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Manfred Hübner

CEFA, Managing Director

manfred.huebner@sentix.de

sentix 
expertise in behavioral finance

sentix GmbH

Wiesenhüttenstraße 17, 60329 Frankfurt am Main

Tel. +49 (69) 3487 961-0, info@sentix.de

Clearance sale

Retail shares are not really generating any storms of enthusiasm among investors at present. On the contrary: the investor sentiment measured by sentix is in the negative range with more than 1.5 standard deviations. This is the lowest value since 2006, but it offers a contrary opportunity!

Investor sentiment towards shares in the retail sector has fallen to its lowest level since 2006. The investors have thus heralded the final sale for the sector. The mood and relative performance have been sinking for about two years. The current mood is therefore the result of a long process of discovery by investors. In addition to company-specific factors, Amazon's triumphant advance has also contributed to this trend. But exactly from this corner a glimmer of hope for the bagged industry could arise. Amazon boss Jeff Bezos is in the crosshairs of US President Trump. Thus his stock could be caught by one or the other Tweet Trumps in the near future.



sentix sector-sentiment retail vs. STOX 600 Index retail

In addition to the current sentiment signal, the technical constitution also increasingly speaks in favour of a commitment in the retail sector. Relative strength is beginning to improve. The pessimism of investors therefore seems exaggerated and an opportunity.



Background

sentix Sector Sentiment is a monthly survey conducted since 2002 among individual and institutional investors as part of the sentix Global Investor Survey which runs on the second Friday of each month. Investors are asked about their 6-month expectations regarding 19 European stocks sectors. They can indicate whether they expect a sector to outperform, to perform as the market or to underperform.

The current survey was conducted between April 12th and April 14th, 2018, among more than 1.000 private and institutional investors.

About sentix

sentix is the pioneer and leading provider of sentiment analyses (behavioural finance) in Europe. Since 2001 sentix surveys on a weekly basis around 5.000 investors from over 20 countries (comprising over 1.000 institutional and almost 4.000 individual investors) about their expectations for financial markets as well as for economic developments and their portfolio actions. The sentix survey results are representative of a broadly diversified group of investors.

sentix surveys offer the rare combination of a vast number of participants, high quality and an outstanding speed with which information is gathered and passed on. All sentix indices are regularly accessible for sentix data clients just about one day after the close of each poll – via the sentix website or Bloomberg. sentix clients thus can use sentix data almost in real time to further improve performance.

sentix GmbH was founded in 2001 and today represents the basis for all the services the sentix group offers to its clients in the field of Behavioural Finance.



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