

Global Market Outlook

In-brief

Shifting winds

Uncertainty is on the rise. While we expect a soft landing in the US economy, focus on the US election is increasing and the geopolitical situation remains fragile. The good news is the Fed looks set to cut interest rates.

The rebound in global equities has discounted a lot of the positives. We expect bouts of volatility in the coming months. We are moving to a Neutral allocation for global equities, albeit with a continued preference for US equities within that.

The global monetary policy easing cycle is likely to reduce returns on cash. We would look at any yield surges towards 4% in US government bonds as an opportunity to add to high quality bonds. EM USD government bonds still preferred. Gold likely to be a beneficiary of lower interest rates and heightened uncertainty.

Important disclosures can be found in the Disclosures Appendix.

This contains the highlights of our Global Market Outlook – September 2024 views. Please contact us for the full Global Market Outlook – September 2024 which contains our detailed macroeconomic and asset class views.

Investment strategy and key themes

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Our top preferences

Foundation Allocations

- OW gold, N equities/bonds
- *In equities:* OW US
- *In bonds:* OW EM USD bonds

Opportunistic Allocations

Equity BUY ideas

- *US technology, comm. services, healthcare sectors, large banks*
- *India large cap equities*
- *China non-financial divi SOEs*
- *Japanese banks*
- *Europe healthcare*

Bond BUY ideas

- *Europe govt. bonds (FX-hedged)*
- *INR local currency bonds*
- *US Agency MBS*
- *China USD bonds*
- *20-year US government bond*
- *Global convertible bonds*

FX views

- *Modestly weaker USD*

Shifting winds

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- The rebound in global equities has discounted a lot of the positives. We expect bouts of volatility in the coming months. We are moving to a Neutral allocation for global equities, albeit with a continued preference for US equities within that.
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Sailing with the wind

Our 2024 theme was 'Sailing with the Wind'. We argued slowing growth and falling inflation would allow the Fed to cut interest rates, supporting both bonds and equities. After equity markets' challenging start to August, the past few weeks have epitomised this, with a weaker labour market cementing expectations for the Fed to start cutting interest rates. This has brought bond yields markedly lower, supported equity markets and pushed gold prices to all-time highs.

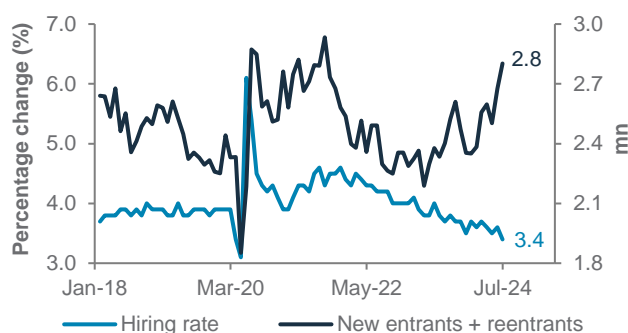
Winds may be shifting

Two key uncertainties are facing markets in the remainder of 2024. First, will the US be able to pull off a soft landing? Second, what are the implications of the US election for markets?

On the former, we have seen another of our recession triggers, focused on the labour market, breached in the past month. Despite this, we maintain our central scenario for a US soft landing and only a 20% probability of a US recession in the next 12 months. Why is this? First, we all still have the scars from pre-emptively calling for a recession in 2022/3 based on indicators that had historically quite good hit rates (as high as 100%) when it came to forecasting a recession.

Fig. 1 US unemployment rises due to rising labour supply (good for equities) and falling demand (bad)

US hiring rate and flow of new entrants and re-entrants into the labour market



Source: Bloomberg, Standard Chartered

Second, the weakness in the labour market is not just all about falling demand – there has also been rising supply in the form of increased immigration. Falling demand is bad as it suggests the economy is weakening and business leaders are getting more cautious. However, increasing labour supply is great for the economy as it increases the pace at which the economy can grow without generating inflationary pressures.

On balance, we see increased labour supply, together with easing financial conditions as central banks ease policy, allowing the economy to experience a soft landing.

Neutral allocation to global equities

Despite this, we are downgrading equities to a Neutral (core holding) allocation this month. Markets appear to be priced for a soft landing and cash holdings remain relatively low, even though global investors seem to have raised cash holdings slightly. This suggests possible further bouts of volatility.

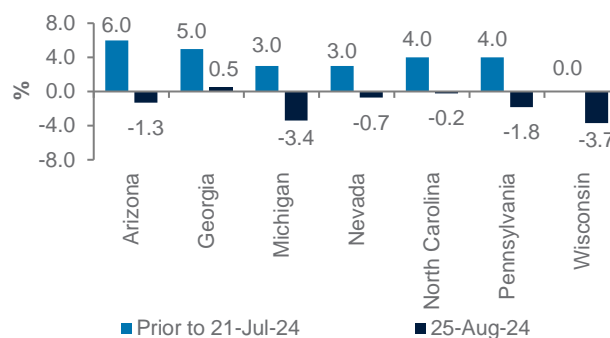
We believe the US election is a potential source of volatility. Harris' entry has made the race a lot tighter. This increases the chances of a Democratic presidential victory, but also reduces the likelihood of a Republican clean sweep. As we argued last month, a Trump victory with a split Congress would likely be the most challenging backdrop for equity markets as you get the negative impact from aggressive trade policies without the positives from lower tax rates. If this scenario comes back into play, it could raise market concerns.

Meanwhile, geopolitics could also escalate in the short term. The recent sustained Ukrainian incursions into Russia could raise concerns about a step-change in Russia's response. Elsewhere, the risk of an escalation in the Middle East conflict could place further upward pressure on oil prices, potentially threatening the soft-landing scenario.

Within equities, we continue to have a preference for US equities. The outlook for a soft landing and lower interest rates should support US equities, especially the growth areas of the market. Earnings growth estimates are also supportive and, in the event of a harder than expected economic landing, the US is likely to outperform (although valuations may limit the size of outperformance in this scenario).

Fig. 2 Harris makes significant poll gains, including in the key swing states, but the hard work starts now

Trump's lead in swing states versus Biden (before he exited the race) and Harris (latest)



Source: Bloomberg, Standard Chartered

Bond yields have peaked

Despite potential bumps along the ways, especially if oil prices surge further, we believe the outlook for weaker growth and falling inflation will mean that bond yields have peaked. We would look for any jump in US government bond yields towards 4% as an opportunity to add exposure to bonds and lengthen the maturity profile of bond portfolios.

Within bonds, we remain overweight Emerging Market USD government bonds, which have higher sensitivity to changes in yields, and spreads relative to history are wider than elsewhere in the credit space. Falling yields and interest rates should help support the performance of income investments relative to cash. In our multi-asset income allocation, we have reduced our floating rate and sub-financials exposure and added to Developed Market High Yield bonds.

Gold the outperformer

We are upgrading gold to an overweight allocation. Gold has performed quite well this year. However, we believe its role as a portfolio diversifier will be increasingly important during the expected bouts of equity market volatility. The outlook for lower US interest rates, a still-weak US dollar and strong central bank demand are also likely supportive factors.

Opportunistic ideas

We are adding 4 opportunistic buy ideas this month. In the fixed income space, we are adding a long 20-year US government bond idea to take advantage of a kink in the yield curve, whereby the 20-year bond offers significantly more value than the 10-year bond. We are also adding a global convertible bond buy idea. This asset class still offers reasonable value and usually performs well after the first US rate cut when the economy experiences a soft landing. We are also seeing signs that asset class outflows are easing.

On the equity side, we are proposing US and Europe healthcare buy ideas. The sector generally has more stable earnings. In an environment where we expect increased equity market volatility, we see this as a valuable attribute.

Foundation asset allocation models

The Foundation and Foundation+ models are allocations that you can use as the starting point for building a diversified investment portfolio. The Foundation model showcases a set of allocations focusing on traditional asset classes that are accessible to most investors, while the Foundation+ model includes allocations to private assets that may be accessible to investors in some jurisdictions, but not others.

Fig. 3 Foundation asset allocation for a moderately aggressive risk profile

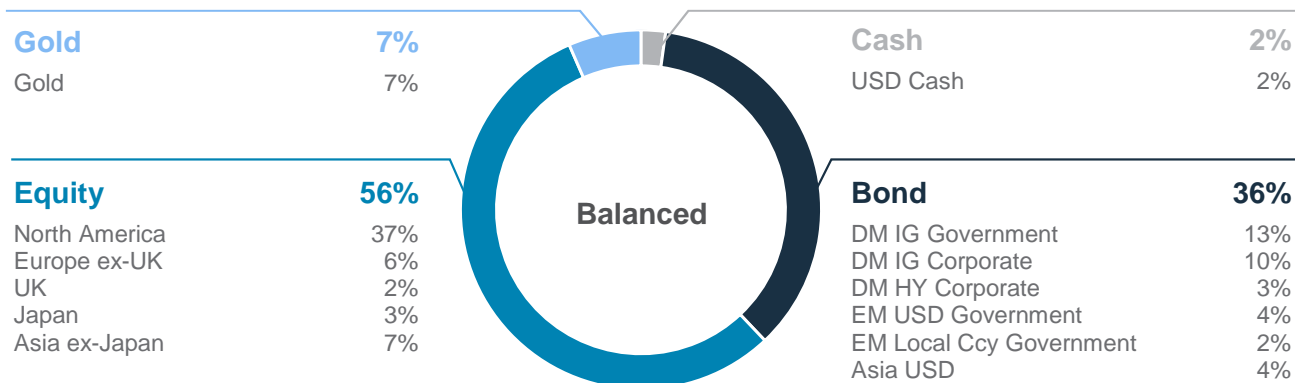


Fig. 4 Foundation+ asset allocation for a moderately aggressive risk profile

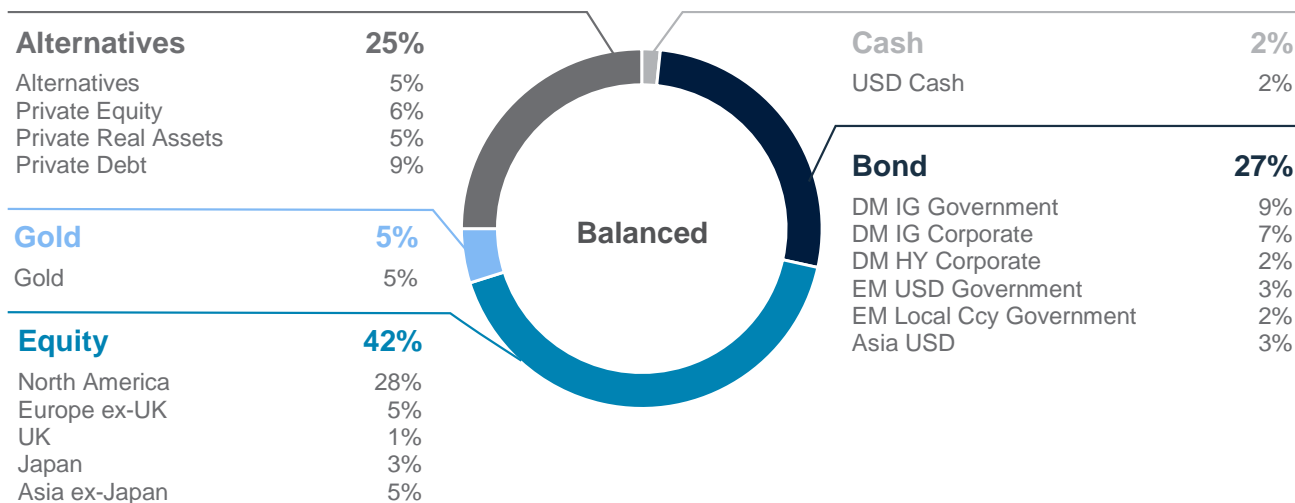
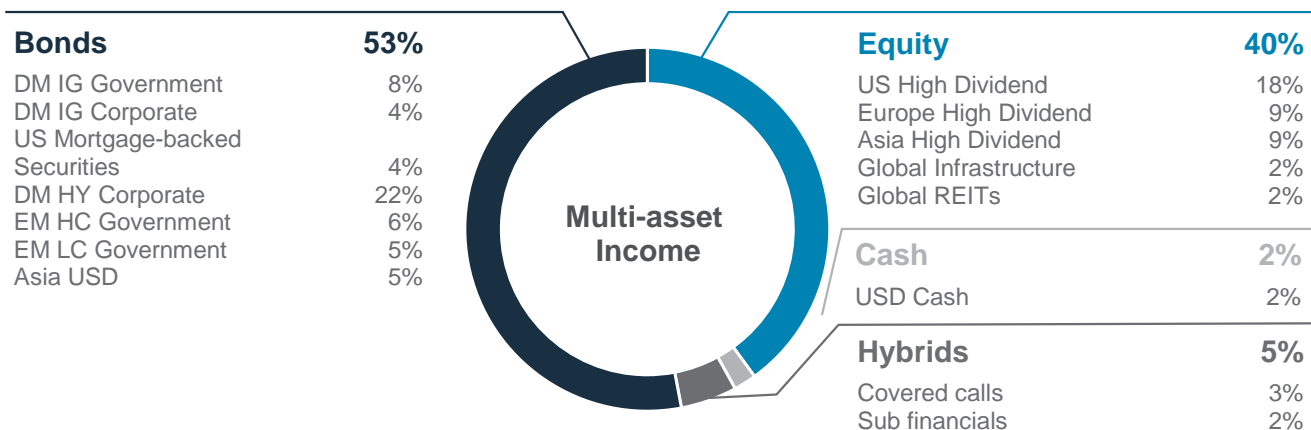


Fig. 5 Multi-asset income allocation for a moderate risk profile



Source: Standard Chartered

Managing your wealth through the decades Today, Tomorrow and Forever

SC Wealth Select

Time is your most precious commodity – be sure to spend it wisely

Time is valuable. The days may seem long, but the years are short. So, spend your time wisely. Whether you're setting out on your investment journey, navigating the intricacies of mid-life wealth planning, or fortifying assets for the golden years, invest time today to ensure your wealth strategy is aligned to what's right for you – Today, Tomorrow and Forever.

As we bid farewell to the first half of the year, setting aside the time now will pay dividends in the future. Markets have rallied. Your portfolio's current asset allocation may no longer be optimally positioned to maximise the opportunities ahead. Ask yourself the following. Am I holding too much cash? Am I sufficiently allocating to growth assets for the long term? Is my portfolio diversified? Am I capturing the best opportunities? And most importantly, is my wealth working hard for me, so I don't have to?

Use our SC Wealth Select framework and specialists to help guide you through this process.

Purpose

Today,
Tomorrow,
Forever

Our approach to wealth management is built on your vision of Today, Tomorrow and Forever for yourself, your family and beyond. As you move through life, your needs, life goals and preferences change. However, at every stage, clearly defined goals help to anchor your investment decisions.

Using a 'Today, Tomorrow and Forever' approach, we distinguish your wealth assets intended to be used in the near term (Today) from your wealth assets that are to be used over decades (Tomorrow and Forever). This allows your portfolio to be segmented into different strategies that can help you meet your short- and long-term goals.

'Today, Tomorrow and Forever' planning is unique to you. Our specialist's partner with you to build well-diversified, long-term Foundation portfolios, aligned to your Today, Tomorrow, Forever needs. Opportunistic ideas are added to capture short term opportunities, as well as sufficient protection included to address you and your family's objectives.

Today, Tomorrow, Forever Approach

Planning for Today

Requires ensuring liquidity and income flows take centre stage.

Securing Tomorrow

Entails a well-diversified investment and protection portfolio with a focus on growth, while ensuring inflation is accounted for and risks are mitigated.

Building for Forever

Involves greater focus on long-term returns given the time horizon of your portfolio can be measured in decades, and might also include business interests, real estate, collectibles, or charitable funds.

Principles

that stand the test of time

Adhering to time-tested Principles, to ensure your investment decisions remain robust and consistently applied, is paramount to your success Today, Tomorrow and Forever. We use five Wealth Principles to guide and guardrail your wealth decisions.



Discipline – Ensure consistency and prudence over your emotions

- Reacting to emotions such as optimism and fear can lead to poor investment decisions at the worst times
- Have a plan and stick to it – this helps you to stay focused on the bigger picture



Diversification – Simply put, don't put all your eggs in one basket

- Reduce risk by holding a variety of financial assets. Multi-asset diversification in your Foundation portfolio is important
- As a guide, make sure your portfolio contains a variety of asset classes and investments that have low correlation with one another



Time in the Market – A more robust strategy than timing the market

- Predicting market sell-offs is challenging, and timing your exit and re-entry is difficult

- Missing out on the best performing days of a market can have a significantly detrimental impact on your portfolio
- 'Time in the market' and buying the market with a longer-term view provide more consistent returns that can ride out bumps along the way



Risk and Return – Make sure the risk is worth the return

- To achieve higher investment returns, you will likely have to accept a greater level of risk in your portfolio
- Therefore, it's important to understand the risks and manage these on an ongoing basis



Protection – Don't let the unexpected catch you unprepared

- Even though you may feel healthy, or financially stable now, protection offers the ability to overcome times of financial uncertainty and mitigate the long-term impact of unforeseen events on your wealth
- A good protection plan not only safeguards your wealth today, but also considers the value of your future earnings over your lifetime, in today's terms

Process

Following a holistic approach to managing your wealth

We follow a rigorous process to ensure your needs and objectives are well-understood, and your portfolio is aligned and managed to deliver on these objectives.

However, markets constantly evolve and your needs change. Hence, we encourage you to undertake regular portfolio reviews to ensure your portfolio remains aligned to your Today, Tomorrow and Forever objectives. This proactive approach includes strategic rebalancing based on insights from our Chief Investment Office.

Learn more

Scan the QR code below to learn more about our SC Wealth Select approach to growing, managing and protecting your wealth.



The five-step process



Please be sure to reach out to your Relationship Manager today to arrange a portfolio review.

Explanatory notes

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