

Slowing US inflation calms market worries over the Fed

Weekly Global

Mark Haefele, Global Wealth Management Chief Investment Officer, UBS AG

Deeper Dive

US equities and bonds rallied last week after slowing inflation in December bolstered hopes for a more dovish turn from the Federal Reserve in the months ahead. The US fourth-quarter earnings season also got off to a solid start, with strong results from US financials.

The core consumer price index (CPI), which excludes volatile food and energy prices, decelerated for the first time in six months, easing to 0.2% month-over-month from 0.3%. On an annual basis, core inflation came in at 3.2%, down from 3.3% in November. Economists had expected the annual rate to hold steady. The headline rate of inflation accelerated to 0.4% from 0.3% in the prior month, with 40% of the advance due to energy prices.

The release appeared to come as a relief after stronger-than-expected US employment data released earlier in the month caused investors to scale back their expectations over the pace of Fed interest rate cuts in 2025. The S&P 500 rose 2.9% last week, its best weekly performance since November, after a 1.9% decline the previous week. Bonds also rallied last week: The 10-year US Treasury yield fell 13 basis points to 4.63%.

What do we expect?

The December inflation data was only fractionally lower than the consensus forecast. It also comes against a backdrop of a recent run of robust economic releases. The Atlanta Fed's GDPNow, which projects growth based on recent data, suggests the US economy expanded at a 3.0% pace in the fourth quarter—still strong by historical standards. Against this backdrop, we don't expect the latest inflation release to notably alter the Fed's monetary policy trajectory. We anticipate no further rate cuts before June.

But the softer inflation figures are a reassuring sign for markets, particularly after a period of elevated bond yields and retreating equity prices. Much of the elevated inflation is coming from shelter costs, which account for more than a third of the CPI. Shelter prices rose 4.6% annually in December. However, this reflects previous strength in the housing market, since rental contracts are only typically renewed annually or every few years. The monthly rises in rents within the CPI were more moderate in November and December, adding to our confidence that annual shelter inflation will continue to slow.

Questions for the week ahead

Will Trump's first policy moves unsettle markets? Donald Trump returns to the White House this week as the 47th US President and investors will be on high alert for his opening policy moves. We will be especially looking for early policy pronouncements on raising trade tariffs, which have the potential to concern investors.

Can the US earnings season stay solid amid anticipated market volatility? The market focus looks set to shift from economic data to earnings this week. After a strong start to the fourth-quarter reporting season from top banks, will profit growth from top US companies support the recent equity rebound?

Will the Bank of Japan resume its hiking cycle? As the global rate-cutting cycle continues in most of the world, Japan—which escaped the post-pandemic inflation surge that afflicted most nations—is moving in the opposite direction. Markets are expecting the Bank of Japan to raise rates by 25 basis points to 0.5% this week, which would be the first time since last July.

Excluding shelter, headline inflation was just 1.9%, while core inflation ex-shelter stood at 2.1%—consistent with the Fed’s 2% target.

As a result, we believe that the market is now underpricing the chances of further policy easing. The latest release reinforces our view that the Fed is on track to reduce rates by 50bps in 2025—though cuts may only resume closer to the middle of the year. Given the recent resilience of the data, including in the Beige Book published by the Fed last Wednesday, we see no reason for the Fed to move rates at its upcoming policy meeting, which concludes on 29 January.

In fixed income, we expect further declines in Treasury yields as inflation eases and economic growth moderates. We forecast the 10-year Treasury yield at 4% by mid-2025.

In equities, we believe the easing inflation backdrop reinforces the case for further gains for the S&P 500 in 2025; we anticipate the index reaching 6,600 by December. A solid US economy, healthy corporate earnings growth, and further advancements in AI should support the rally, in our view.

How do we invest?

While volatility may persist, the latest CPI data suggests that inflation is beginning to cool after months of stickiness. While we expect the Fed to remain cautious in the near term, the deceleration in inflation has reinforced a constructive outlook for equities and quality bonds in 2025.

Put cash to work: We believe the moderation in December inflation data supports our view that the Fed will reduce rates gradually later this year, with the first cut anticipated in June. In a lower rate environment, returns on cash will decline further.

We see attractive opportunities in the 5-year part of the US Treasury curve and maintain our Attractive asset class recommendations on high grade and investment grade bonds. We forecast lower rates from here over the course of the year, and given the recent curve steepening, yield pickup is now generally available by switching out of cash.

More to go in stocks: Equities have been volatile amid recent shifts in the expected pace of Fed easing. However, while the speed of rate reductions is likely to be slower than expected prior to the December Fed meeting, cuts are still on the way, in our view. Historically, stocks have performed well in periods when the Fed cut rates while growth remained positive. In addition, the strength of the US economy is highly correlated with earnings growth, which we think bodes well for equities at this level of rates. We therefore see equity pullbacks from growth-related rate increases as a buying opportunity.

Key Messages

Cooling US inflation reinforces hopes for Fed easing this year

The S&P 500 gained 2.9% last week, its best performance since November, and the yield on the 10-year US Treasury fell 13 basis points. The renewed optimism came following data suggesting the trend toward slower US inflation is back on track, which calmed worries that the Fed may struggle to justify rate cuts in 2025. Of course, investors should expect further swings ahead. Markets will be on the alert for policies from the incoming Trump administration that could make it harder for the Fed to hit its 2% inflation goal, including higher trade tariffs, fiscal easing, and tighter immigration controls.

But our view remains that further Fed rate cuts will take place later this year. Although the December consumer price index was only fractionally slower, with the monthly ex-food and energy measure down from 0.3% to 0.2%, this was the first decline in six months. Core inflation also slowed on an annual basis to 3.2% from 3.3% in December.

It is also worth noting that much of the current inflation is coming from shelter costs, which account for more than a third of headline CPI, and which we expect to slow further in the coming months. Excluding shelter, headline inflation was just 1.9%, while core inflation ex-shelter stood at 2.1%, consistent with the Fed's 2% target. As a result, we believe that the market pricing for only around 38 basis points of Fed easing in 2025 is too cautious, and we still expect 50 basis points of cuts.

Takeaway: Although the pace of Fed easing looks set to be slower than anticipated prior to the hawkish December meeting, US rates are still coming down. That will further erode returns on deposits and money market funds, increasing the importance of putting cash to work in fixed income and equity markets.

US fourth-quarter earnings: resilience amid challenges

With last week's start to the fourth-quarter earnings season, investors are likely to shift some attention from macroeconomic data to micro trends, especially with the S&P 500 index again just 1.5% away from December's all-time high. Earnings are forecast to increase by 7-9% year over year, driven by robust economic growth and significant contributions from major tech firms, which are expected to report earnings growth exceeding 25% due to progress in monetizing AI.

But with market sentiment remaining fragile as investors await the first policy steps from the Trump administration, we see several keys to navigating the results season.

Despite the generally favorable backdrop, the stronger US dollar could crimp first-quarter guidance for US multinational companies. We estimate this could cut first-quarter earnings growth by about 1.5 percentage points. Potential tariffs from the incoming Trump administration could also be a source of uncertainty. Strong results in certain industries could reflect pre-buying ahead of potential tariffs, while others may delay business plans until there is further clarity. However, we believe that part of the strong dollar risks have already been priced in and that the tariff impact is unlikely to be strong enough to derail healthy earnings growth.

The rise in Treasury yields since September, notwithstanding last week's retreat, has been linked to solid economic performance rather than inflation fears, indicating that stocks can weather these higher yields. Although the S&P 500's forward price-to-earnings ratio stands at a historically high 21.5 times, the current macroeconomic conditions justify these elevated valuations, in our view. We project 9% earnings growth for 2025 as a whole, with the S&P 500 potentially reaching 6,600 by year-end.

Takeaway: While further volatility is likely, we continue to view US equities as Attractive. We expect large caps to outperform small- and mid-caps given their greater AI exposure, better earnings trends, and less dependence on Fed rate cuts. Sector-wise, we like information technology, financials, utilities, communication services, and consumer discretionary.

Oil gains for a fourth week despite the Middle East ceasefire

The price of Brent crude reached a five-month high, gaining ground for a fourth consecutive week. The gains came despite news of a ceasefire between Israel and Hamas, which has the potential to lower tensions in the Middle East and hence the threat of a disruption to oil supplies.

But the positive news in the Middle East has been outweighed by other factors that look set to constrain supplies. Part of the recent upward pressure on oil prices has come from news earlier in the month that the outgoing Biden administration was imposing additional sanctions on the Russian oil industry. While there is still a winddown period to import Russian barrels, Indian and Chinese refineries have already started to look for alternative sources based on media reports, and freight rates have moved higher.

We think it is unlikely that these measures will be immediately repealed by the incoming Trump administration. Comments by officials in the incoming Trump administration regarding their desire to reintroduce a "maximum pressure campaign" on Iran have also added to supply concerns, while OPEC + producers have demonstrated solid compliance levels to their quotas. These developments come alongside data showing global oil inventories falling along with rising demand for heating oil due to a cold winter in Europe and the US.

Takeaway: Our base case is for Brent to trade around USD 80 a barrel through 2025. But given recent developments, oil could trade higher in the near term. Hence, we like to sell risk of falling Brent crude oil prices.

Non-Traditional Assets

Non-traditional asset classes are alternative investments that include hedge funds, private equity, real estate, and managed futures (collectively, alternative investments). Interests of alternative investment funds are sold only to qualified investors, and only by means of offering documents that include information about the risks, performance and expenses of alternative investment funds, and which clients are urged to read carefully before subscribing and retain. An investment in an alternative investment fund is speculative and involves significant risks. Specifically, these investments (1) are not mutual funds and are not subject to the same regulatory requirements as mutual funds; (2) may have performance that is volatile, and investors may lose all or a substantial amount of their investment; (3) may engage in leverage and other speculative investment practices that may increase the risk of investment loss; (4) are long-term, illiquid investments, there is generally no secondary market for the interests of a fund, and none is expected to develop; (5) interests of alternative investment funds typically will be illiquid and subject to restrictions on transfer; (6) may not be required to provide periodic pricing or valuation information to investors; (7) generally involve complex tax strategies and there may be delays in distributing tax information to investors; (8) are subject to high fees, including management fees and other fees and expenses, all of which will reduce profits.

Interests in alternative investment funds are not deposits or obligations of, or guaranteed or endorsed by, any bank or other insured depository institution, and are not federally insured by the Federal Deposit Insurance Corporation, the Federal Reserve Board, or any other governmental agency. Prospective investors should understand these risks and have the financial ability and willingness to accept them for an extended period of time before making an investment in an alternative investment fund and should consider an alternative investment fund as a supplement to an overall investment program.

In addition to the risks that apply to alternative investments generally, the following are additional risks related to an investment in these strategies:

- **Hedge Fund Risk:** There are risks specifically associated with investing in hedge funds, which may include risks associated with investing in short sales, options, small-cap stocks, "junk bonds," derivatives, distressed securities, non-U.S. securities and illiquid investments.
- **Managed Futures:** There are risks specifically associated with investing in managed futures programs. For example, not all managers focus on all strategies at all times, and managed futures strategies may have material directional elements.
- **Real Estate:** There are risks specifically associated with investing in real estate products and real estate investment trusts. They involve risks associated with debt, adverse changes in general economic or local market conditions, changes in governmental, tax, real estate and zoning laws or regulations, risks associated with capital calls and, for some real estate products, the risks associated with the ability to qualify for favorable treatment under the federal tax laws.
- **Private Equity:** There are risks specifically associated with investing in private equity. Capital calls can be made on short notice, and the failure to meet capital calls can result in significant adverse consequences including, but not limited to, a total loss of investment.
- **Foreign Exchange/Currency Risk:** Investors in securities of issuers located outside of the United States should be aware that even for securities denominated in U.S. dollars, changes in the exchange rate between the U.S. dollar and the issuer's "home" currency can have unexpected effects on the market value and liquidity of those securities. Those securities may also be affected by other risks (such as political, economic or regulatory changes) that may not be readily known to a U.S. investor.

Appendix

UBS Chief Investment Office's ("CIO") investment views are prepared and published by the Global Wealth Management business of UBS Switzerland AG (regulated by FINMA in Switzerland) or its affiliates ("UBS"), part of UBS Group AG ("UBS Group"). UBS Group includes former Credit Suisse AG, its subsidiaries, branches and affiliates. Additional disclaimer relevant to Credit Suisse Wealth Management follows at the end of this section.

The investment views have been prepared in accordance with legal requirements designed to promote the **independence of investment research**.

Generic investment research – Risk information:

This publication is **for your information only** and is not intended as an offer, or a solicitation of an offer, to buy or sell any investment or other specific product. The analysis contained herein does not constitute a personal recommendation or take into account the particular investment objectives, investment strategies, financial situation and needs of any specific recipient. It is based on numerous assumptions. Different assumptions could result in materially different results. Certain services and products are subject to legal restrictions and cannot be offered worldwide on an unrestricted basis and/or may not be eligible for sale to all investors. All information and opinions expressed in this document were obtained from sources believed to be reliable and in good faith, but no representation or warranty, express or implied, is made as to its accuracy or completeness (other than disclosures relating to UBS). All information and opinions as well as any forecasts, estimates and market prices indicated are current as of the date of this report, and are subject to change without notice. Opinions expressed herein may differ or be contrary to those expressed by other business areas or divisions of UBS as a result of using different assumptions and/or criteria.

In no circumstances may this document or any of the information (including any forecast, value, index or other calculated amount ("Values")) be used for any of the following purposes (i) valuation or accounting purposes; (ii) to determine the amounts due or payable, the price or the value of any financial instrument or financial contract; or (iii) to measure the performance of any financial instrument including, without limitation, for the purpose of tracking the return or performance of any Value or of defining the asset allocation of portfolio or of computing performance fees. By receiving this document and the information you will be deemed to represent and warrant to UBS that you will not use this document or otherwise rely on any of the information for any of the above purposes. UBS and any of its directors or employees may be entitled at any time to hold long or short positions in investment instruments referred to herein, carry out transactions involving relevant investment instruments in the capacity of principal or agent, or provide any other services or have officers, who serve as directors, either to/for the issuer, the investment instrument itself or to/for any company commercially or financially affiliated to such issuers. At any time, investment decisions (including whether to buy, sell or hold securities) made by UBS and its employees may differ from or be contrary to the opinions expressed in UBS research publications. Some investments may not be readily realizable since the market in the securities is illiquid and therefore valuing the investment and identifying the risk to which you are exposed may be difficult to quantify. UBS relies on information barriers to control the flow of information contained in one or more areas within UBS, into other areas, units, divisions or affiliates of UBS. Futures and options trading is not suitable for every investor as there is a substantial risk of loss, and losses in excess of an initial investment may occur. Past performance of an investment is no guarantee for its future performance. Additional information will be made available upon request. Some investments may be subject to sudden and large falls in value and on realization you may receive back less than you invested or may be required to pay more. Changes in foreign exchange rates may have an adverse effect on the price, value or income of an investment. The analyst(s) responsible for the preparation of this report may interact with trading desk personnel, sales personnel and other constituencies for the purpose of gathering, synthesizing and interpreting market information.

Different areas, groups, and personnel within UBS Group may produce and distribute separate research products **independently of each other**. For example, research publications from **CIO** are produced by UBS Global Wealth Management. **UBS Global Research** is produced by UBS Investment Bank. **Research methodologies and rating systems of each separate research organization may differ**, for example, in terms of investment recommendations, investment horizon, model assumptions, and valuation methods. As a consequence, except for certain economic forecasts (for which UBS CIO and UBS Global Research may collaborate), investment recommendations, ratings, price targets, and valuations provided by each of the separate research organizations may be different, or inconsistent. You should refer to each relevant research product for the details as to their methodologies and rating system. Not all clients may have access to all products from every organization. Each research product is subject to the policies and procedures of the organization that produces it. The compensation of the analyst(s) who prepared this report is determined exclusively by research management and senior management (not including investment banking). Analyst compensation is not based on investment banking, sales and trading or principal trading revenues, however, compensation may relate to the revenues of UBS Group as a whole, of which investment banking, sales and trading and principal trading are a part.

Tax treatment depends on the individual circumstances and may be subject to change in the future. UBS does not provide legal or tax advice and makes no representations as to the tax treatment of assets or the investment returns thereon both in general or with reference to specific client's circumstances and needs. We are of necessity unable to take into account the particular investment objectives, financial situation and needs of our individual clients and we would recommend that you take financial and/or tax advice as to the implications (including tax) of investing in any of the products mentioned herein. This material may not be reproduced or copies circulated without prior authority of UBS. Unless otherwise agreed in writing UBS expressly prohibits the distribution and transfer of this material to third parties for any reason. UBS accepts no liability

whatsoever for any claims or lawsuits from any third parties arising from the use or distribution of this material. This report is for distribution only under such circumstances as may be permitted by applicable law. For information on the ways in which CIO manages conflicts and maintains independence of its investment views and publication offering, and research and rating methodologies, please visit www.ubs.com/research-methodology. Additional information on the relevant authors of this publication and other CIO publication(s) referenced in this report; and copies of any past reports on this topic; are available upon request from your client advisor.

Important Information About Sustainable Investing Strategies: Sustainable investing strategies aim to consider and incorporate environmental, social and governance (ESG) factors into investment process and portfolio construction. Strategies across geographies approach ESG analysis and incorporate the findings in a variety of ways. Incorporating ESG factors or Sustainable Investing considerations may inhibit UBS's ability to participate in or to advise on certain investment opportunities that otherwise would be consistent with the Client's investment objectives. The returns on a portfolio incorporating ESG factors or Sustainable Investing considerations may be lower or higher than portfolios where ESG factors, exclusions, or other sustainability issues are not considered by UBS, and the investment opportunities available to such portfolios may differ.

External Asset Managers / External Financial Consultants: In case this research or publication is provided to an External Asset Manager or an External Financial Consultant, UBS expressly prohibits that it is redistributed by the External Asset Manager or the External Financial Consultant and is made available to their clients and/or third parties.

USA: Distributed to US persons only by UBS Financial Services Inc. or UBS Securities LLC, subsidiaries of UBS AG. UBS Switzerland AG, UBS Europe SE, UBS Bank, S.A., UBS Brasil Administradora de Valores Mobiliarios Ltda, UBS Asesores Mexico, S.A. de C.V., UBS SuMi TRUST Wealth Management Co., Ltd., UBS Wealth Management Israel Ltd and UBS Menkul Degerler AS are affiliates of UBS AG. **UBS Financial Services Inc. accepts responsibility for the content of a report prepared by a non-US affiliate when it distributes reports to US persons. All transactions by a US person in the securities mentioned in this report should be effected through a US-registered broker dealer affiliated with UBS, and not through a non-US affiliate. The contents of this report have not been and will not be approved by any securities or investment authority in the United States or elsewhere. UBS Financial Services Inc. is not acting as a municipal advisor to any municipal entity or obligated person within the meaning of Section 15B of the Securities Exchange Act (the "Municipal Advisor Rule") and the opinions or views contained herein are not intended to be, and do not constitute, advice within the meaning of the Municipal Advisor Rule.**

For country information, please visit ubs.com/cio-country-disclaimer-gr or ask your client advisor for the full disclaimer.

Additional Disclaimer relevant to Credit Suisse Wealth Management

You receive this document in your capacity as a client of Credit Suisse Wealth Management. Your personal data will be processed in accordance with the Credit Suisse privacy statement accessible at your domicile through the official Credit Suisse website <https://www.credit-suisse.com>. In order to provide you with marketing materials concerning our products and services, UBS Group AG and its subsidiaries may process your basic personal data (i.e. contact details such as name, e-mail address) until you notify us that you no longer wish to receive them. You can optout from receiving these materials at any time by informing your Relationship Manager.

Except as otherwise specified herein and/or depending on the local Credit Suisse entity from which you are receiving this report, this report is distributed by UBS Switzerland AG, authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA).

Version D/2024. CIO82652744

© UBS 2025. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.