



Global Investment Research

The Goldman Sachs Group, Inc.

2023 US Equity Outlook

Paradise Lost

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2023 US Equity Outlook

Flatland: Zero EPS growth, Zero change in P/E multiple, Zero index price gain

S&P 500 Index: +1% rise to 4000 at year-end 2023

- Path: 3-month target of 3600 (-9%) and 6-month target of 3900 (-2%)
- 2023 will be about lack of EPS growth, while 2022 was about valuation decline

Earnings: No growth

- 2023 EPS of \$224 reflects 0% growth vs. 2022
- Net margins (ex-Energy) fall to 2019 pre-pandemic level of 11.3% (from 12.7%)

Valuation: Unchanged P/E multiple of 17x

- Absolute: forecast 17x P/E multiple ranks in 74th percentile vs. history
- Relative: 400 bp yield gap vs. real rates ranks in 85th percentile vs. history

Recession scenario: EPS falls by 11% and index troughs at 3150 (-21%)

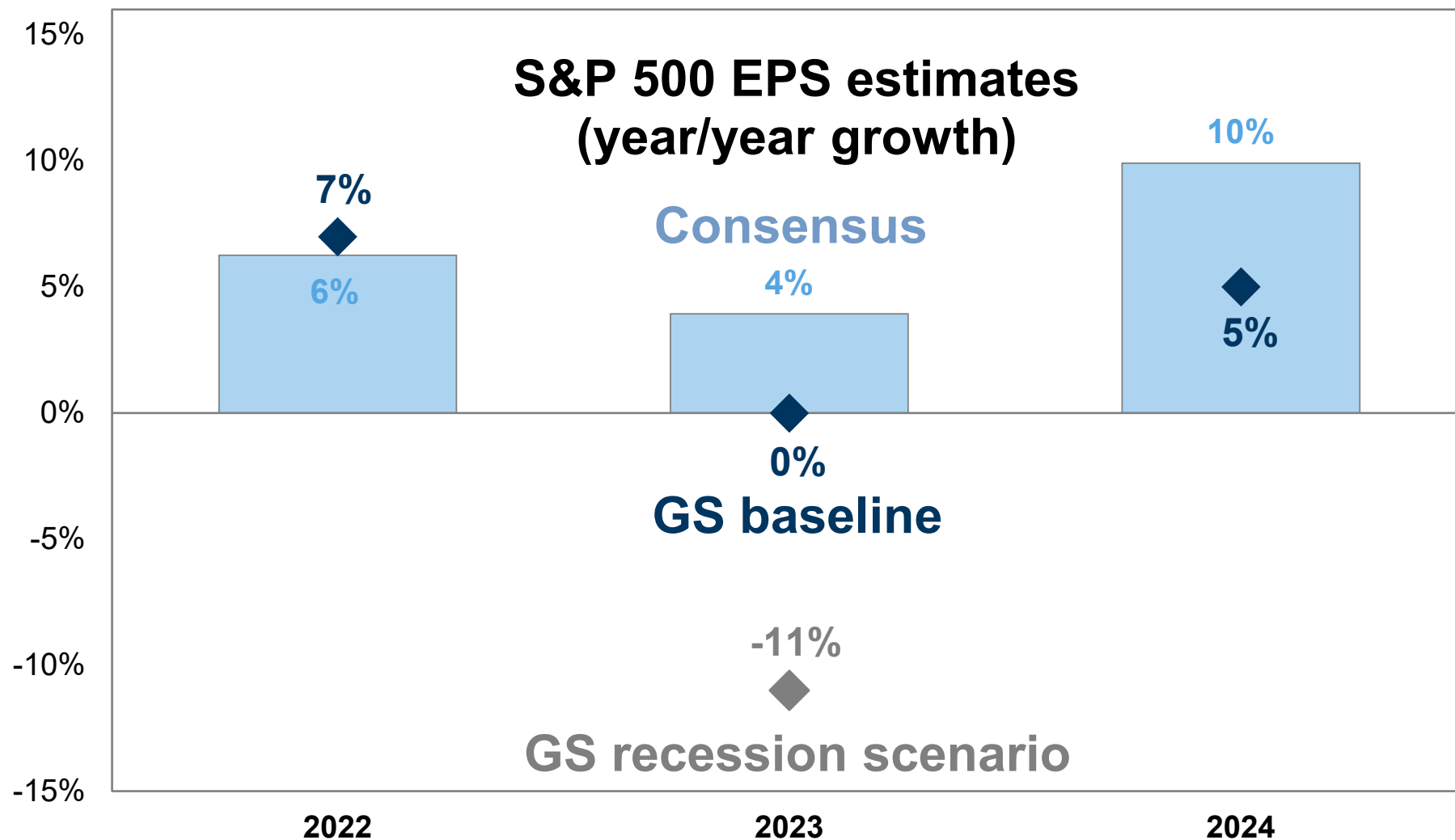
Path of S&P 500: Soft vs. Hard landing scenarios

Index falls to 3600 in 1Q as rates rise, but recovers to 4000 by year-end



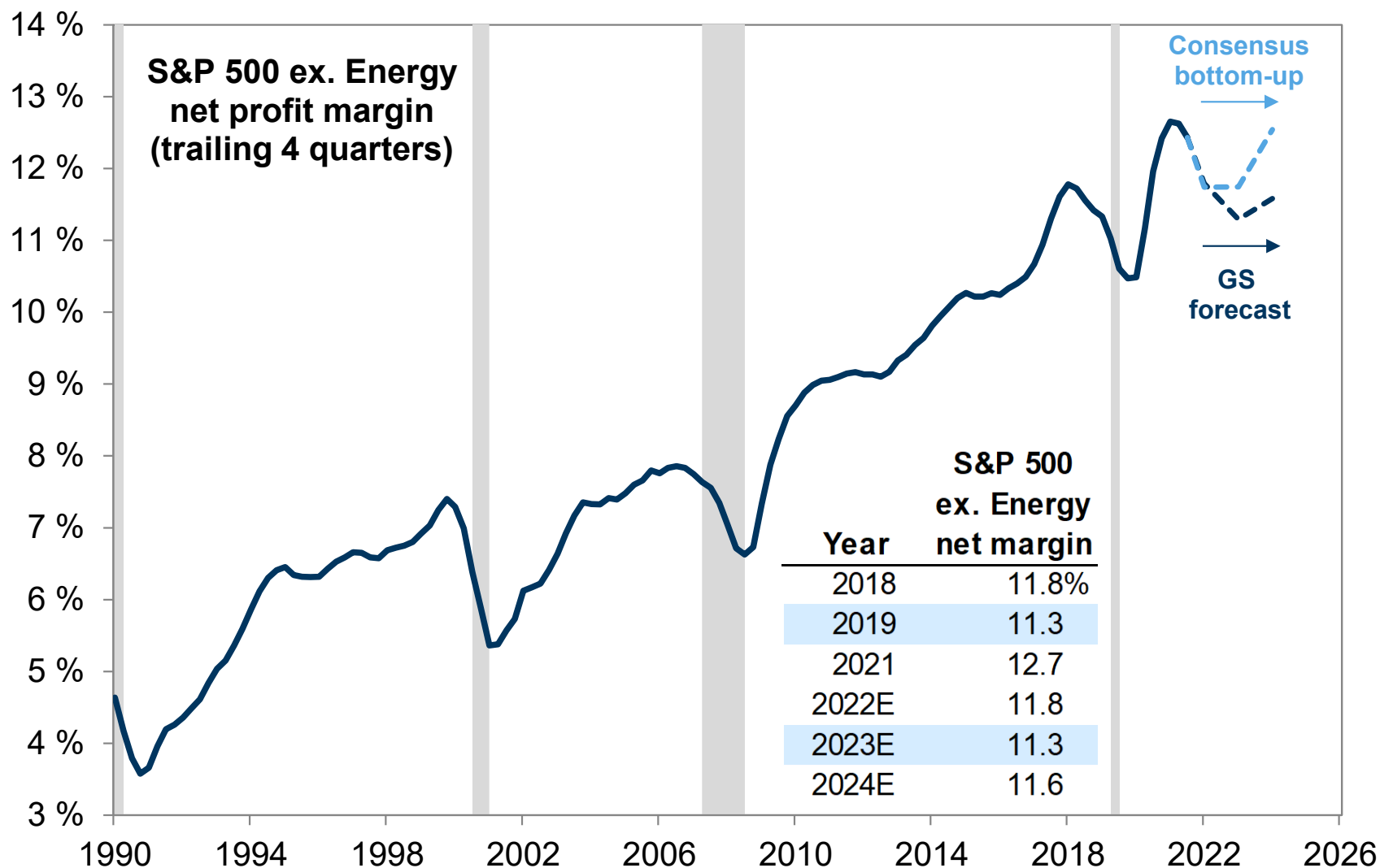
Baseline S&P 500 EPS growth of 0% in 2023

GS forecasts flat EPS growth in 2023 vs. consensus forecast of +4%



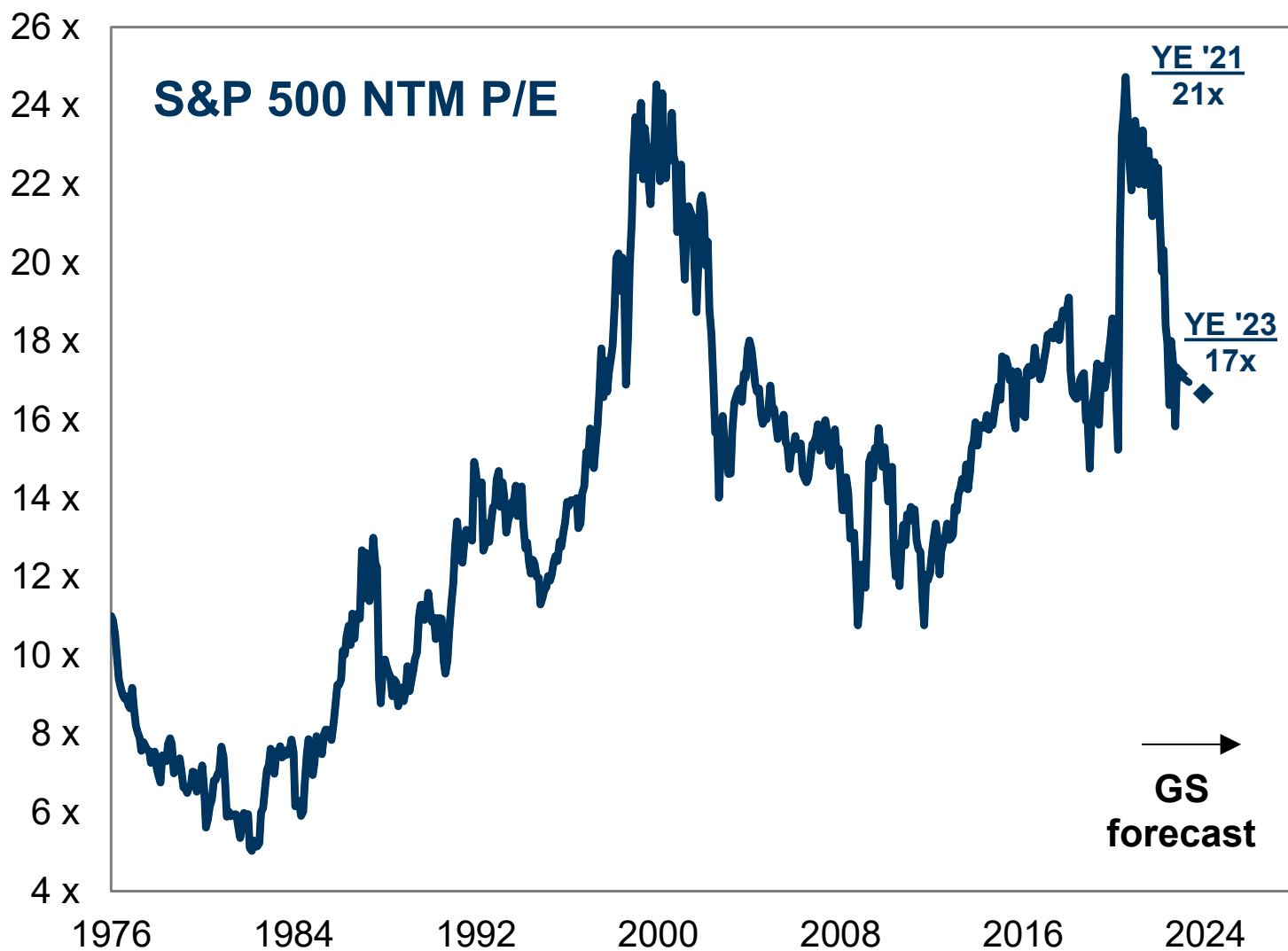
Margins ex-Energy will revert to pre-pandemic level

S&P 500 ex. Energy margin will fall from 12.7% peak (2021) to 11.3% (2023)



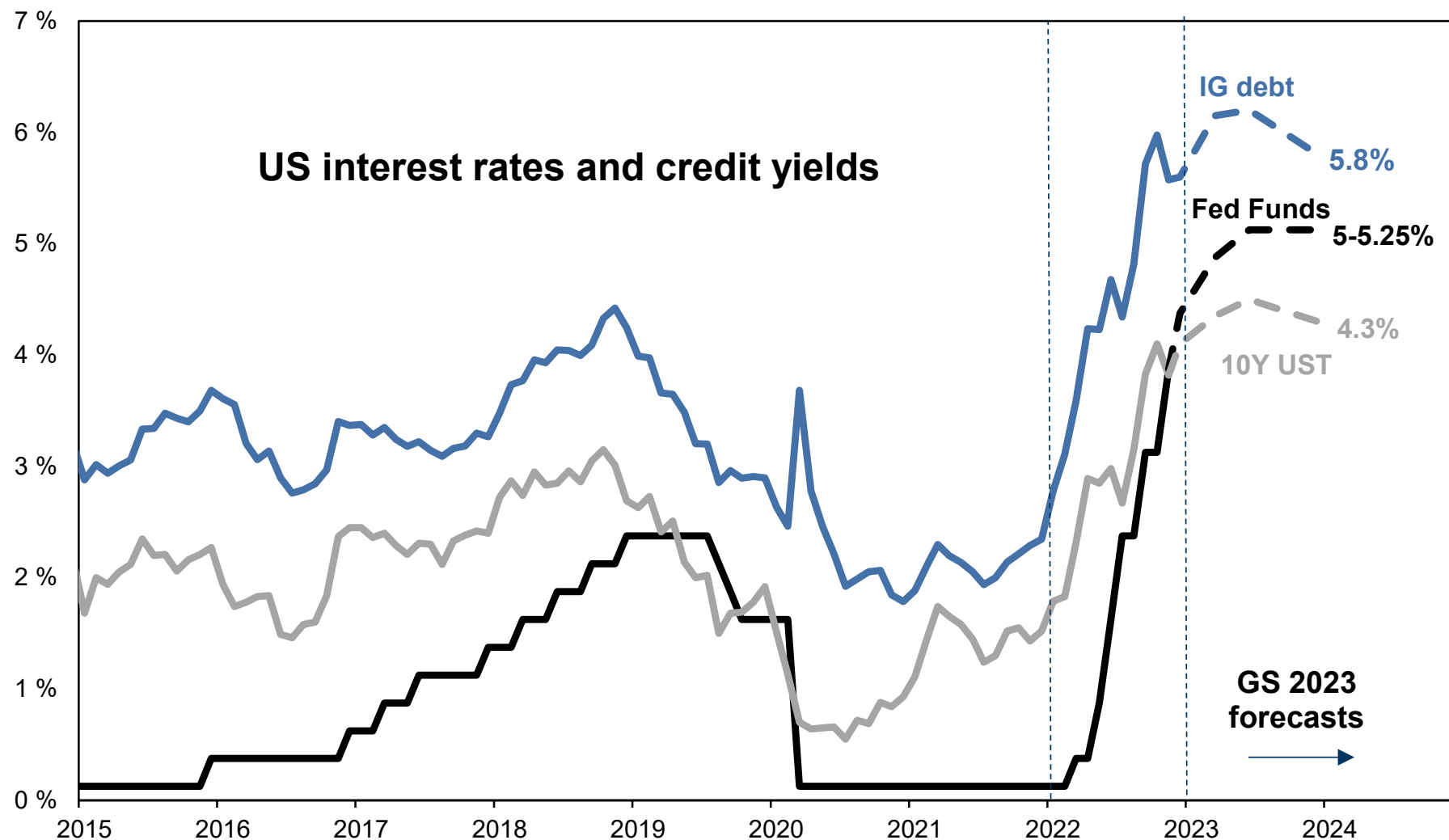
S&P 500 NTM P/E has fallen from 21x to 17x YTD

We expect the P/E multiple will end 2023 unchanged at 17x (74th percentile)



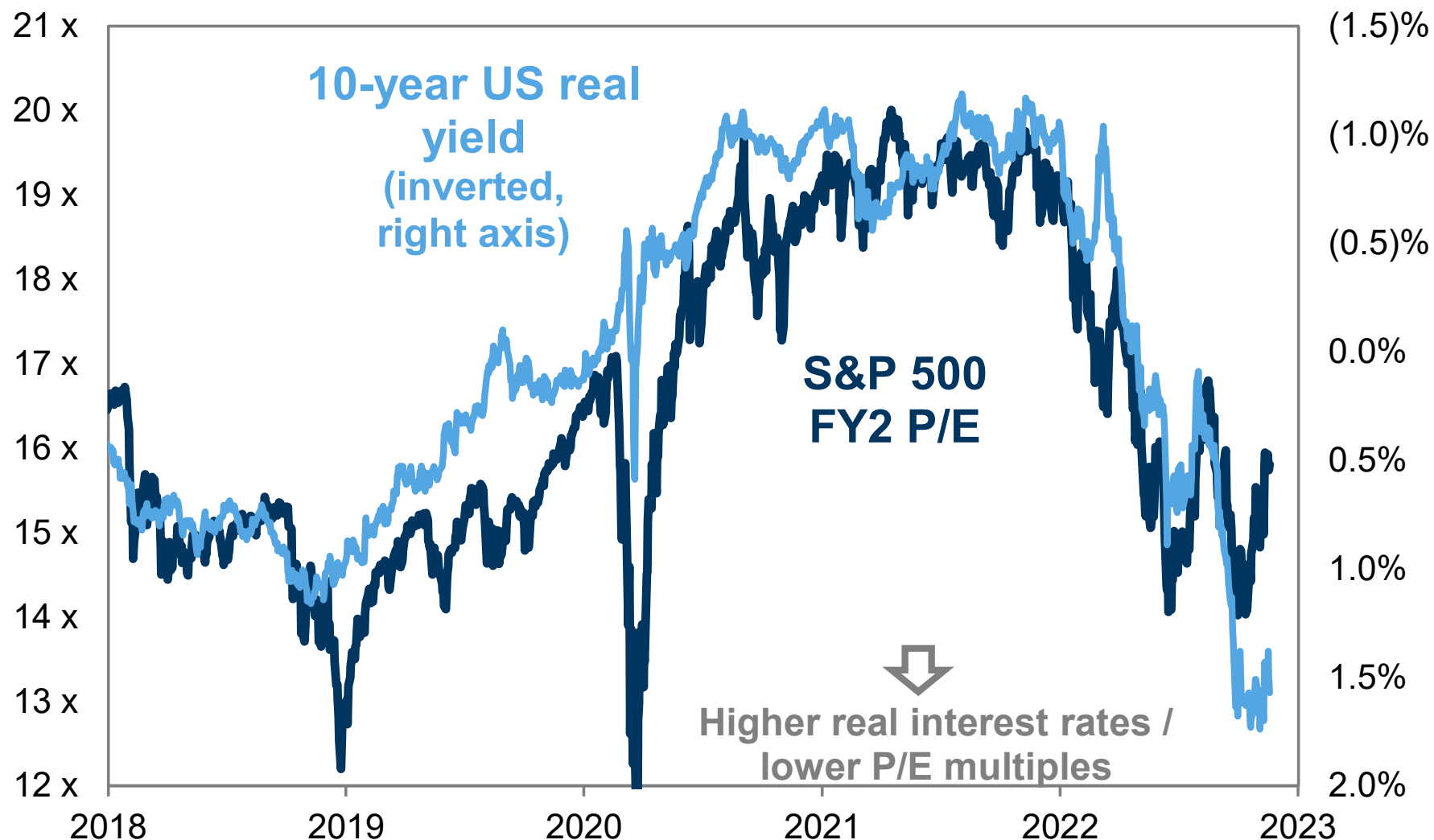
GS forecasts interest rates will remain high in 2023

Fed funds will rise to 5%-5.25% and Treasury yields will end next year at 4.3%



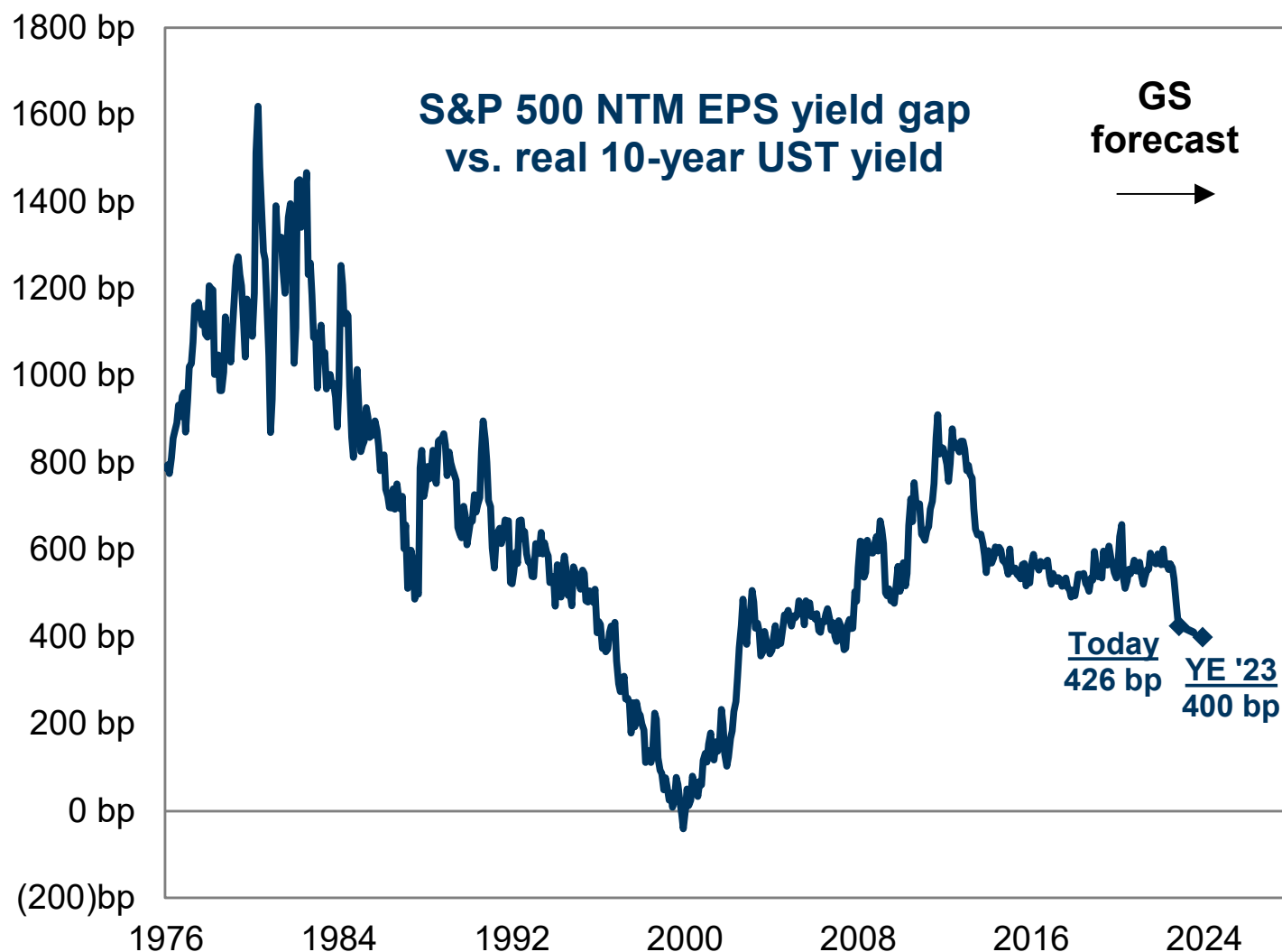
S&P 500 P/E multiple vs. real 10-year Treasury yield

Equity valuation has fallen as real interest rates have climbed from -1.0% to +1.6%



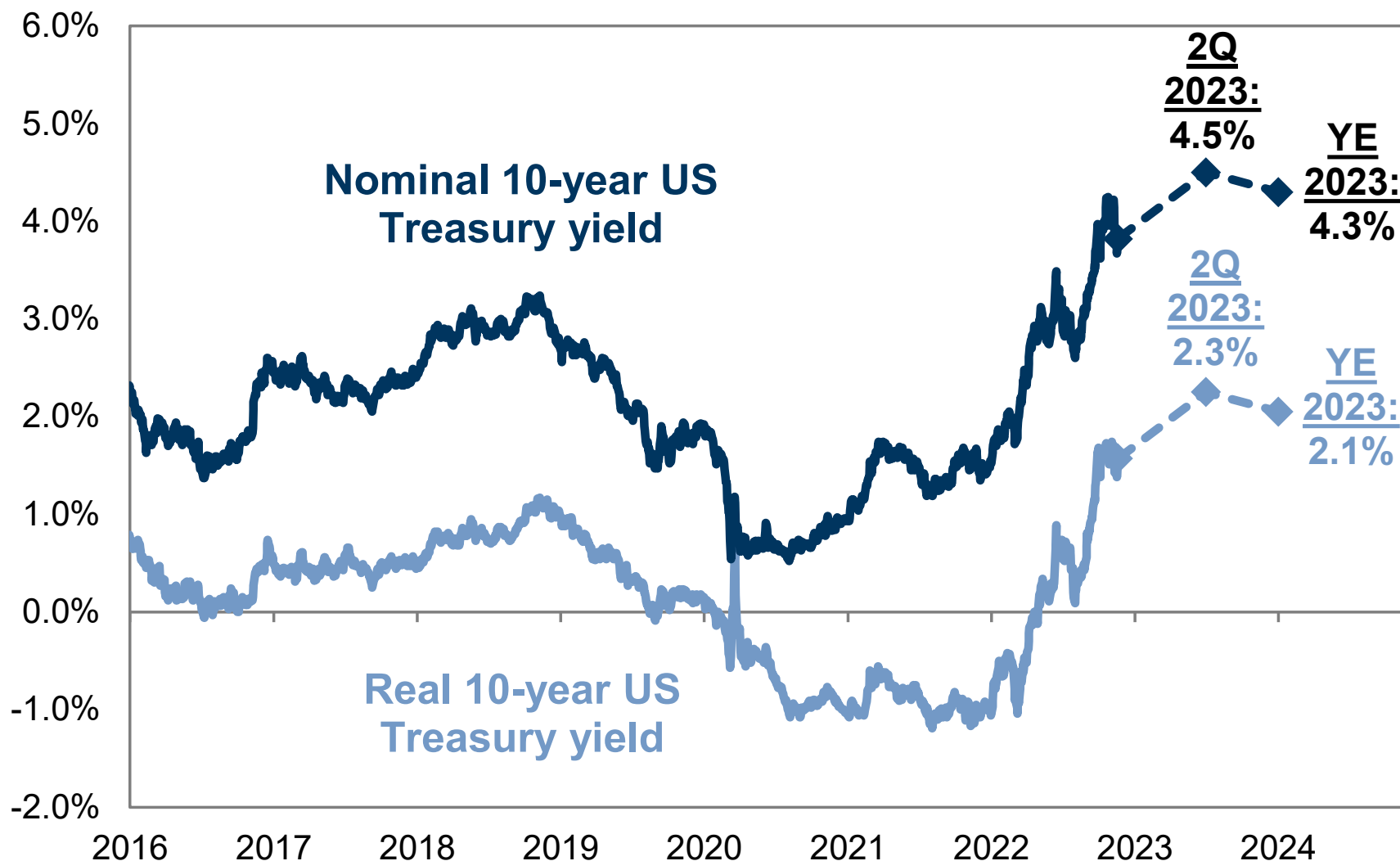
S&P 500 EPS yield gap vs. real 10-year UST yield

We expect yield gap will narrow modestly to 400 bp (85th percentile valuation)



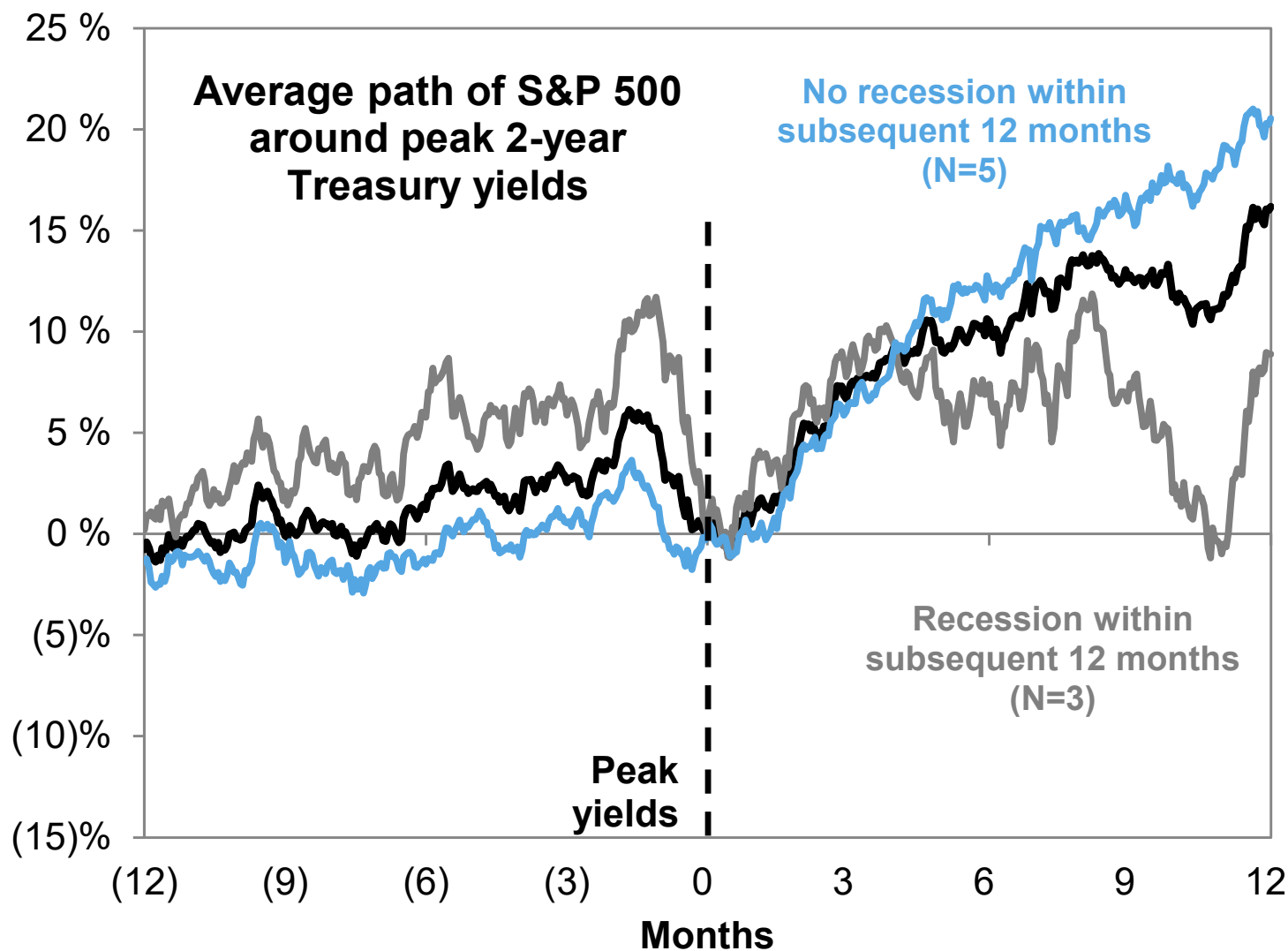
Rates likely to peak in 2Q 2023 but remain high

Real rates will climb to 2.3% in 2Q 2023 before receding to 2.1% by YE 2023



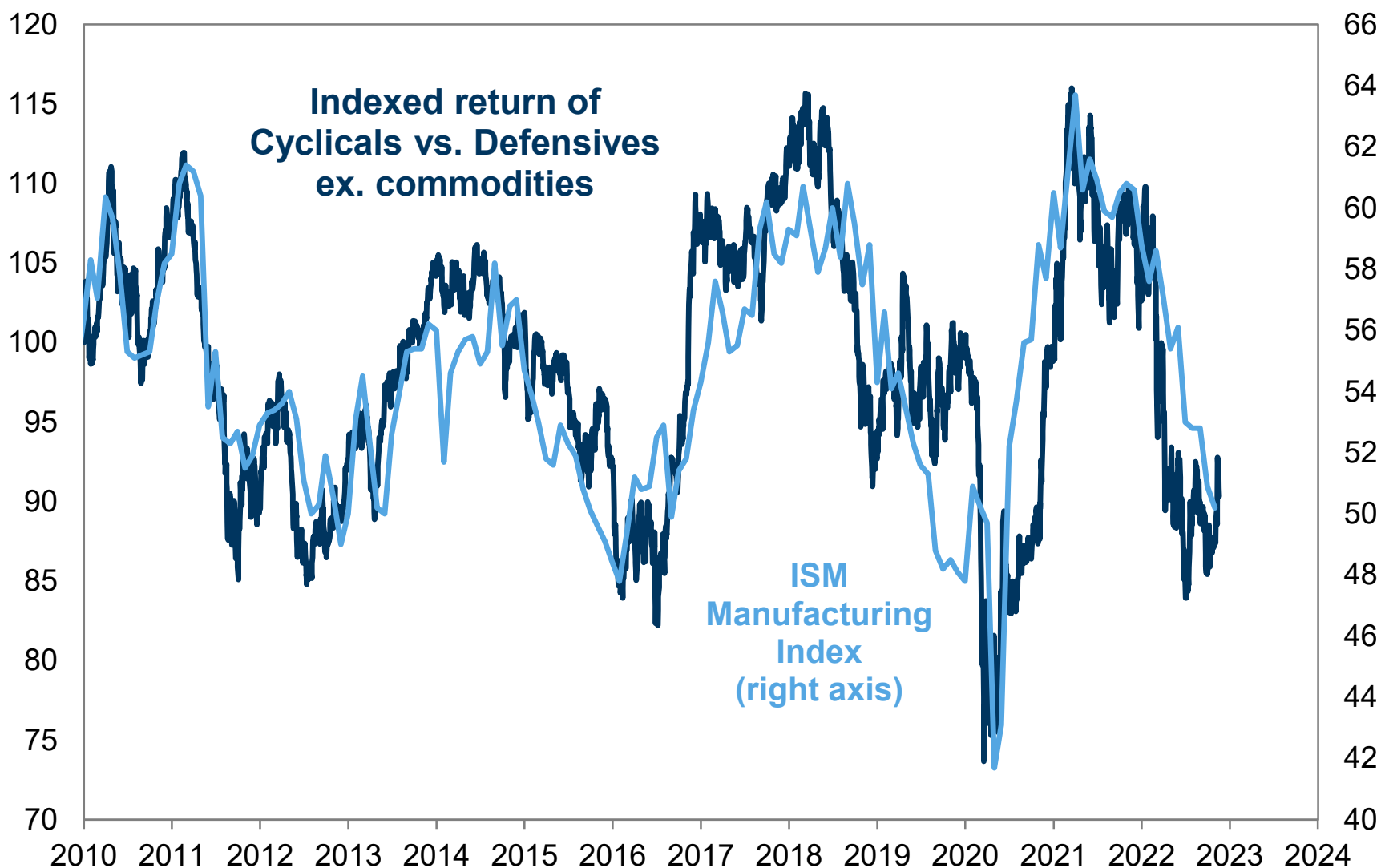
Signs of a trough: Peak rates and trough in growth

Market path following "peak hawkishness" depends on growth backdrop



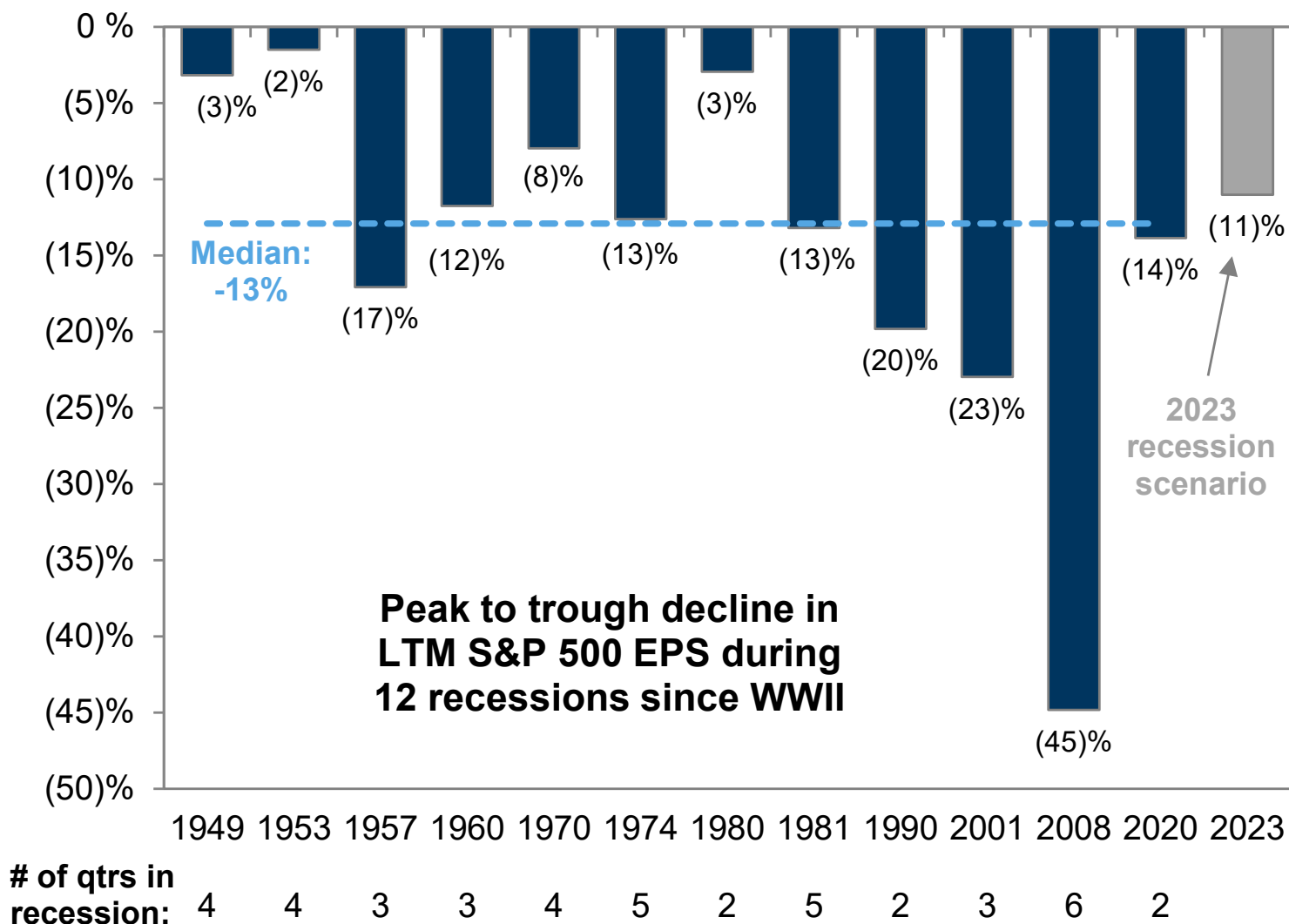
Cyclicals vs. Defensives currently prices a soft landing

Cyclicals vs. Defensives consistent with a slowdown but not recession



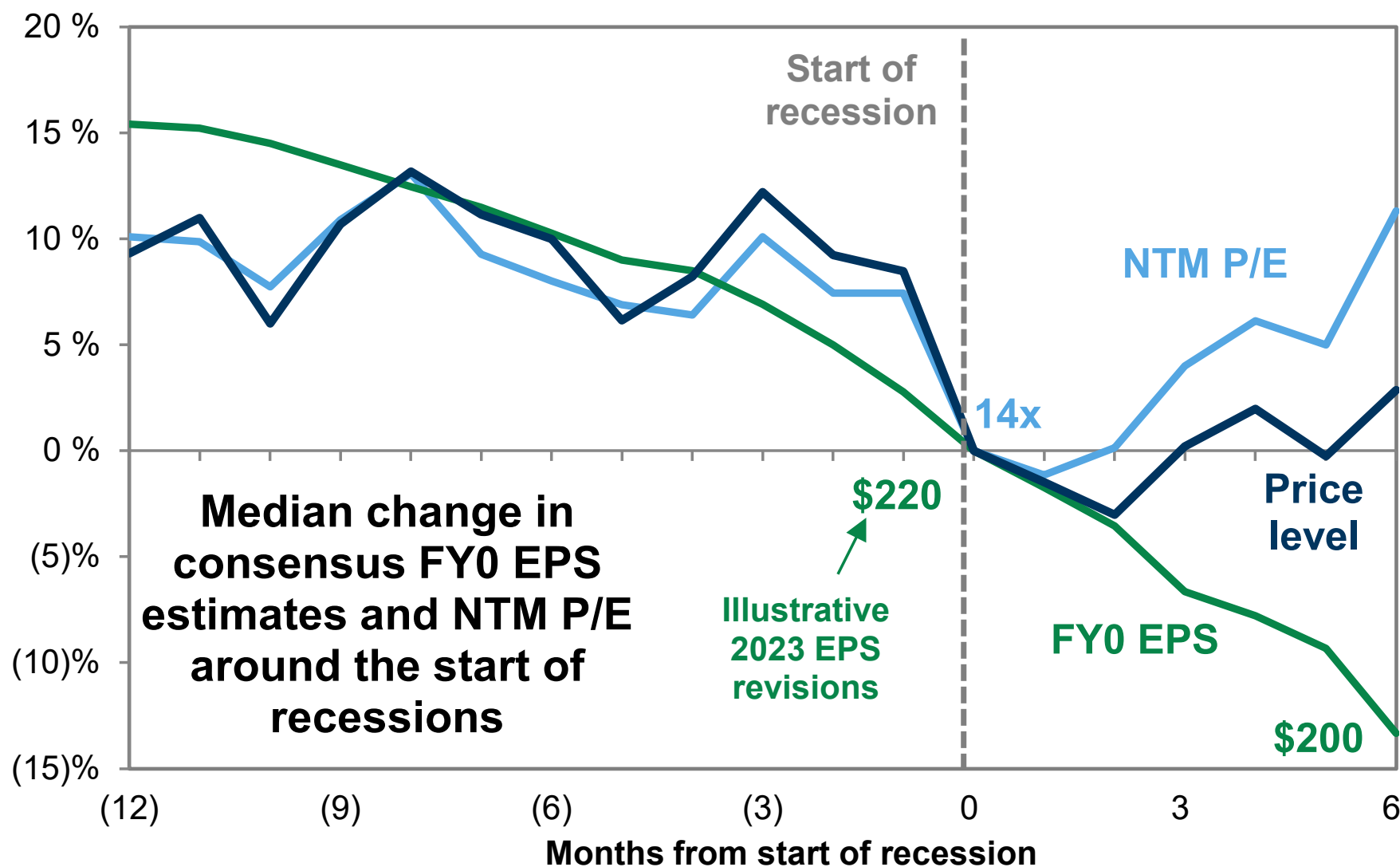
Median EPS decline of 13% during prior recessions

Recent declines were dominated by Autos (1990), Tech (2001), and Financials (2008)



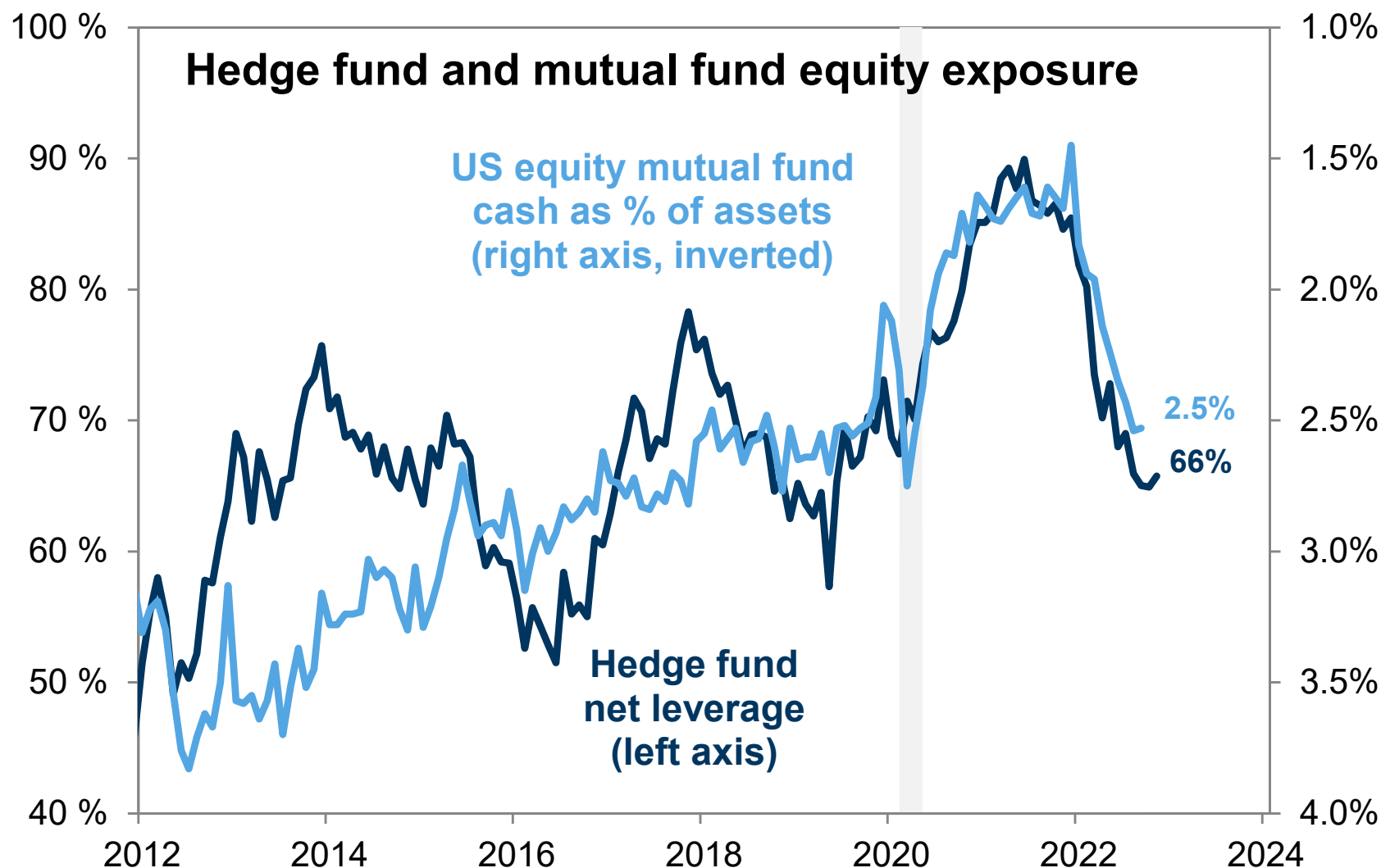
Path of earnings and valuations around recessions

Earnings typically continue to fall but P/E stabilizes after a recession starts



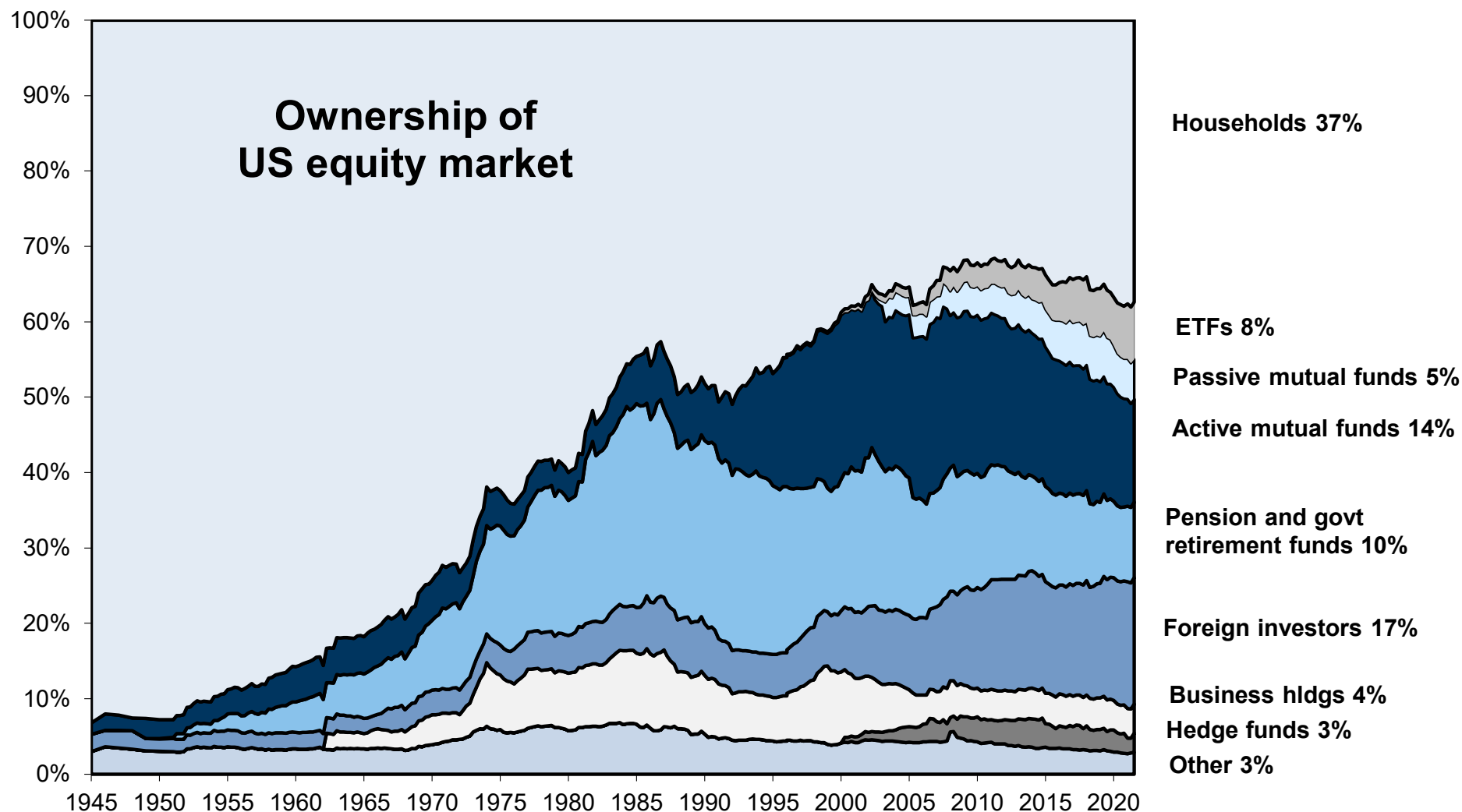
Mutual and hedge funds conservatively positioned

Increased equity mutual fund cash position and reduced hedge fund net leverage



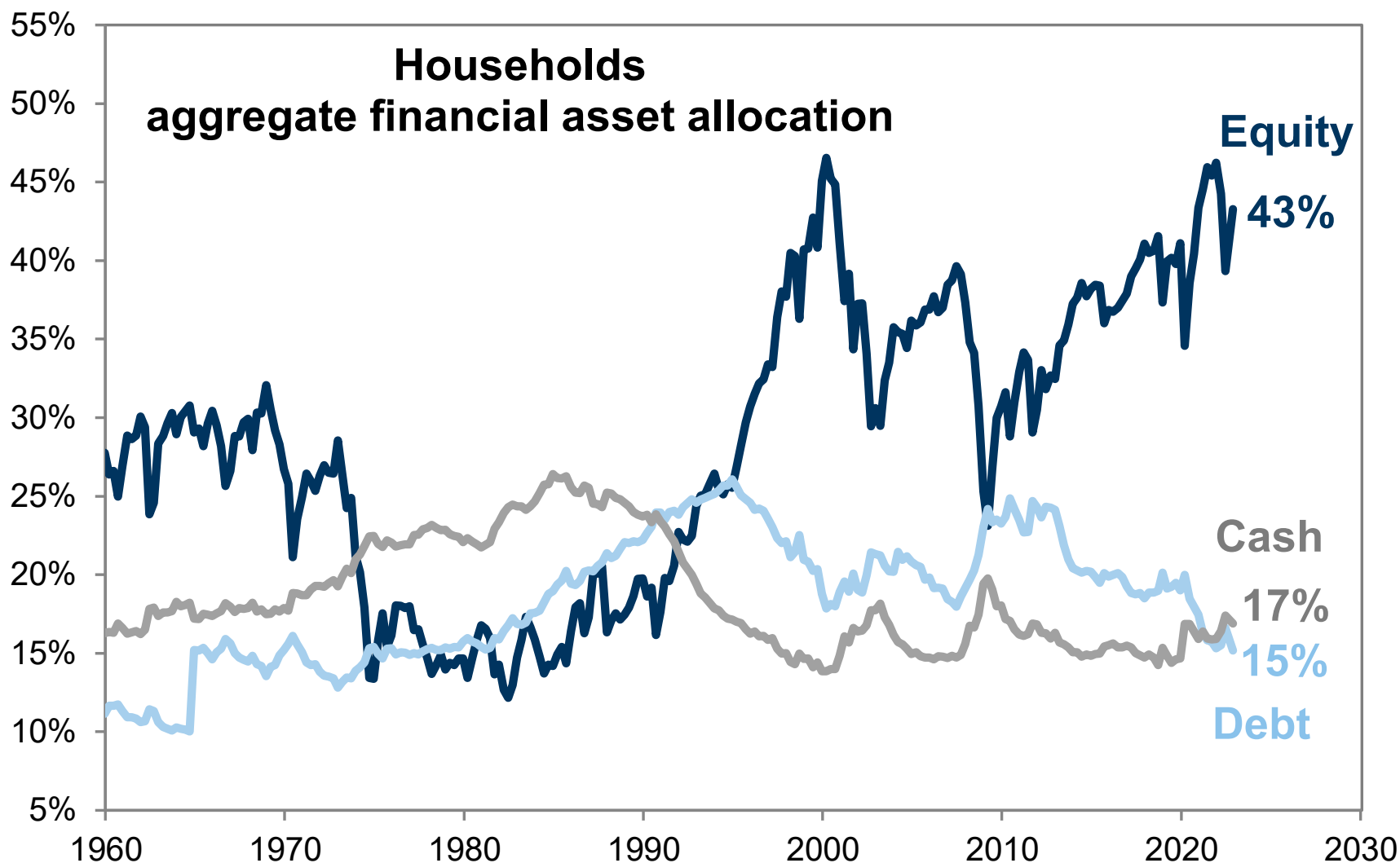
Ownership of US equity market since 1945

Households, mutual funds, pensions, and foreign investors own 91% of market



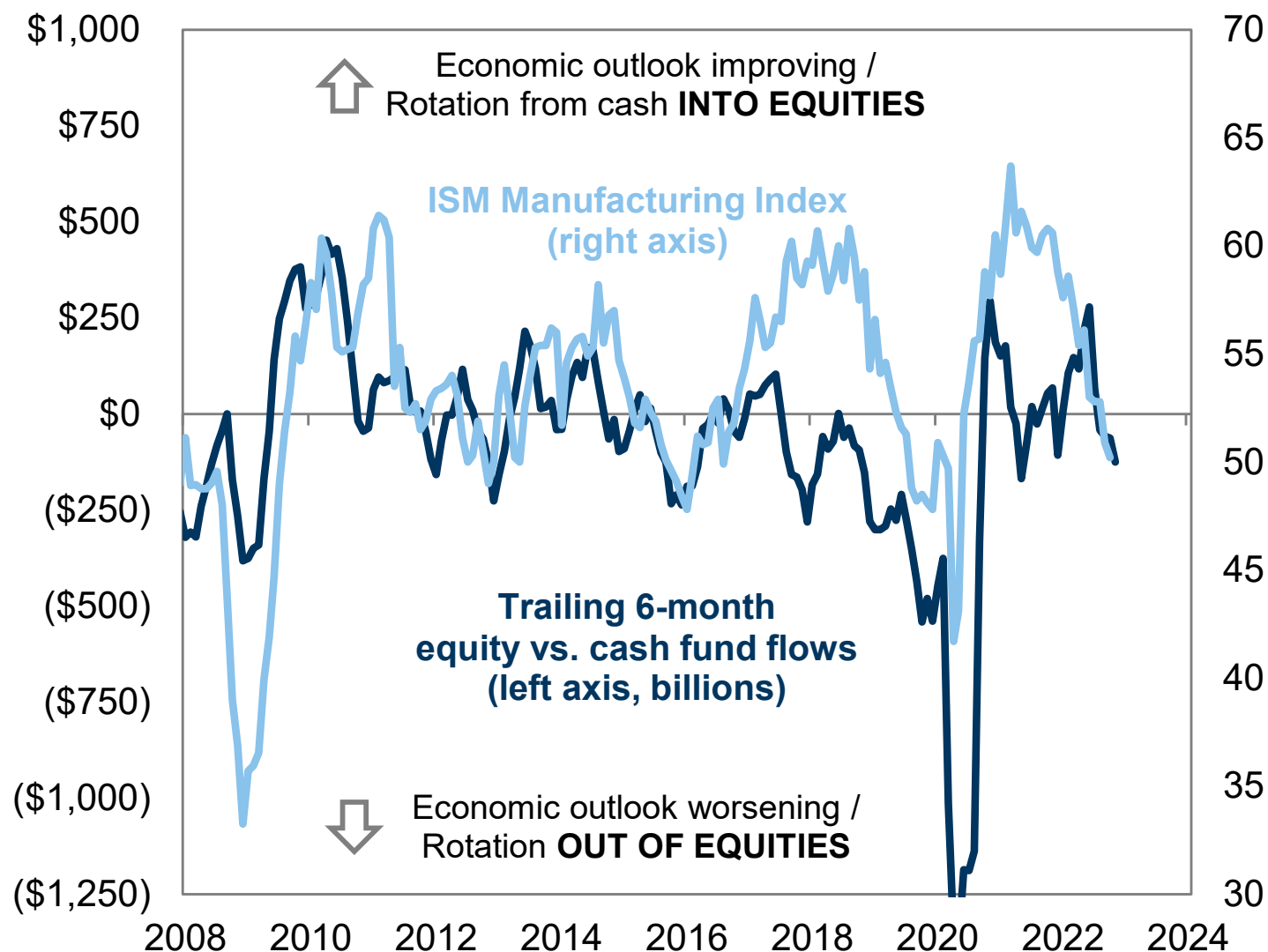
Household allocations to equity remain elevated

Regime change from “TINA” to “TARA” supports household asset rotation



Household equity outflows in a weakening economy

If a hard landing materializes households may rotate assets from equities to cash



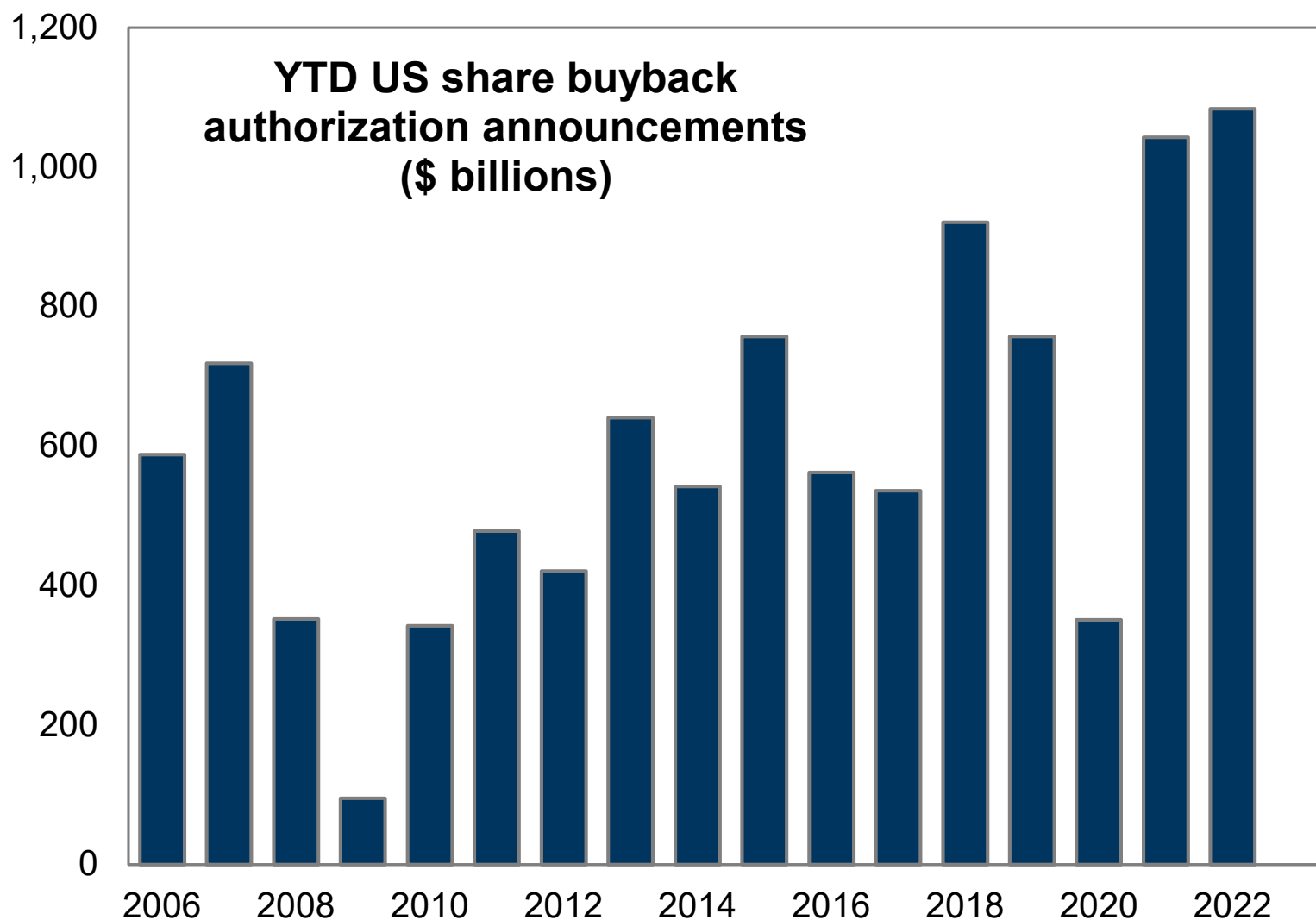
GS Portfolio Strategy net equity demand forecasts

We expect household assets will shift from equities to cash and bonds in 2023

Category	Net US equity demand (\$ billions)		
	2021	2022E	2023E
Corporations	\$ 623	\$ 700	\$ 500
Households	448	100	(100)
Foreign Investors	(45)	100	(150)
Pension Funds	(223)	(100)	200
Mutual Funds	(317)	(350)	(200)
Life Insurance	(80)	-	-
Other	(49)	-	-
<i>less</i>			
Credit ETFs	203	150	200
Purchases of foreign stocks	155	300	50

US share buyback authorization announcements YTD

Buybacks are the largest and most consistent source of demand for equities



Change in buybacks around past recessions

Buybacks fall by 10% in soft landing scenario, but will fall by 40% in hard landing

Recession	Length (quarters)	Peak to trough change in buybacks around recession
1990	2	(53)%
2001	3	(27)
2008	6	(67)
2020	2	(38)
Median	3	(46)%
2023 recession scenario		(40)
2023 baseline		(10)

Investment strategies for 2023

Growth, rates, inflation, and margins support three long and two short strategies

Growth

- Own defensive sectors with low inflation and growth risk: Health Care, Staples

Margins

- Own companies with resilient margins
- Avoid stocks with vulnerable margins if recent decline in SG&A reverses

Inflation and rates

- Own stocks with leverage to a decelerating inflation environment
- Avoid unprofitable long-duration equities

Goldman Sachs recommended sector allocations

Overweight Health Care, Staples, Energy, Telecom, Cons. Durables & Apparel

Sector	Goldman Sachs recommended sector weightings	Current S&P 500 weight	Total return YTD
Health Care	Overweight	15 %	(3)%
Consumer Staples		7	(1)
Energy		5	72
Telecommunication Services*		1	(5)
Consumer Durables & Apparel**		1	(34)
Software & Services ⁺	Neutral	13	(25)
Financials		12	(8)
Cons. Discretionary ex. Autos & Durables		8	(29)
Utilities		3	(2)
Real Estate		3	(25)
Technology Hardware ⁺	Underweight	9	(16)
Industrials		8	(5)
Media & Entertainment*		6	(41)
Semiconductors ⁺		5	(32)
Materials		3	(10)
Automobiles & Components**		2	(46)
S&P 500		100 %	(16)%

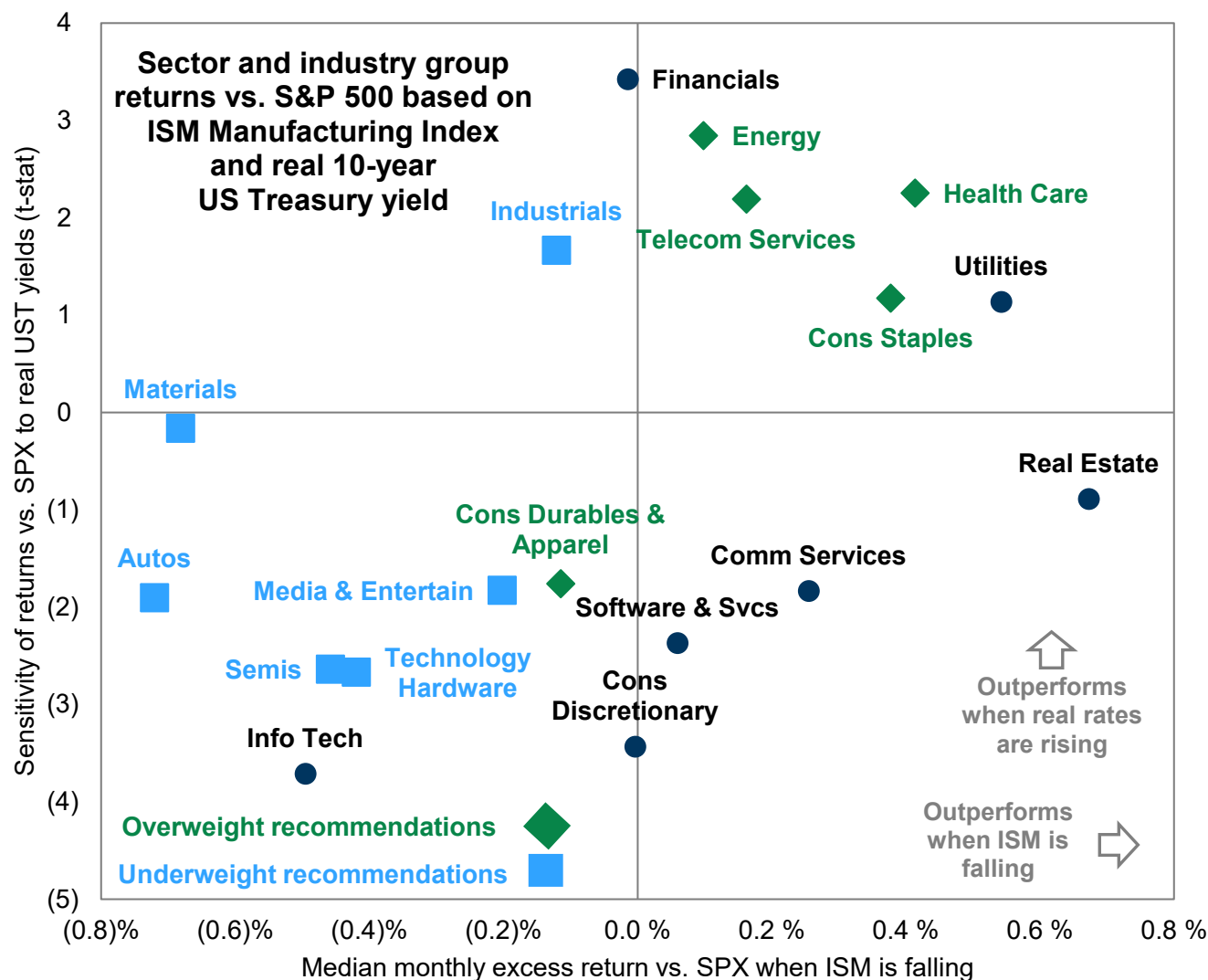
* Industry groups within the Communication Services sector.

** Industry groups within the Consumer Discretionary sector.

+ Industry groups within the Information Technology sector.

We prefer sectors insulated from growth and rate risk

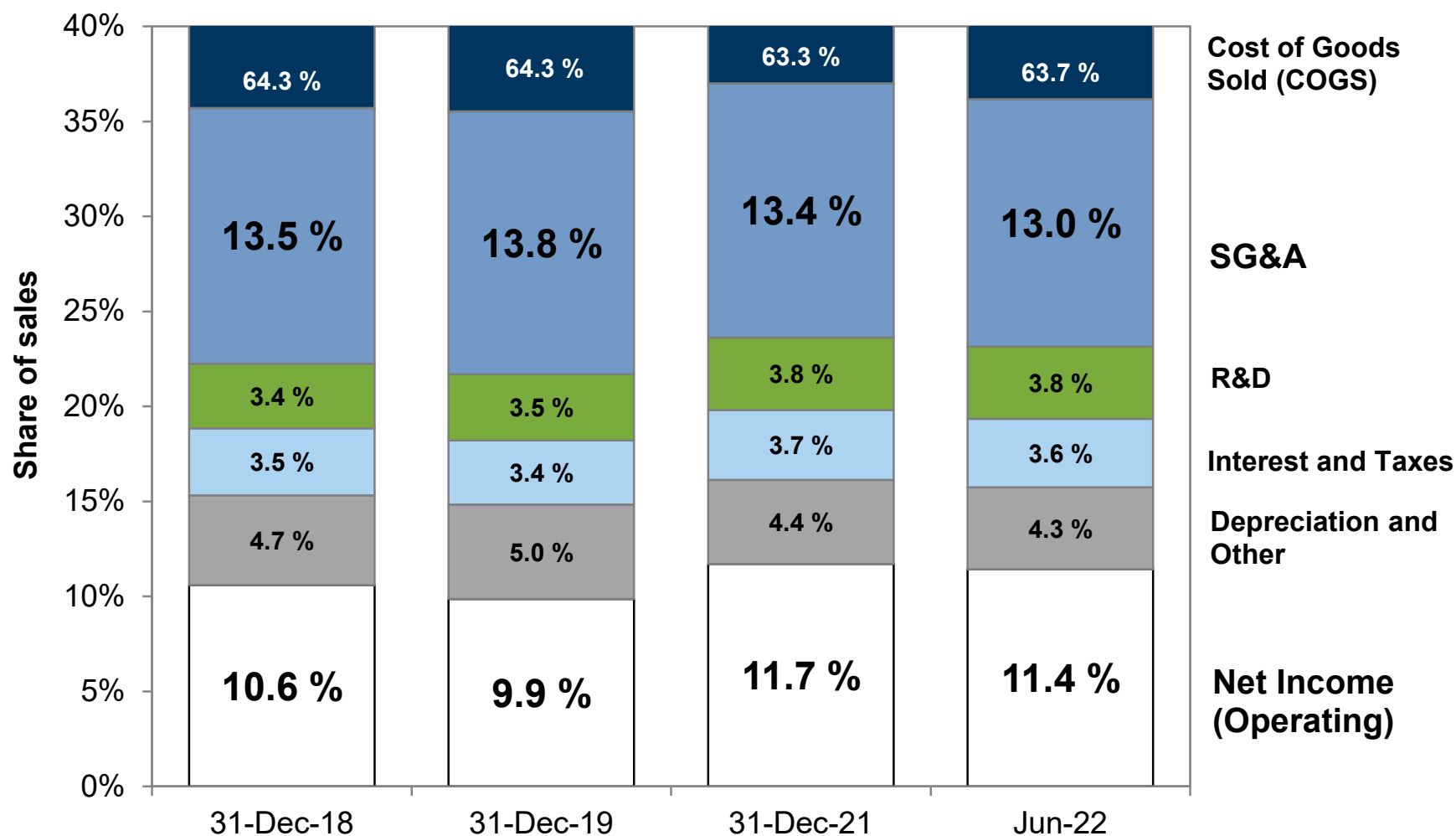
Sector allocation framework considers the growth and interest rate outlooks



Performance during ISM cycles since 1974. Real Estate returns only since 2002. Rates betas calculated on a quarterly basis since 2015, controlling for breakeven inflation.

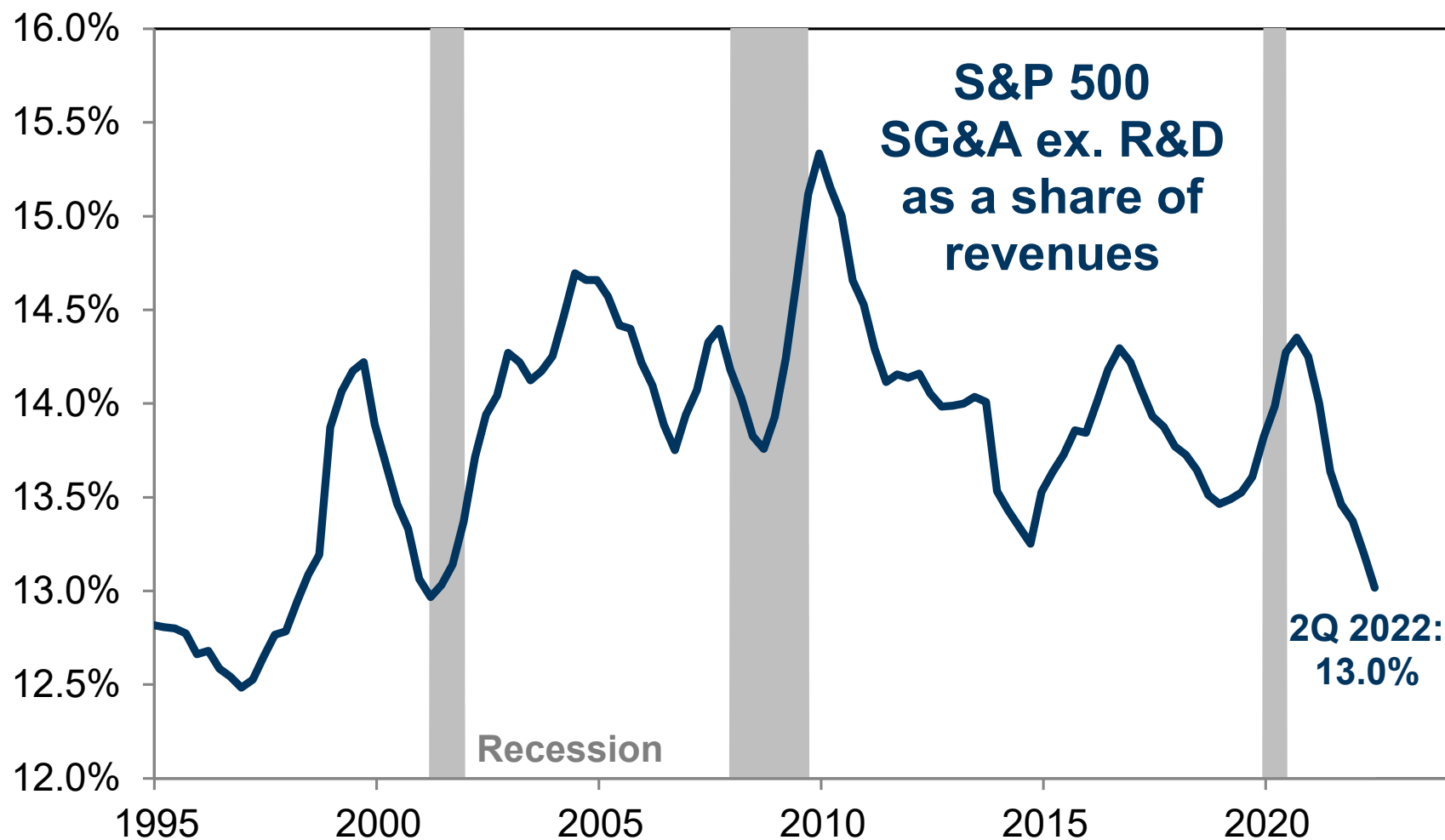
Cost breakdown of S&P 500 (excluding Financials)

Declining SG&A as a share of sales has been major driver of rising margins



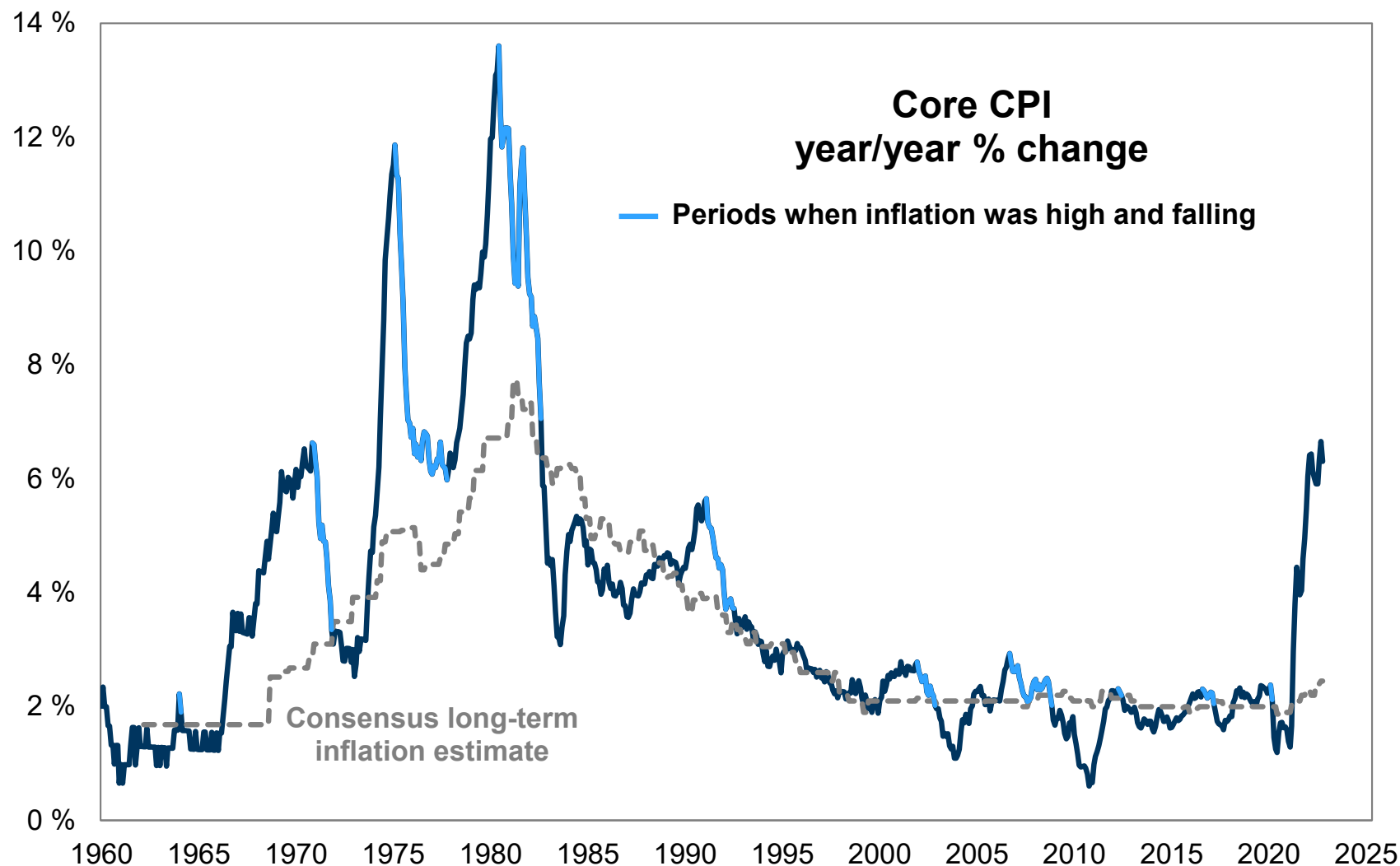
SG&A costs as percent of S&P 500 sales

SG&A excluding R&D as a share of sales has recently declined sharply



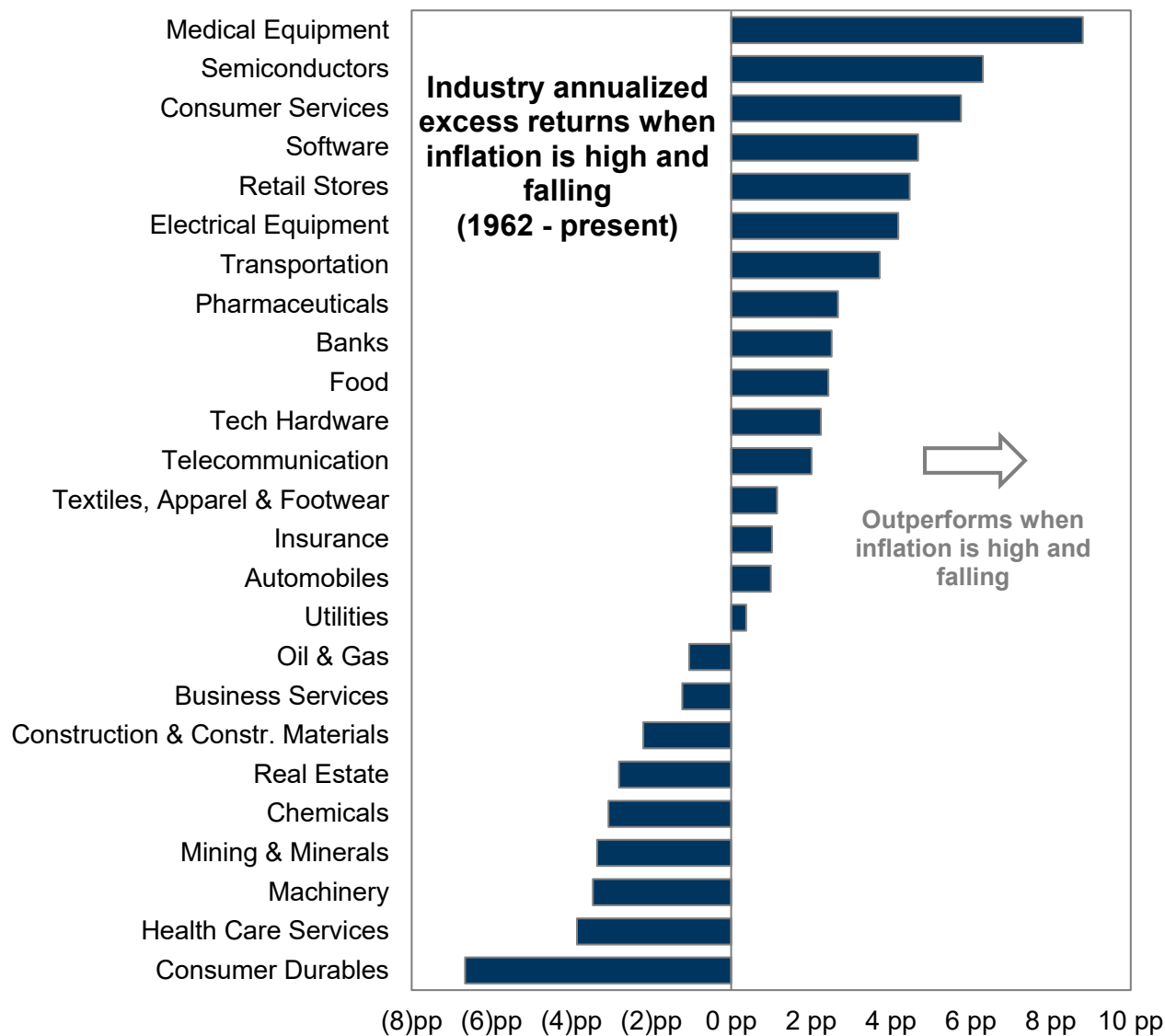
Own stocks leveraged to decelerating inflation

Shifting from environment of high and rising inflation to high and falling inflation



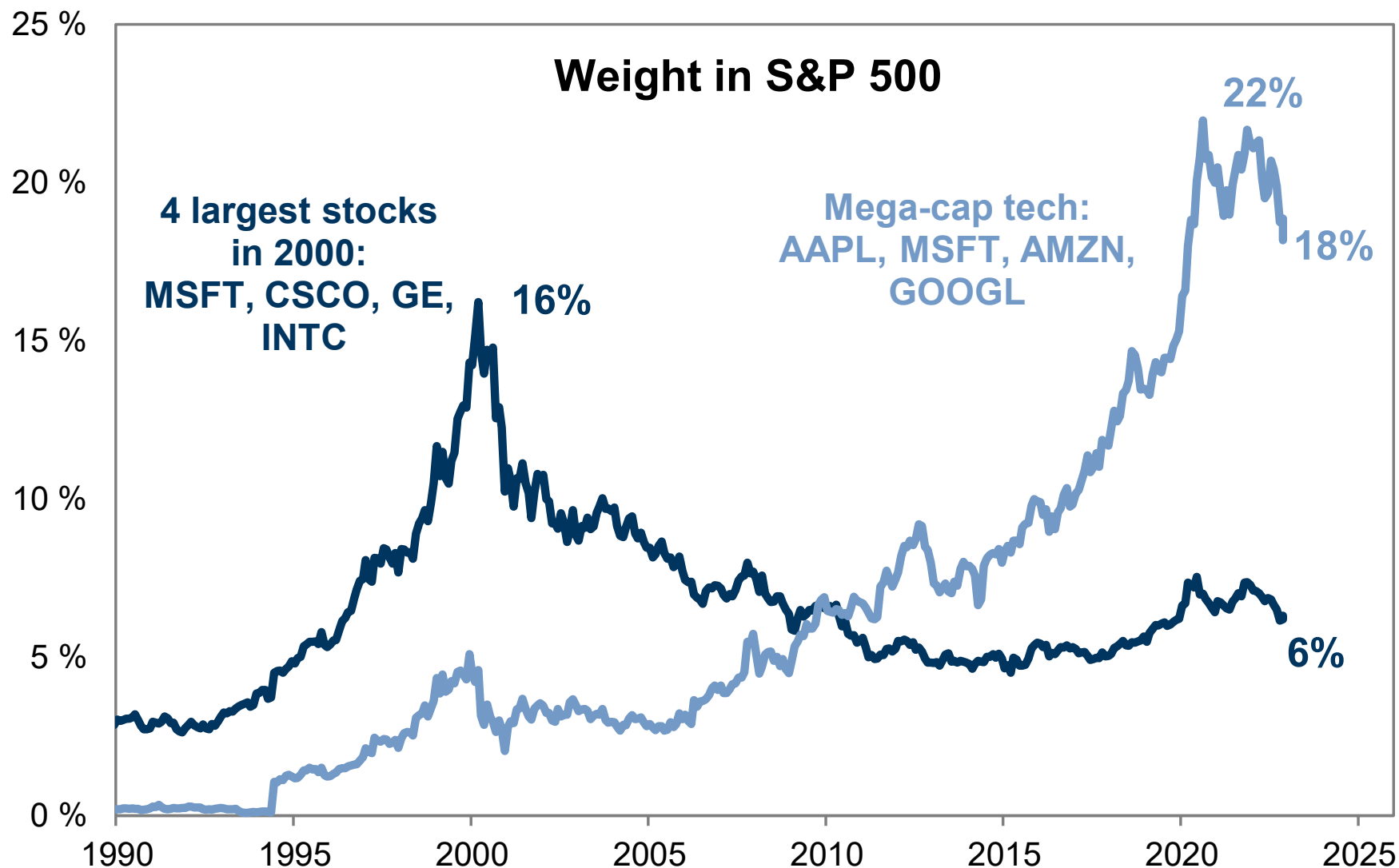
Own stocks leveraged to decelerating inflation

Median monthly returns vs. market in periods of high and falling inflation



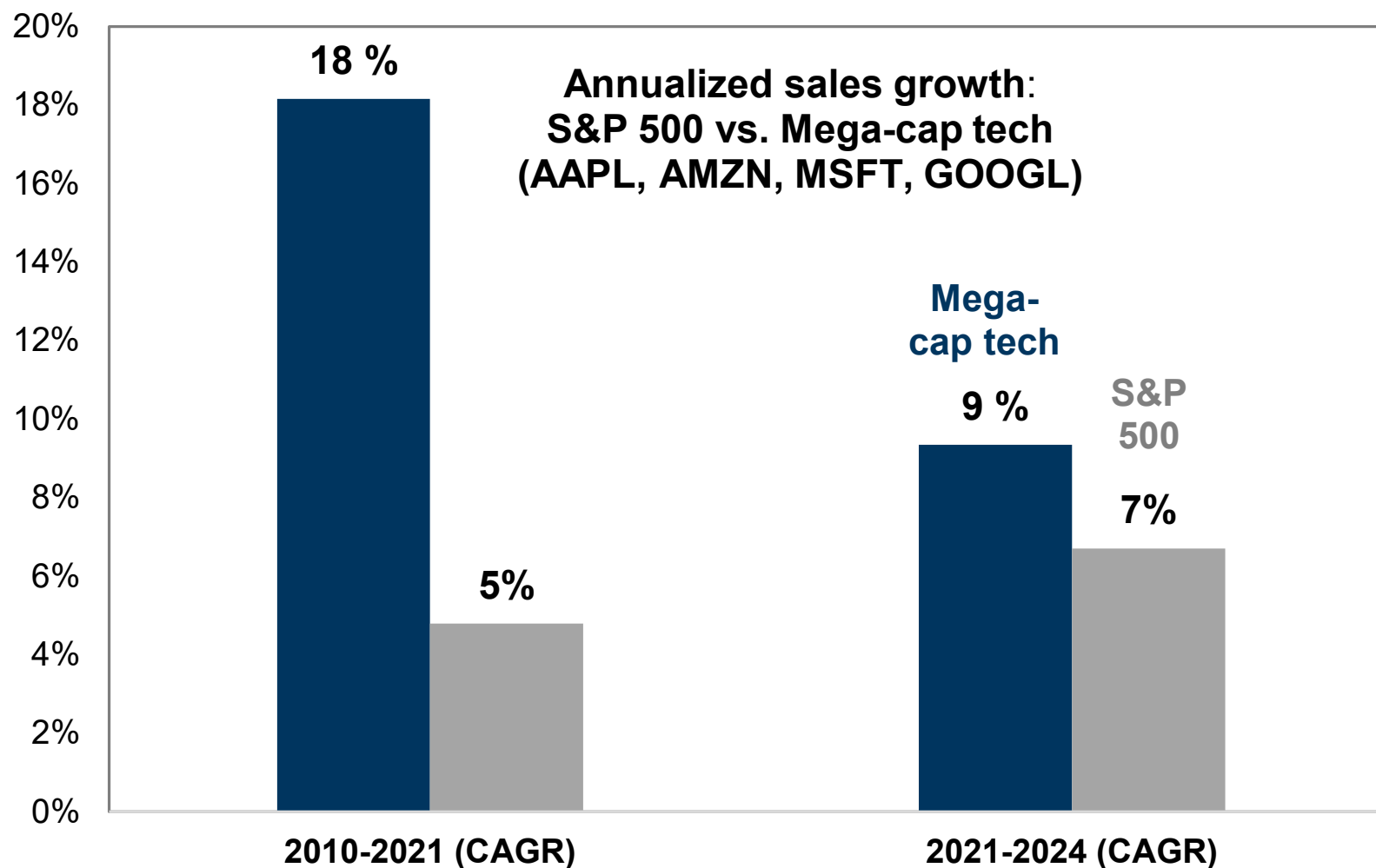
Mega-cap tech market share of S&P 500 is now 18%

Top 4 stocks in 2000 show market leadership is difficult to maintain



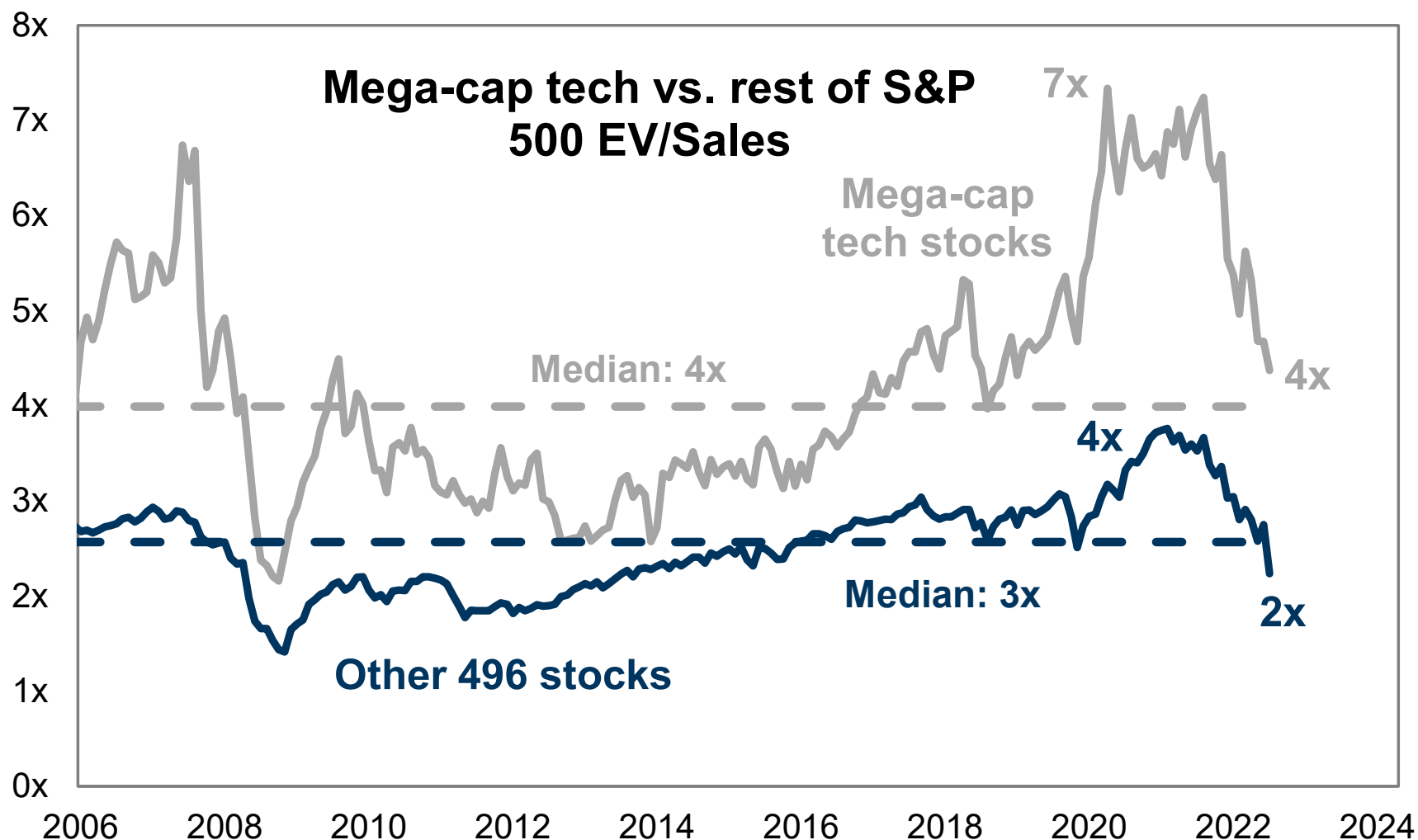
Diminished annualized sales growth premium for tech

2010-2021 annualized sales of 18% vs. 5%; forecast 2021-24 gap is 9% vs. 7%



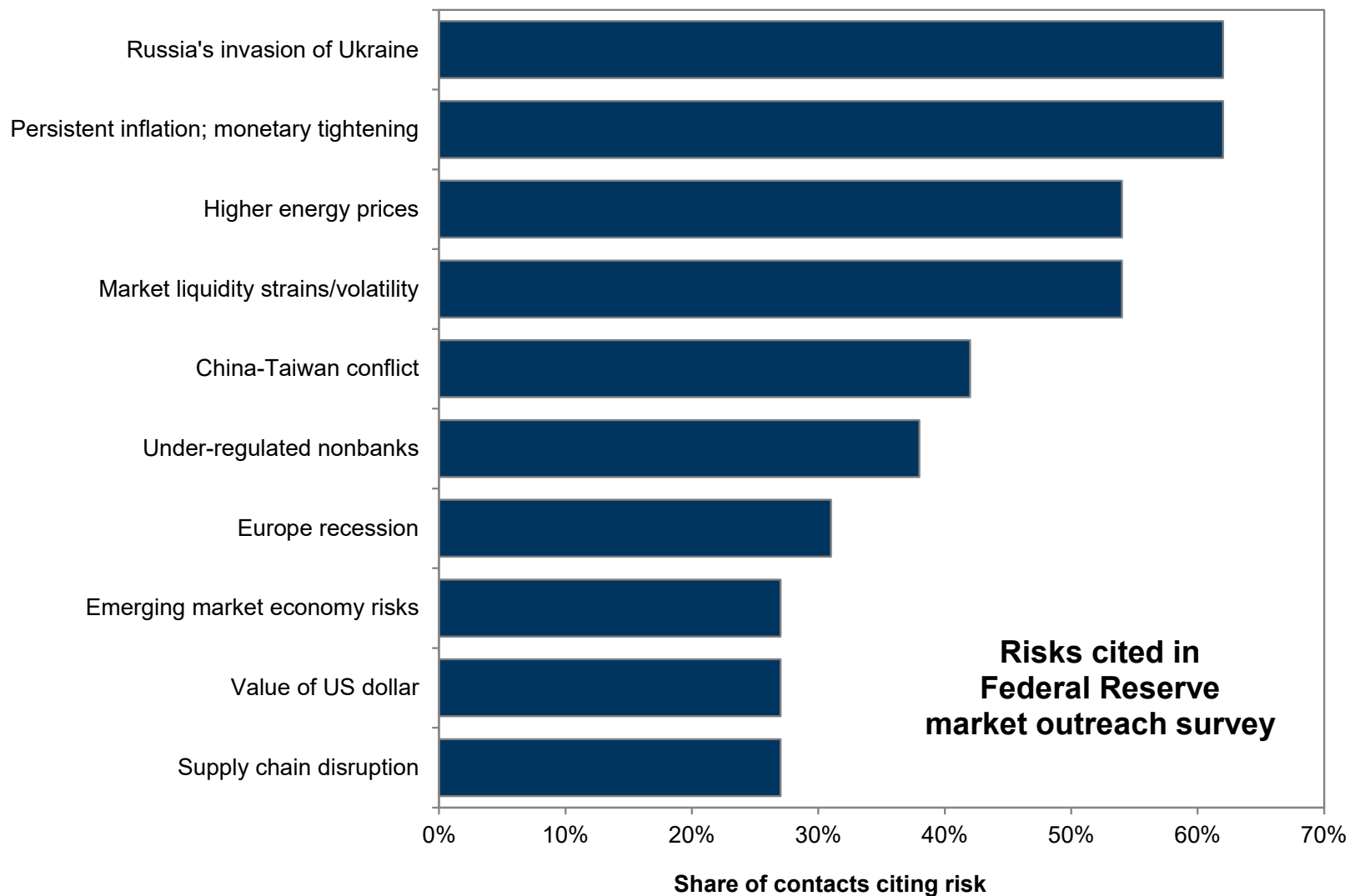
Mega-cap tech valuation premium has contracted

EV/sales multiple for mega-cap tech is slightly above historical average



Risks to the market in 2023

Risks related to geopolitics and monetary tightening top the list of concerns



Reg AC

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