

Emerging Insight

Mexico: Consumption is outpacing GDP

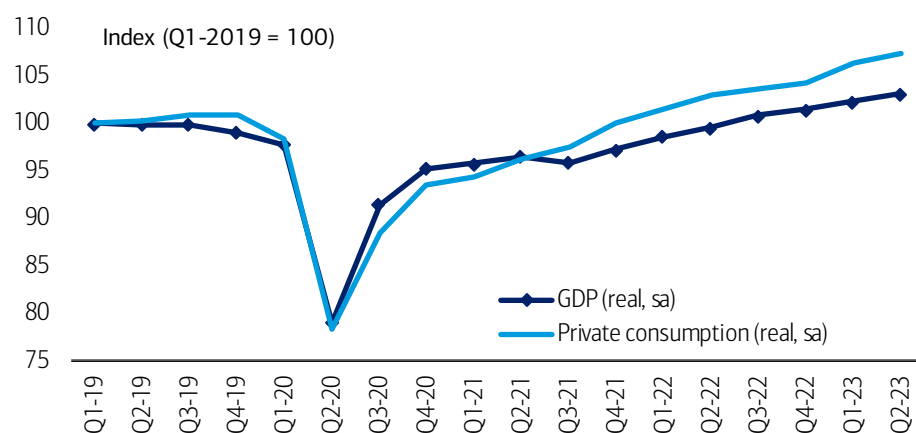
Key takeaways

- Private consumption has grown almost twice as much as GDP since 2021: consumption 14% versus GDP 8%, in real terms.
- Consumption determinants remain strong: wage mass 10% yoy (real), credit for consumption 13% yoy (real), remittances 8% yoy.
- Consumption is likely to outpace GDP again in 2024. This should continue to pressure domestic inflation and interest rates.

By Carlos Capistran

Chart of the day: Real GDP and real private consumption in Mexico

Private consumption has outpaced GDP since 2021



Source: BofA Global Research, INEGI

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Mexico: Consumption is outpacing GDP

Private consumption has grown 14% in real terms since 1Q 2021. In the same period GDP grew 8% (see the [Chart of the day](#)). Most consumption determinants remain robust, pointing to further consumption strength ahead: (1) the real wage mass is growing 10% yoy, as formal (base) real wages are growing 6.1% yoy and formal job employment is growing 3.4% yoy (Social Security Institute data); (2) credit for consumption is growing 13.7% yoy in real terms; (3) remittances are increasing 8% yoy in dollar terms (although they are falling in pesos); and (4) consumer confidence rose at the margin in October. We expect both GDP and consumption to decelerate in 2024, but we expect consumption to continue outpacing GDP, continuing to pressure prices.

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GEM Fixed Income Strategy &
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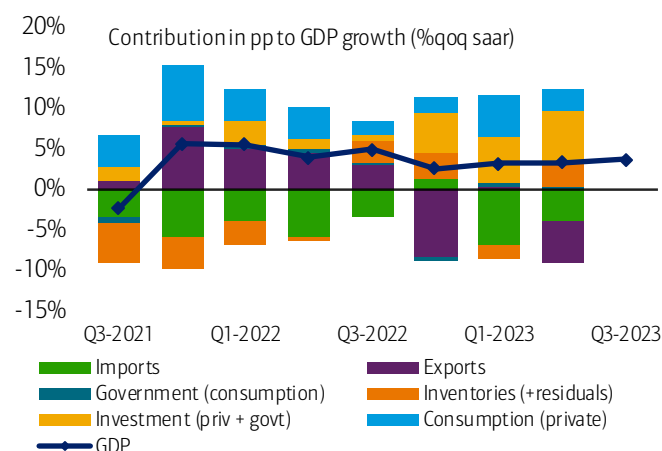
Consumption is outpacing GDP

Consumption has grown almost twice as much as GDP

GDP has been growing above trend since the end of 2021. Average growth since 1Q 2022 to 3Q 2023 has been 3.9%, above average growth in the last three decades (2.5%). Growth in part has been a rebound from the pandemic, but these are very good rates of growth nonetheless. And one GDP component that has had an important contribution is private consumption (Exhibit 1). Consumption has recovered strongly since the pandemic (Exhibit 2). The last available data (August) shows 4.2% yoy growth in real terms.

Exhibit 1: GDP contributions

Consumption has been one important contributor to GDP growth

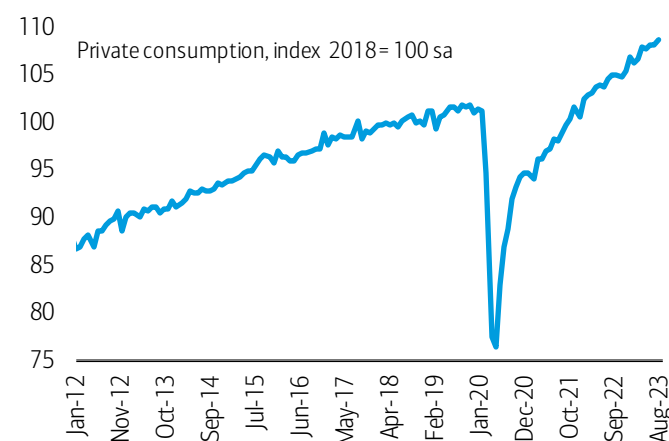


Source: BofA Global Research, INEGI

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Exhibit 2: Private consumption index

Consumption is growing more strongly than pre-pandemic



Source: BofA Global Research, INEGI

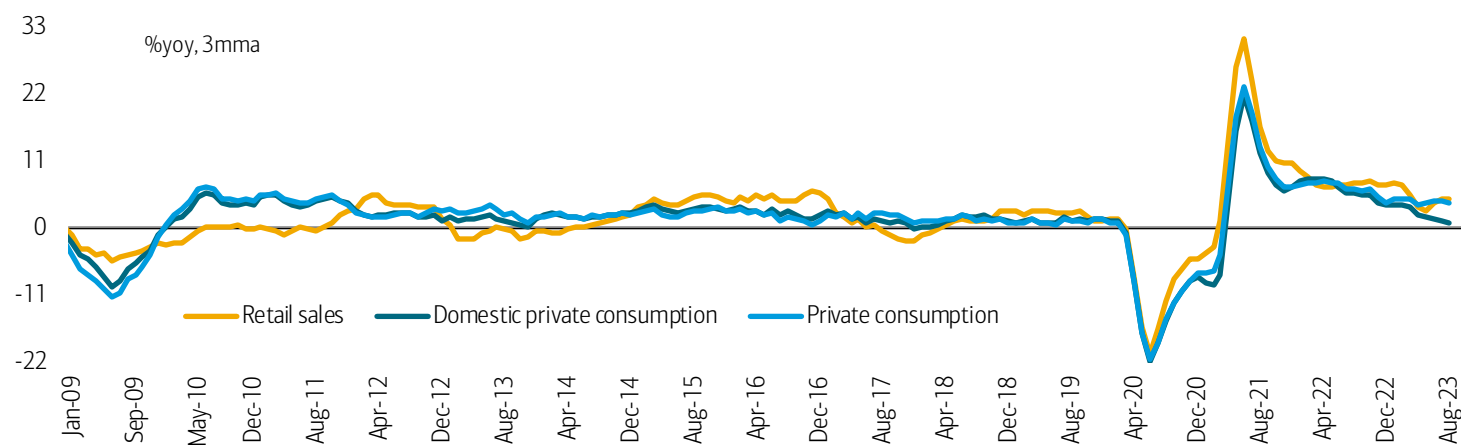
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Consumption still going strong, mostly

Private consumption and retail sales continue to be strong in Mexico. Private consumption grew 4.1% yoy in real terms in August, while retail sales grew 4.7% yoy in real terms in August (Exhibit 3, using 3mma). However, domestic private consumption has decelerated (0.9% yoy in real terms, 3mma), which means that consumption of imported goods has been strong, most likely driven by the real appreciation of the peso in recent quarters. That could also explain in part the difference in growth rates between consumption and GDP using national accounts. It also highlights that there could be downside risks to consumption in the coming months.

Exhibit 3: Private consumption indicators

Consumption has decelerated but in general continues to grow at above-trend rates.



Source: BofA Global Research, INEGI

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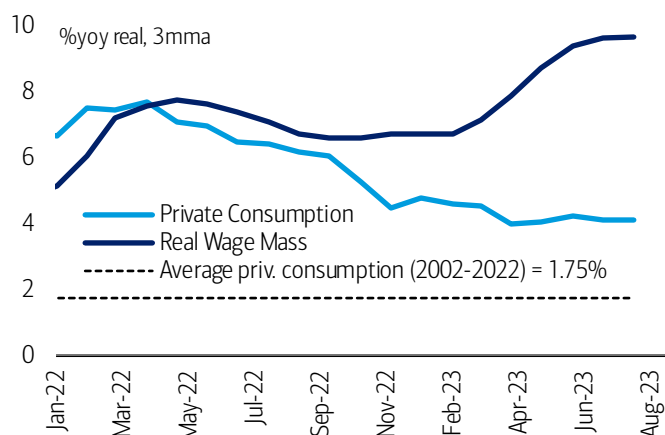
Consumption determinants remain strong

Real wage mass growth is the highest in decades

The real wage mass is growing almost 10% yoy in real terms, well above consumption, which indicates that there is support for consumption to continue for some time in Mexico (Exhibit 4). Looking at the determinants of real wage mass, we note that base real salary keeps growing, in part based on AMLO increasing the minimum wage well above inflation for many years now. Employment also remains strong. Formal employment is increasing 3.6% yoy, according to the Social Security Institute (IMSS) (Exhibit 5).

Exhibit 4: Real wage mass and private consumption comparison

Real wages have surged throughout 2023

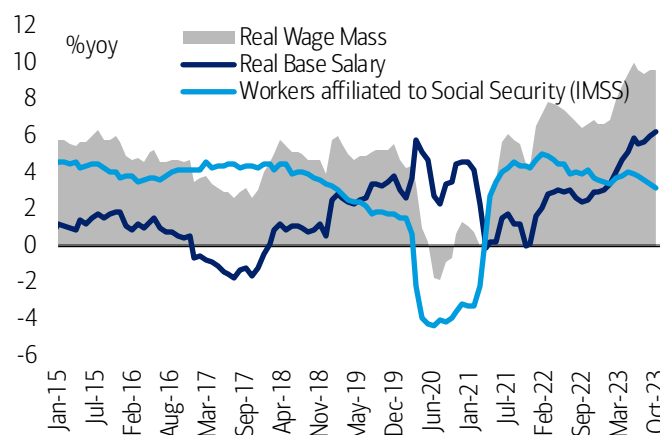


Source: BofA Global Research, INEGI, IMSS

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Exhibit 5: Real wage mass

The increase in real wage mass has been stronger than before the pandemic



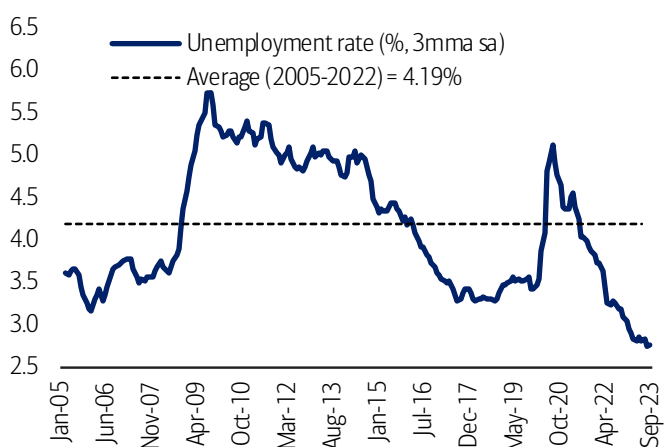
Source: BofA Global Research, IMSS

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The unemployment rate is at its lowest level ever, which means that the impulse from the labor market to consumption is from not only the formal sector but also the informal sector, which has a tight labor market (Exhibit 6). Other measures of wages also show that real wage growth is supporting the real wage mass (Exhibit 7).

Exhibit 6: Unemployment rate

Unemployment is in all-time low at 2.7%, 3mma seasonally adjusted (sa)

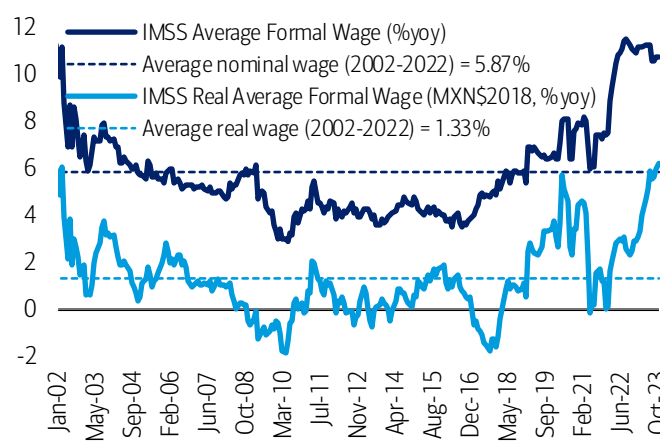


Source: BofA Global Research, INEGI

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Exhibit 7: Nominal and real formal wages' growth

Both metrics are way above their historical growth averages



Source: BofA Global Research, IMSS

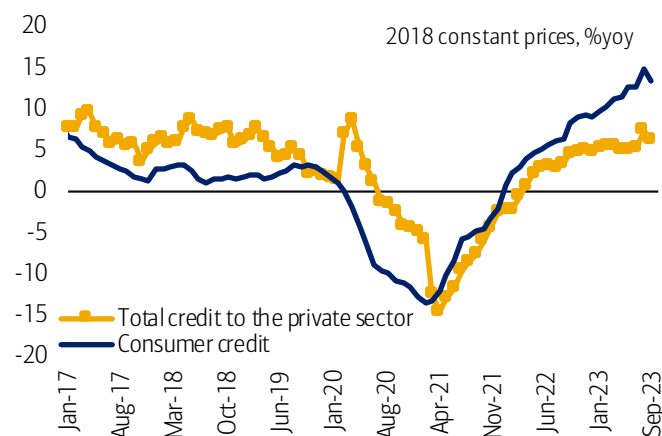
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Credit for consumption is booming

Credit for consumption is growing at 13.4% yoy in real terms, well above total credit to the private sector (Exhibit 8). Credit for consumption is booming despite interest rates in Mexico being at a very high level (overnight rate at 11.25%). The real rate is quite high at above 7% (real ex-ante), but credit for consumption is growing double digits. It seems that even though interest rates are at a high level, monetary policy is not necessarily tight (or decelerating the economy). Credit will likely keep supporting consumption for some time (Exhibit 9).

Exhibit 8: Total and consumer credit growth

Consumer credit is growing faster than total credit..

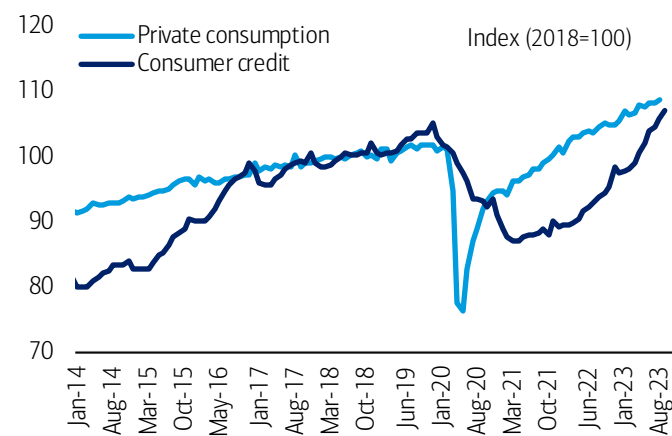


Source: BofA Global Research, Banco de Mexico

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Exhibit 9: Private consumption and consumer credit

... and helps to explain the strong pace of private consumption



Source: BofA Global Research, INEGI, Banco de Mexico

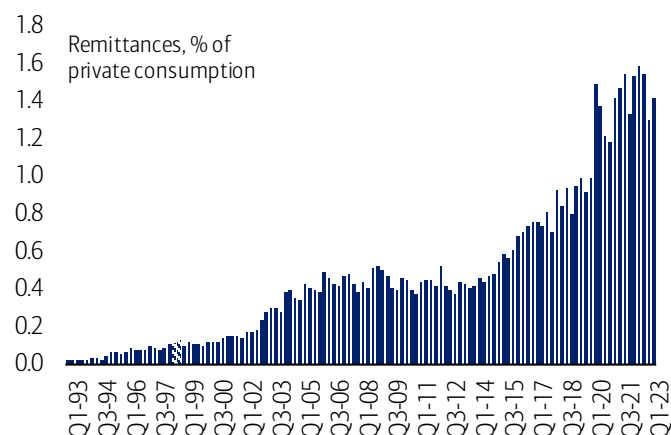
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Remittances in dollars remain strong

Remittances are increasingly important for consumption (Exhibit 10). Remittances have increased significantly since the pandemic and remain strong, with strong growth in dollars, although in pesos, they are decelerating given the strong peso (Exhibit 11, Exhibit 12). The latter is one factor that could decelerate consumption going forward, but that in part would depend on what the peso does (we expect the peso to weaken in the coming months). The increase in remittances has been largely driven by an increase in average remittances (Exhibit 13), probably due to the tight labor market in the US. So, remittances are likely to decelerate once the US does.

Exhibit 10: Remittances as % of private consumption

Remittances have gained relevance for private consumption since the pandemic

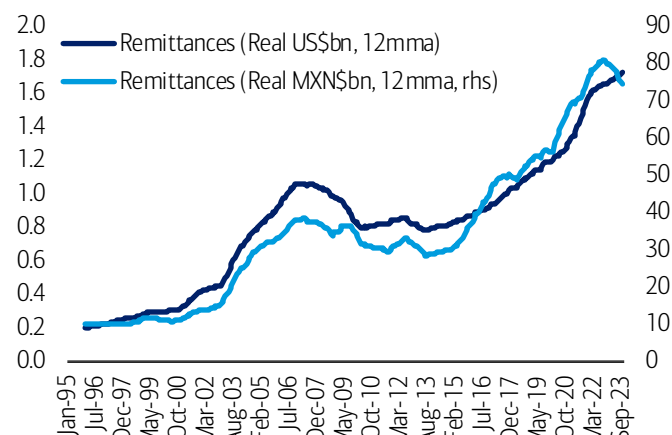


Source: BofA Global Research, Banco de Mexico

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Exhibit 11: Remittances in dollars and pesos

Remittances in dollars are decelerating but remain strong..

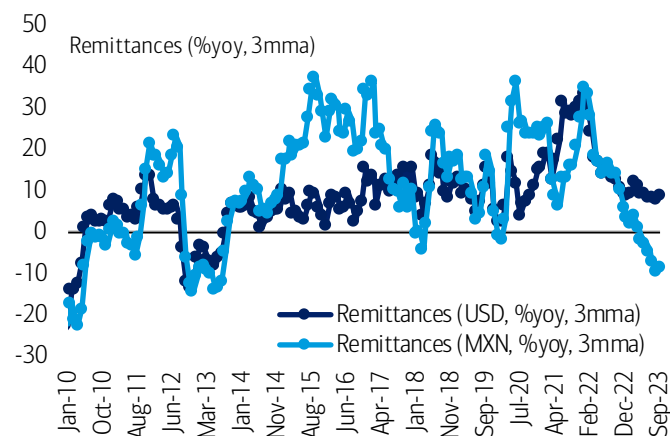


Source: BofA Global Research, Banco de Mexico

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Exhibit 12: Remittances' growth in dollars and pesos

... unlike in pesos, which, due to a strong FX, are decreasing

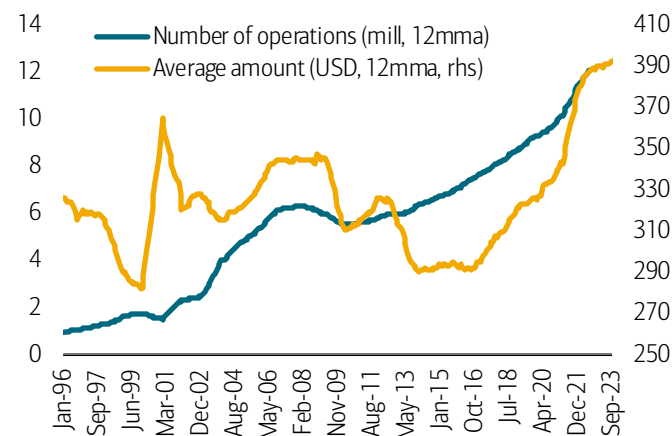


Source: BoFA Global Research, Banco de Mexico

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Exhibit 13: Remittances' operations and average amount

Nonetheless, operations keep growing, and so is the average amount



Source: BoFA Global Research, Banco de Mexico

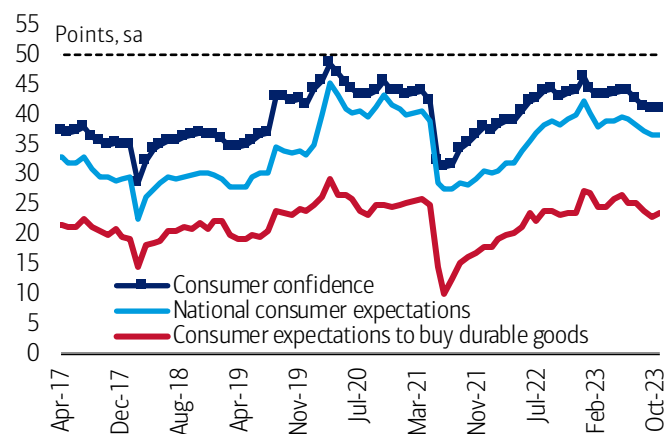
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Consumer confidence is picking up

Consumer confidence is at historically high levels but has been decreasing in recent months. However, the most recent data points to an uptick, which could support consumption in the following months (Exhibit 14).

Exhibit 14: Consumer Confidence Index

Data points to a possible rebound of confidence in the coming months

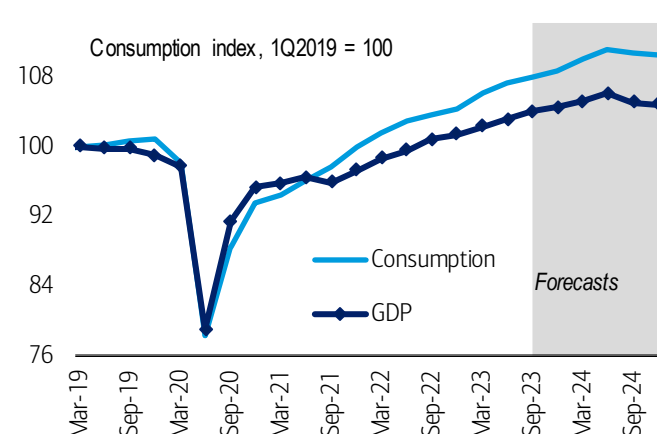


Source: BoFA Global Research, INEGI

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Exhibit 15: GDP and consumption forecasts

We expect a stronger slowdown in GDP than in consumption in 2H 2024



Source: BoFA Global Research estimates, INEGI

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Consumption has room to go but should decelerate

We expect both GDP and consumption to decelerate in 2024, but we expect consumption to continue outpacing GDP (Exhibit 15). The main reason that we expect GDP to decelerate is our expectation that US GDP will decelerate. The main reason that we expect consumption to decelerate is that we expect the slowdown in GDP to soften the labor market. We also expect high interest rates in Mexico to eventually decelerate credit, and we expect remittances to decelerate as the US decelerates. We see balanced risks to consumption. Since consumption determinants remain strong and [fiscal impulse is increasing](#) (see the 11 September 2023 Mexico Watch), consumption could be stronger than what we expect. But domestic private consumption is decelerating and the US economy is also decelerating, which adds downside risks to our consumption outlook. Consumption growing faster than GDP should continue to put pressure on prices and hence on Banxico, in our view.

News and Views

Mexico: Mexico's Congress Approves Key Bill to Boost Company Listings

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Mexico's Congress approved a bill to reform the country's existing stock market law in a bid to spur more debt and equity listings. The reform aims to make it easier for smaller companies to sell debt or stock to institutional investors by streamlining regulations. It also allows for classes of shares with different voting rights, so-called dual-class shares, to entice family-controlled companies to go public. It also raises the threshold to oppose changes on a funds' bylaws to 20% of shareholders from 5%. The bill, which had been approved by the Senate in April, will now be sent to the president to be signed into law. To boost the investor pool and raise demand for local instruments, the bill will also create a new legal framework for local hedge funds.

- **To follow:** The reform will likely help deepen Mexico's capital and financial markets overall both on the demand and on the supply side (more hedge funds, more listings).

Mexico: Mexico Further Cuts its IMF Credit Line to US\$35 Billion

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The International Monetary Fund (IMF) renewed its flexible credit line with Mexico for another two years while also reducing its size by about one-third as part of a strategy to cut costs. The precautionary credit line was scaled back to \$35 billion, according to a statement published by Mexico's central bank and the Finance Ministry, down from a \$50 billion previously. The IMF board approved its extension on November 15, mentioning Mexico's "robust" economic growth. Deputy Finance Minister Gabriel Yorio had said in early November that the government was considering cutting down the size of the line to reduce the annual fees paid to the IMF.

- **To follow:** With a smaller FCL, Mexico could consider increase its international reserves at Banxico. But we believe that is unlikely as Mexico has adequate levels of reserves according to most usual metrics. For instance, international reserves at US\$ 205,262mn cover around 4 months of imports (the usual benchmark is 3 months).

Brazil: Economic activity below expectations in September

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Economic activity (IBC-Br Index) declined 0.06% month over month seasonally adjusted (momsa) in September, against -0.81% moms in August (revised down from -0.77% moms). The number was below our (+0.6%) and market expectations (+0.2%). In yoy terms, IBC-Br increased by 0.32% yoy, decelerating from 1.19% yoy in the previous month (revised down from 1.28% yoy). The statistical carry-over for 2023 is 2.64% for the IBC-Br. With September's IBC-Br, the domestic activity trajectory in 3Q23 was negative, at -0.6% quarter over quarter seasonally adjusted (qoqsa).

- **To follow:** The deceleration in activity during 2H23 continues to support our view for GDP growth and for monetary policy. For the Selic rate, our expectation is 11.75% for year-end 2023 and 9.50% for year-end 2024. We continue to expect growth at 3.0% in year-end 2023 and 2.2% in year-end 2024.



Brazil: IGP-10 increased 0.52% mom in November, in line with expectations**David Beker**

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IGP-10 inflation increase was unchanged at 0.52% mom in November, in line with market expectations, reaching -3.8% yoy (from -4.9% in October). Wholesale inflation was the main contributor, increasing 0.60% mom (from 0.61% mom previously), while agriculture and industrial prices rose by 0.65% mom (versus -1.41%) and 0.58% mom (versus 1.34%), respectively. Consumer prices rose by 0.39% mom (vs 0.25%), with the main upward pressure being Education, Reading and Recreation (2.93%, from 2.10%). Meanwhile, construction inflation increased 0.18% mom (from 0.36%).

- **To follow:** We expect a gradual acceleration of inflation, mainly in annual metrics due to base effect.

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