies of Asia-Pacific have changed their spending or saving habits. Also, an increasing share of consumers in these regions are putting extra cash into stocks/mutual funds, which suggests some confidence that economic and financial conditions will not worsen dramatically.

In North America, Asia-Pacific and several European economies, there seems to be a gradually waning interest in spending disposable income on new clothing. Spending on new technology, however, recovered from its slight recent softness, particularly in Asia-Pacific and North America.

In addition to economic concerns, global warming has been a rising concern across the world over the past several quarters. The levels and increases are particularly notable in North America and the Euro Area.

## **Other Regional Highlights for the Third Quarter of 2019**

While confidence increased slightly in Latin America, divergences among countries in the region have also increased. With improved sentiments regarding job prospects and spending, Brazil, Mexico and Argentina experienced the largest increases in consumer confidence in the region, although confidence in Argentina remains very low. In contrast, Peru and Chile saw the second and third largest declines in consumer confidence globally. Peru is experiencing political

instability. In Chile, there are heightened concerns about rising unemployment, weakening consumer demand, and trade disruption in key commodities.

Confidence in Saudi Arabia and the United Arab Emirates (UAE) declined. Despite continued optimism about job prospects, consumers across all six markets surveyed in Africa & the Middle East cited job security as their top concern, which may spur more cautious spending decisions.

### **Index is Recent Addition to The Conference Board's Economic Indicators Program**

The Global Consumer Confidence Index is a recent addition to The Conference Board's portfolio of economic indicators, which includes the Consumer Confidence Index® for the US, The Conference Board Measure of CEO Confidence™, the Employment Trends Index™, The Conference Board Help Wanted OnLine® Index, and Leading Economic Indexes for 12 countries, the Euro Area and globally.

The Global Consumer Confidence Index, based on online responses from 32,000 consumers in 64 markets throughout Asia-Pacific, Europe, Latin America, the Middle East and Africa, and North America, was acquired from Nielsen, which first began the survey in 2005. Nielsen, a leading global provider of information and analytics around what consumers buy and watch, continues to collaborate with The Conference Board on conducting the global survey.

The series for the world, the 64 markets covered and regional aggregates as well as information on several components of the index, including job prospects, personal finances and spending intentions, are released on a timely basis in summary format to the public during the first two weeks of each quarter. Detailed data series are made available on a complimentary basis to members of The Conference Board.

Source: October 2019 *Global Consumer Confidence Survey*  
The Conference Board / Release #6125

### **About The Conference Board® Global Consumer Confidence Survey**

The Conference Board publishes the quarterly Global Consumer Confidence Index at 8:00 AM ET. The Global Consumer Confidence Index Highlights, full report and technical notes to this series are available on The Conference Board [website](#).

### **About The Conference Board**

The Conference Board is the member-driven think tank that delivers trusted insights for what's ahead. Founded in 1916, we are a non-partisan, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States.

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### **About Nielsen**

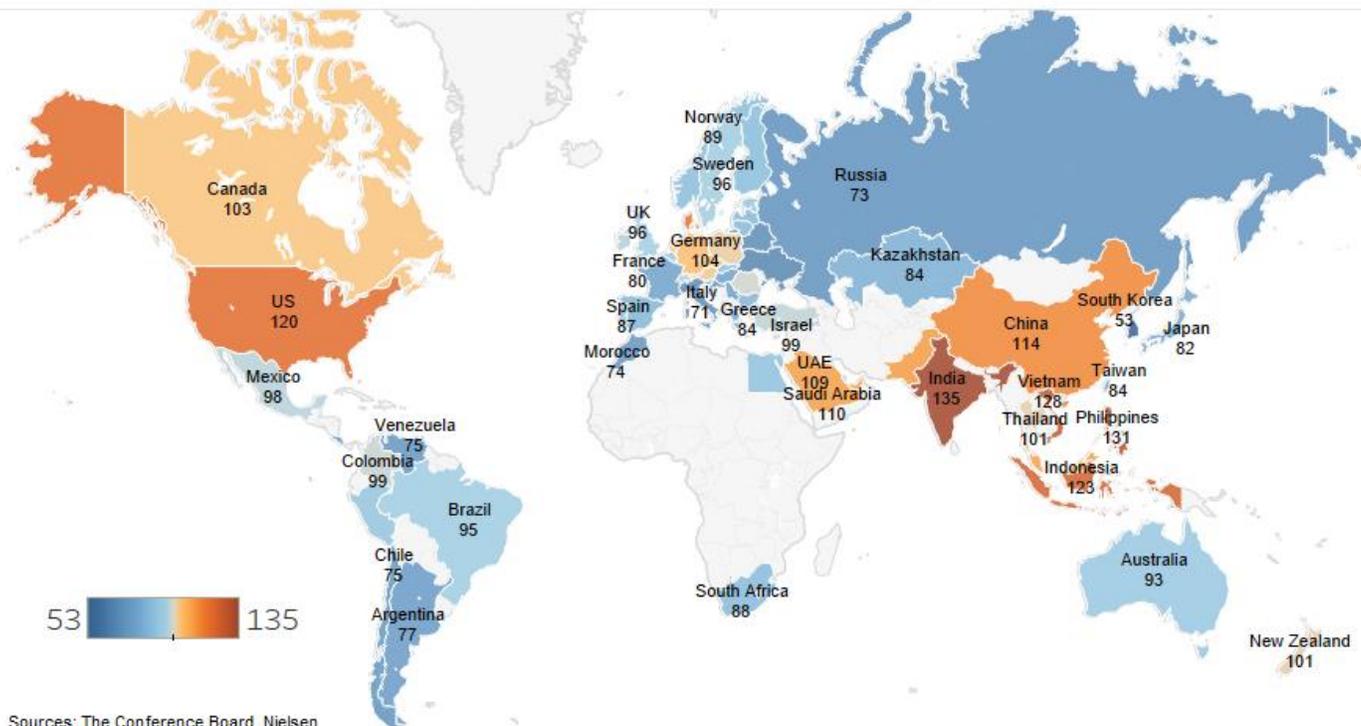
Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90 percent of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

Further information:

Carol Courter (212) 339-0232 / [courter@conference-board.org](mailto:courter@conference-board.org)

Joseph DiBlasi (781) 308-7935 / [joseph.diblasia@conference-board.org](mailto:joseph.diblasia@conference-board.org)

## GLOBAL CONSUMER CONFIDENCE INDEX, Q3 2019: 107



Sources: The Conference Board, Nielsen

### After taking care of essential living expenses, what do consumers spend their extra cash on?

Q3 2019 results*	Global	North America	Asia-Pacific	Europe	Euro Area	Latin America	Africa & The Middle East
Putting into savings	51%	43%	63%	39%	40%	31%	37%
Holidays/vacations	42	30	51	38	41	24	22
New clothes	37	24	43	37	40	29	26
Out-of-home entertainment	33	21	38	29	31	32	21
New technology products	29	17	39	18	19	19	16
Investing in shares of stock/mutual funds	27	17	41	9	10	12	11
Quarter-over-quarter change	Global	North America	Asia-Pacific	Europe	Euro Area	Latin America	Africa & The Middle East
Putting into savings	0	-1%	1%	0	0	-2%	0
Holidays/vacations	0	1	0	0	-1%	-1	-1%
New clothes	-2%	-1	-3	0	1	-2	-2
Out-of-home entertainment	1	1	1	0	1	-1	0
New technology products	1	1	2	0	0	0	-1
Investing in shares of stock/mutual funds	1	5	1	1%	1	0	-1

\* Multiple responses permitted

## Global Consumer Confidence Index by Region and Market

	2019 Q3	2019 Q2	Point change
<b>Global Consumer Confidence Index</b>	107	107	0
<b>Asia-Pacific</b>	117	117	0
Australia	93	94	-1
China	114	115	-1
Hong Kong	86	100	-14
India	135	138	-3
Indonesia	123	126	-3
Japan	82	79	3
Malaysia	109	110	-1
New Zealand	101	101	0
Philippines	131	130	1
Singapore	89	92	-3
South Korea	53	56	-3
Taiwan	84	84	0
Thailand	101	105	-4
Vietnam	128	123	5
<b>Africa &amp; The Middle East</b>	97	97	0
Egypt	90	87	3
Morocco	74	79	-5
Pakistan	111	107	4
Saudi Arabia	110	114	-4
South Africa	88	93	-5
UAE	109	113	-4
<b>Latin America</b>	92	91	1
Argentina	77	74	3
Brazil	95	91	4
Chile	75	83	-8
Colombia	99	100	-1
Costa Rica	76	75	1
Mexico	98	96	2
Peru	92	106	-14
Venezuela	75	80	-5
<b>North America</b>	118	119	-1
Canada	103	99	4
US	120	121	-1

	2019 Q3	2019 Q2	Point change
<b>Europe</b>	88	87	1
<b>Euro Area 16*</b>	89	89	0
Austria	102	101	1
Belarus	71	66	5
Belgium	93	96	-3
Bulgaria	87	83	4
Croatia	76	77	-1
Czech Republic	103	107	-4
Denmark	118	117	1
Estonia	92	92	0
Finland	88	85	3
France	80	81	-1
Germany	104	103	1
Greece	84	72	12
Hungary	80	77	3
Ireland	97	104	-7
Israel	99	100	-1
Italy	71	69	2
Kazakhstan	84	83	1
Latvia	87	89	-2
Lithuania	88	90	-2
Netherlands	103	110	-7
Norway	89	92	-3
Poland	102	106	-4
Portugal	94	94	0
Romania	99	98	1
Russia	73	69	4
Serbia	79	75	4
Slovakia	90	92	-2
Slovenia	91	84	7
Spain	87	90	-3
Sweden	96	92	4
Switzerland	98	99	-1
Turkey	98	100	-2
UK	96	94	2
Ukraine	69	63	6

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

Note: The quarterly US data shown here are based on *The Conference Board*'s Global Consumer Confidence Survey and are included to enable country/regional comparisons. These data and methodology differ from the Consumer Confidence Survey<sup>®</sup> and Consumer Confidence Index<sup>®</sup> which are published monthly by The Conference Board. For more information, see: <https://www.conference-board.org/data/consumerconfidence.cfm>

Note: The quarterly data for Canada shown here are based on The Conference Board's Global Consumer Confidence Survey and are included to enable country/regional comparisons. These data and methodology differ from the Index of Consumer Confidence, which are published monthly by The Conference Board of Canada. For more information, see: [https://www.conferenceboard.ca/topics/economics/Consumer\\_confidence.aspx](https://www.conferenceboard.ca/topics/economics/Consumer_confidence.aspx)