



Investec Services PMI[®] Ireland

Economics Monthly

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Growth of activity eases to 11-month low

Summary:

The Irish service sector continued to perform strongly in October, helped by a sharp and accelerated rise in new orders. That said, there were signs of growth easing as activity rose at the weakest pace in 11 months and business sentiment dropped. Meanwhile, higher staff costs contributed to a faster rise in input prices, but companies increased their charges at a slower pace.

Investec Purchasing Managers' Index[®]:

50 = no change on previous month



The rate of expansion of business activity eased in October, as signalled by the seasonally adjusted Business Activity Index dipping to 57.5 from 58.7 in September. That said, growth remained sharp amid reports of higher new orders and improving market conditions. Activity has now increased in each of the past 63 months.

A drop-off in optimism was recorded in October, with service providers the least confident since September 2016. Those panellists that expect activity to rise over the coming year linked this to predictions of further improvements in economic conditions and an associated rise in new orders.

Total new business increased at a substantial pace again in October, with the rate of growth quickening from that seen in the previous month. According to panellists, the rise in total new business partly reflected growth of new export orders. New business from abroad rose at the fastest pace in eight months, with new work sourced from other European countries as well as the US.

Strong growth of new orders fed through to another monthly increase in backlogs of work. Furthermore, the rate of accumulation quickened to the fastest since January 2016.

Service providers continued to take on extra staff at a rapid pace, with the rate of job creation in October slowing only marginally from that seen in September.

The rate of input cost inflation accelerated for the second month running and was the joint-fastest in the year-to-date. According to respondents, higher input prices were largely due to increasing staff costs.

While cost inflation accelerated, the pace at which output prices increased eased over the month. Charges still rose at a solid pace, however, with respondents linking inflation to the passing on of higher input costs to clients and efforts to improve profit margins.

As has been the case throughout the past 12 survey periods, Irish service providers recorded a rise in profits during the three months to October. That said, the latest improvement was modest and the weakest since the three months to February.

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Comment:

Commenting on the Investec Republic of Ireland Services PMI survey data, Philip O'Sullivan, Chief Economist at Investec Ireland said:

"At first glance, the latest Investec Services PMI report paints an underwhelming picture, with the headline PMI slowing to an 11 month low. However, the 57.5 PMI reading (versus September's 58.7) is still commensurate with a sharp pace of expansion.

"Another reassuring factor is that Irish services companies reported faster growth in demand from customers both at home and abroad. Nearly four times as many companies reported growth in New Business compared to those who experienced a softening in demand, while in terms of the export markets the strongest growth last month was recorded from Europe and the US.

"As a result of this strong demand, services companies' Backlogs of Work accumulated at their fastest pace in 21 months. In an effort to address this, firms have been adding to headcounts, with the Employment component posting growth for a 62nd successive month. Sub-sector data for the segments of the industry that are covered by the Services PMI (Financial Services, Business Services, TMT and Travel & Leisure) show that all four simultaneously increased their payrolls for a 12th consecutive month, while the data also suggest that Financial Services saw the strongest growth in hiring last month.

"The news was less positive on the margin side, however. The rate of growth in Input Prices spiked in October to a six month high (and to the joint-fastest in the year to date), with panellists blaming higher salaries and raw materials costs for this. In response to this, firms raised Average Prices Charged, but the rate of increase here cooled to the slowest since November 2016. This moderation is likely to have been a factor behind the rate of increase in the Profitability index slowing to the weakest since the period to end-February.

"Somewhat puzzlingly, the forward-looking Business Activity: Expected Levels in 12 Months' Time index weakened to its lowest since September 2016 in spite of the stronger client orders cited above. A number of respondents expressed concerns about customer sentiment, although it should be noted that nearly six times as many firms expect growth compared to those who expect a moderation in business activity over the coming year. Given the favourable economic outlook for the majority of Ireland's key trading partners and the domestic economy, we are in the camp of those who expect 2018 to be another year of progress for the services industry."

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[Notes on the methodology](#)

This report is based on data compiled from monthly replies to questionnaires sent to a panel of companies in the Irish private service sector. The panel includes around 450 private companies from the sector. The panel has been carefully selected to accurately replicate the true structure of the services economy.

For the purposes of the report, the Service Sector economy is divided into the following areas:

- Business Services
- Financial Services
- Technology, Media & Telecoms (TMT)
- Transport, Travel, Tourism & Leisure

This report complements the Purchasing Managers' Report for the Irish manufacturing sector, produced with the same technical applications used in the production of the United Kingdom report, and its data have become one of the tools used frequently by governments, economists in the public and private sector and financial institutions. Questionnaires are dispatched at mid-month, requesting comparisons of data with the situation one month previously. The survey data are presented in different ways. First, we show the percentage of companies indicating an improvement, declining or stability of the situation when compared to the previous month. We then show a net value which is the result of subtracting the number of companies indicating a decline from those indicating an improvement. From the combination of these figures, we obtain a unique value - an individual index, known as a diffusion index (i.e. Employment Index). Diffusion indices vary between 0 and 100, with 50.0 representing the level base. An index situated above 50.0 indicates activity expansion of the corresponding variable (i.e. new orders, price, employment, etc.); An Index situated below 50.0 indicates a contraction of the activity, whilst an index at the same level as 50.0 indicates that the situation is stable compared with the previous month. The greater the divergence from 50.0, the greater the rate of expansion or contraction. IHS Markit do not revise underlying survey data after first publication, but seasonal adjustment factors may be revised from time to time as appropriate which will affect the seasonally adjusted data series.

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