

Duke's Fuqua School of Business / CFO Magazine Global Business Outlook

Results for 421 Latin American firms (own-firm changes expected during the next 12 months)

	Mar 2020	Dec 2019	Sept 2019	Jun 2019	Mar 2019
Weighted Averages for	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months
Earnings growth*		3.1% Median = 3.7%	4.7% Median = 5.0%	5.5% Median = 10.0%	
Capital spending	5.1% Median=3.0%	2.6% Median = 0.0%	2.6% Median = 0.0%	10.4% Median = 5.0%	10.0% Median=5.0%
Advertising and marketing spending		6.1% Median = 2.0%	1.5% Median = 0.0%	5.5% Median = 10.0%	
Technology spending		17.8% Median = 5.0%	2.1% Median = 0.0%	6.7% Median = 5.0%	
R&D spending		4.0% Median = 2.0%	0.5% Median = 0.0%	3.0% Median = 3.0%	
Employment – full-time	4.7% Median=0.0%	1.3% Median = 0.5%	1.2% Median = 0.0%	1.8% Median = 0.0%	5.4% Median=2.0%
Wages and Salaries	4.3% Median=4.0%	4.2% Median = 4.0%	3.2% Median = 3.0%	4.0% Median = 4.0%	5.5% Median=5.0%
Inflation (Chg in prices of own-firm products)		4.1% Median = 3.0%	2.2% Median = 3.0%	3.2% Median = 3.7%	
Health Care Costs		6.5% Median = 2.0%	3.4% Median = 3.0%	4.1% Median = 3.3%	
Revenue	9.1% Median=10.0%	7.7% Median = 5.0%	4.3% Median = 3.1%	7.8% Median = 10.0%	12.5% Median=10.0%

* indicates public firms only. All other numbers are for all survey respondents (including private).

Latin America BUSINESS OPTIMISM

	Mar 2020	Dec 2019	Sept 2019	Jun 2019	Mar 2019
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
Optimism about the country's economy	More opt: 25.4% Less opt: 65.2% No chg: 9.4%	More opt: 51.5% Less opt: 35.0% No chg: 13.6%	More opt: 11.0% Less opt: 54.3% No chg: 34.6%	More opt: 33.3% Less opt: 46.2% No chg: 20.5%	More opt: 65.8% Less opt: 13.1% No chg: 21.0%
Country optimism level	50.0	58.2	40.6	57.7	65.4
Optimism about own company	More opt: 37.2% Less opt: 49.5% No chg: 13.3%	More opt: 47.5% Less opt: 30.7% No chg: 21.8%	More opt: 25.2% Less opt: 27.6% No chg: 47.2%	More opt: 43.5% Less opt: 31.3% No chg: 25.2%	More opt: 68.4% Less opt: 23.9% No chg: 17.8%
Own company optimism level	59.2	62.5	52.1	64.8	70.8

Top Concerns for Latin American Businesses (December 2019)

- Economic uncertainty
- Government policies
- Currency risk
- Weak demand for products/services
- Corporate tax code
- Attracting and retaining qualified employee
- Access to capital
- Employee productivity
- Regulatory requirements
- Data security