

## Economics

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# Sterling Weekly

## Inflation Scare Worsens

- Inflation worries continue to build, with surveys showing further rapid price hikes among firms plus the ongoing rise in front end breakevens. The upcoming December inflation data may well add to these worries: we expect CPI inflation of 3.2% YoY — well above target — and risks probably lie to the upside. CPI inflation is likely to hit 4% YoY by midyear and rise above 4% during 2011.
- We expect that the MPC will soon start “open mouth” policies to cap inflation expectations, stressing their willingness to do whatever it takes to hit the inflation target over time. In addition, it would be useful in our view for the MPC to acknowledge the need to act if data and surveys of prices and capacity use continue to signal worsening inflation prospects. We expect the MPC to begin to hike in Q2 or Q3.

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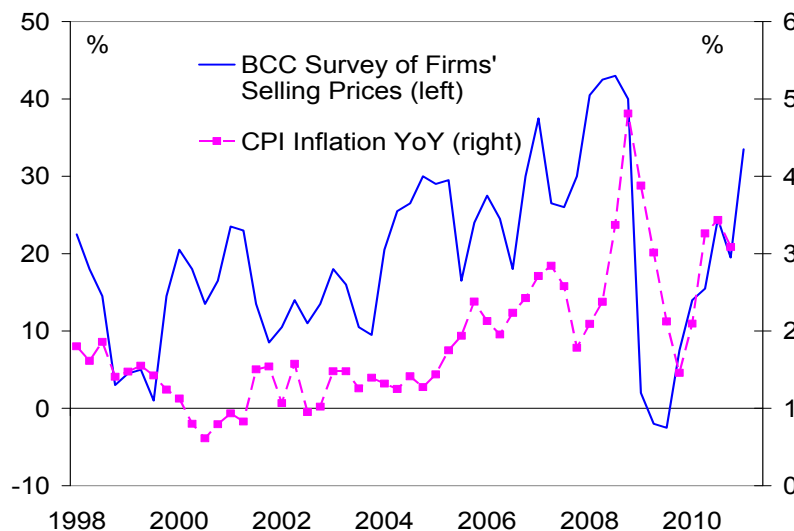
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Figure 1. Citigroup Market Forecast

	\$/£	£/€	Base Rate	10 Year Yield	Spread vs Bunds
Mid-2011	1.60	0.86	0.50	3.50	80bp
End-2011	1.62	0.87	1.00	3.75	80bp

Source: Citi Investment Research and Analysis

Figure 2. UK — BCC Survey of Firms' Selling Prices, and CPI Inflation, 1998-2010



Sources: BCC, ONS and Citi Investment Research and Analysis

See Appendix A-1 for Analyst Certification, Important Disclosures and non-US research analyst disclosures.

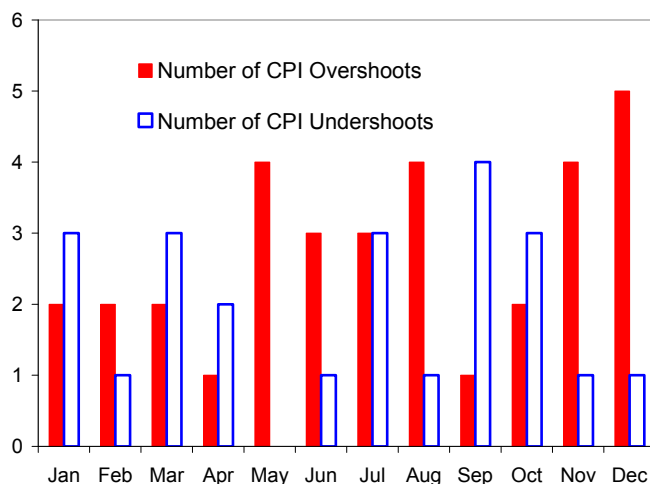
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## Inflation Scare Worsens

The new year has started with a growing inflation scare as the consensus continues to revise 2011 CPI forecasts higher, while the BRC and BCC surveys show further rises in the shares of manufacturing, retail and service sector firms hiking prices.

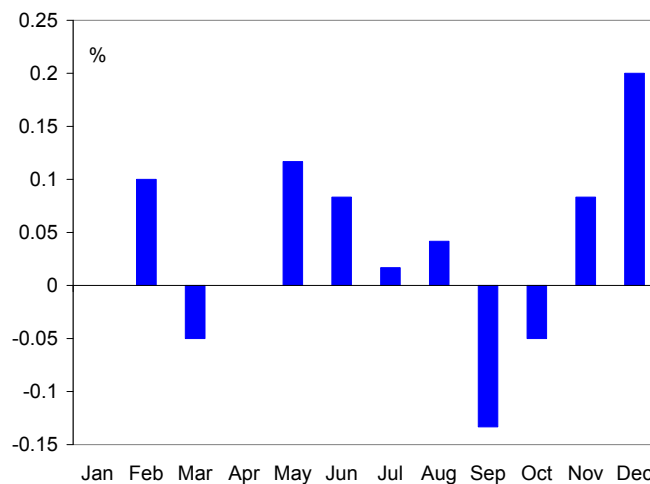
The upcoming price data (18 January) will probably also fuel inflation worries, with CPI inflation again well above target and markedly higher than the MPC forecast a year ago. Our base case is for CPI inflation to edge down from 3.3% YoY in November to 3.2% in December, but there are unusually large uncertainties — mostly to the upside. First, the unusually heavy snow may have disrupted transport and created localized supply shortages, adding to upward pressure on prices for some items. Second, there may be some advance pass-through of the VAT hike, with firms lifting prices in December in order to be able to claim that they are not raising prices when VAT actually goes up in January. Third, food price inflation will probably continue to surge, reflecting the sharp rise in global agricultural commodity prices. And finally, the December CPI data have shown a nasty habit of overshooting the pre-release consensus. In the last six years (since the MPC adopted the CPI target at end-03), CPI inflation has overshoot the pre-release consensus five times, more than any other month, with an average overshoot of 0.2% — also the biggest for any month. This may reflect a growing tendency in recent years for the price cuts in the January sales to be preceded by December price hikes.

**Figure 3. UK — Number of CPI Inflation Undershoots/Overshoots Versus Pre-Release Consensus, Split By Month, 2004-09**



Sources: Bloomberg, ONS and Citi Investment Research and Analysis

**Figure 4. UK — Average Outturn for CPI Inflation Versus Pre-Release Consensus, Split By Month, 2004-09**



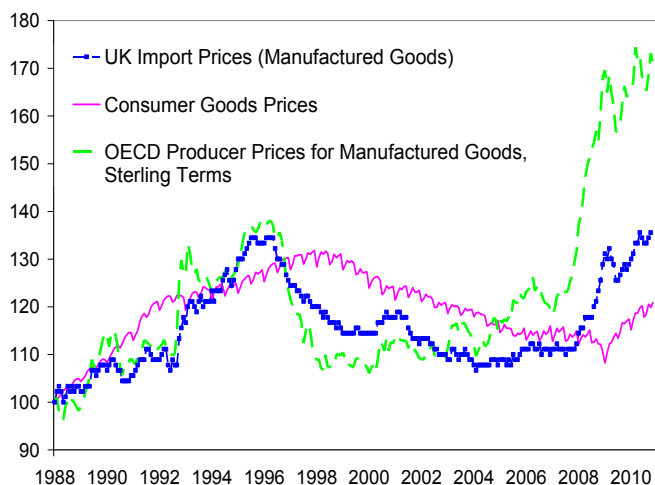
Sources: Bloomberg, ONS and Citi Investment Research and Analysis

Regardless of how the uncertainties in the December data play out, we expect CPI inflation to average around 4% YoY this year, rising above 4% YoY around midyear (assuming little further change in commodity price and sterling). The rise in inflation to 4% YoY could come quite quickly if retailers pass the VAT hike on immediately and use the opportunity of this price hike to also pass on some of the widespread backlog of cost pressures.

The upturn in inflation in 2010 and 2011 owes quite a lot to powerful cost pressures from the weak pound and strong global cost increases. UK import prices have risen sharply, by about 20%, since mid-07, with an even greater rise in OECD producer prices converted into sterling terms — a guide to costs

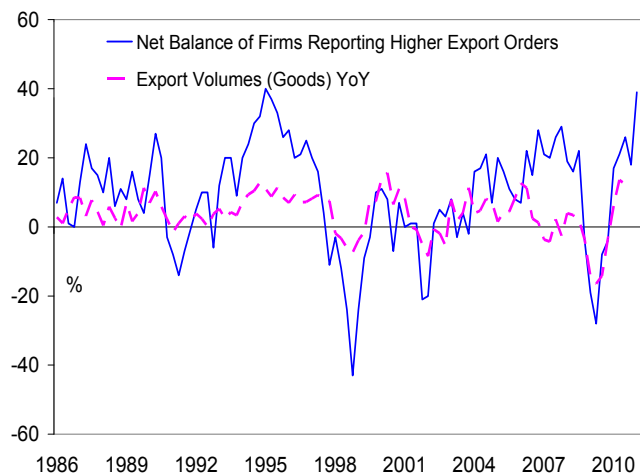
of imports from developed markets (which still account for the bulk of UK imports). By contrast, UK import prices and global producer prices in sterling terms fell on balance between the mid-90s and 2007, dragged lower by the strong pound and global disinflation. The resultant sharp drops in UK consumer goods prices ensured that UK CPI inflation stayed low in 97-07 despite relatively rapid growth in UK unit labour costs. Now, the low pound is boosting imported costs and fuelling an extended inflation overshoot — while also leading to a strong acceleration in export orders and export volumes.

**Figure 5. UK — Consumer Prices, Producer Prices and Import Prices, Indexed to Jan 1988 = 100, 1988-2010**



Sources: ONS, OECD and Citi Investment Research and Analysis

**Figure 6. UK — BCC Survey of Export Orders (Manufacturing Firms) and Export Volumes YoY, 1986-2011**

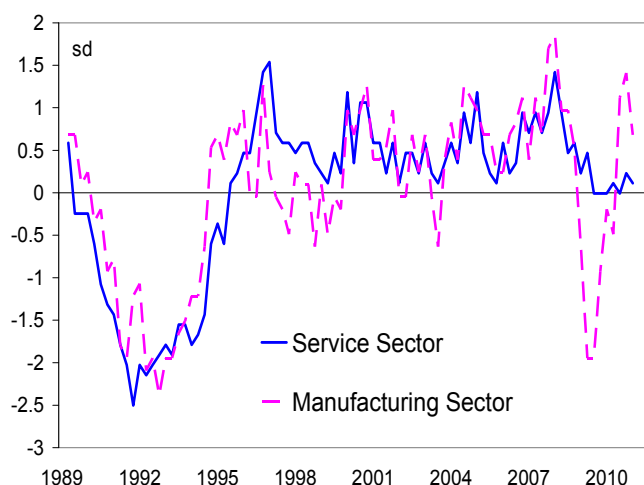


Note: Exports measured excluding MTIC-related fraud.  
Sources: BCC, ONS and Citi Investment Research and Analysis

In addition to external costs, firms seem to have managed their capital stock quite aggressively in the recent recession, slashing investment unusually sharply, with the result that the usual post-recession hangover of low capacity use, low return on capital and poor corporate liquidity does not seem to be present. The BCC survey suggests that, despite the severe recession, capacity use is around average in the service sector and above average among manufacturing firms. The BCC survey also shows that the share of firms citing competition as a major problem is not unusually high among either manufacturing or service sector firms, whereas normally one would expect intense competitive pressures in the aftermath of the recession because of the overhang of spare capacity. In this environment, firms have been better able to protect margins and pass on cost increases, whereas the early 90s recession left a disinflationary shadow of low capacity use and intense competitive pressures.

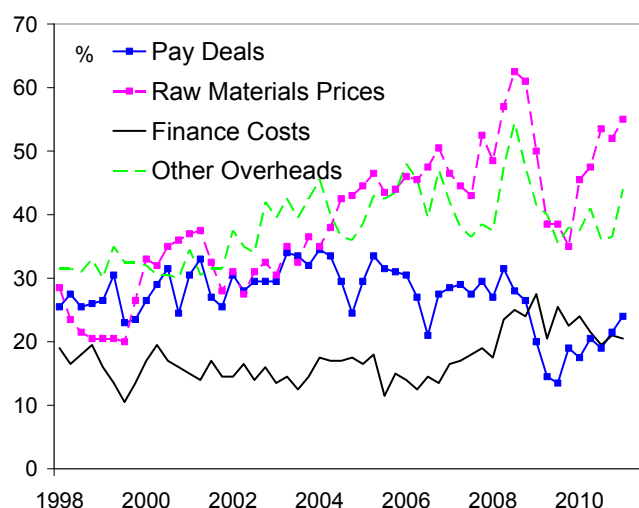
We suspect that the long period of imported disinflation from 1997 to 2007 or so has led to some complacency among investors and MPC members over the UK's ability to keep inflation low without having to squeeze costs and margins and seek greater efficiency gains. It was relatively easy for the UK to achieve the 2% CPI target (and the pre-04 target of 2.5% RPIX inflation) when (as from 97-07) consumer goods prices were falling 2%-3% per year. It is far harder to achieve the inflation target now that the UK faces massive and persistent cost pressures from the weak pound plus global commodity price gains.

**Figure 7. UK — Capacity Use in Manufacturing and Service Sectors (standard deviations from average), 1989-2011**



Sources: BCC and Citi Investment Research and Analysis

**Figure 8. UK — Factors Leading Firms To Raise Selling Prices (Pct of Firms Citing Each Factor), 1998-2011**



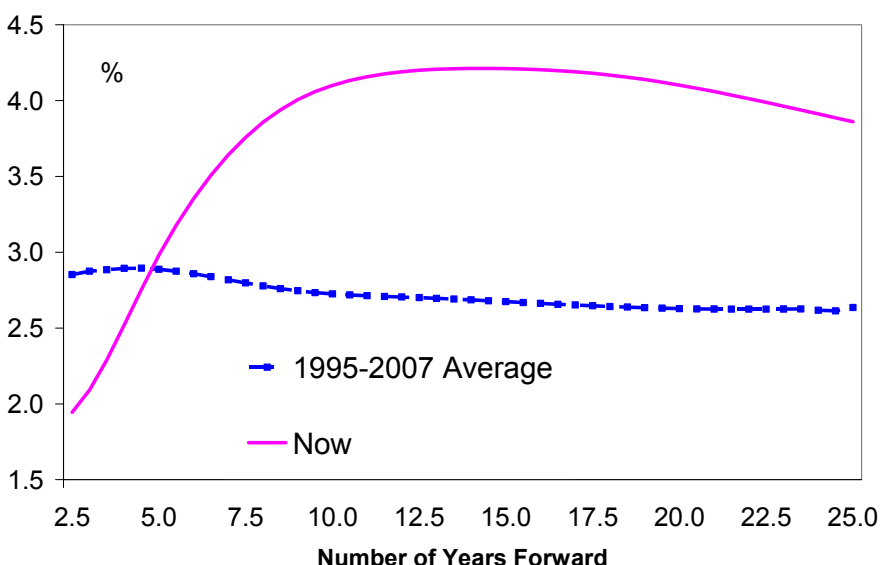
Source: Citi Investment Research and Analysis

The repeated inflation overshoots are now eroding the credibility of the inflation target and pushing longterm inflation expectations higher among the general public, businesses and investors. Indeed, since markets still probably do not price in enough nearterm upside inflation risk, adverse price outcomes may well push longterm inflation expectations even higher in coming months.

The challenge for the MPC is to ensure that their aim of trying to keep policy loose to support growth and close the output gap amidst fiscal consolidation does not have a major longrun cost in terms of lost inflation credibility and surging inflation expectations. As a first step, we expect the MPC to soon stress strongly their commitment to do whatever it takes to ensure that inflation will get back to target 2-3 years ahead, and to acknowledge that their policy approach will be flexible enough to hit the inflation target over time even if the output gap really is much smaller (or less disinflationary) than their estimates imply and external costs remain relatively strong. In our view, the MPC need to show that they have learnt lessons from the recent upside surprises in prices, costs, capacity use and surveys of firms' selling price, rather than simply make the same forecast (inflation will fall below target 3-4 quarters ahead) again and again. In other words, the MPC need to acknowledge that the world they face may be rather different to that implied by their models.

The Governor usually gives a major speech in late-January. If he does the same again this year, this would provide a platform to stress the MPC's commitment to hit the inflation target (as well as for the Governor to repeat his desire for greater bank reform in the UK). Such "open mouth" operations would be a useful start but — if inflation expectations continue to rise — words probably will need to be subsequently backed up by action as well in the form of higher policy rates. As discussed last week, we expect the MPC to begin to hike rates in Q2 or Q3 this year.

Figure 9. UK — Breakeven Inflation Forward Curve, 1995-2011



Sources: BoE and Citi Investment Research and Analysis

## Economic Indicators

Tue 18 Jan	<b>Consumer Prices (Dec)</b>	Forecast: 0.5% MoM, 3.2% YoY	Prior: 0.3% MoM, 3.3% YoY
	<b>CPI Ex Food, Drink, Tobacco, Energy (Dec)</b>	Forecast: 0.5% MoM, 2.6% YoY	Prior: 0.2% MoM, 2.7% YoY
	<b>Retail Prices (Dec)</b>	Forecast: 0.7% MoM, 4.7% YoY	Prior: 0.4% MoM, 4.7% YoY
	<b>RPIX – Excludes Mortgages (Dec)</b>	Forecast: 0.7% MoM, 4.7% YoY	Prior: 0.4% MoM, 4.7% YoY

There is considerable uncertainty over these data, but the one thing that we are confident of is that CPI inflation will stay far above the 2.0% target. The uncertainties stem from the possibility that retailers raised prices ahead of the early-January VAT hike, and also whether the unusually heavy snow seen in December will have pushed up prices because of disruptions to transport. Either way, inflation is likely to head up to 4% YoY in the first half of 2011.

Wed 19 Jan	<b>Claimant Count Unemployment (Dec)</b>	Forecast: Unchanged MoM, 4.5% Rate	Prior: -1,200 MoM, 4.5% Rate
	<b>LFS Unemployment (Sep-Nov)</b>	Forecast: +52K QoQ, 7.9% Rate	Prior: +35K QoQ, 7.9% Rate

The jobless figures have bounced around a bit in recent months, with some small increases and some small declines, and we expect little overall trend in the year ahead as well. The claimant count in coming months may be lifted by the adverse effect of the unusually heavy snow on activity, especially construction.

Thu 20 Jan	<b>CBI Industrial Trends Survey (Jan)</b>		
	<b>Quarterly Business Confidence (Jan)</b>	Forecast: +10%	Prior (Oct): +2%
	<b>Monthly Output Expectations Net Balance (Jan)</b>	Forecast: +15%	Prior (Dec): +13%
	<b>Monthly Order Books Net Balance (Jan)</b>	Forecast: 0%	Prior (Dec): -3%
	<b>Monthly Selling Prices Net Balance (Jan)</b>	Forecast: +20%	Prior (Dec): +16%

The January CBI surveys often show an improvement in both output expectations and price expectations from the December survey and, with the BCC survey showing marked strength in manufacturing, we expect this CBI survey also to show improving activity. The low pound and strong recovery in global investment spending are boosting exports, while aggressive management of the capital stock has prevented the usual post-recession hangover of low capacity use and hence allowed firms to pass on the widespread surge in cost pressures.

Fri 21 Jan	<b>Retail Sales Volumes (Dec)</b>	Forecast: -0.4% MoM, 0.4% YoY	Prior: 0.3% MoM, 1.1% YoY
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There are mixed signals on December retail sales: the CBI reported that sales were quite good, whereas the BRC reported that sales were weak. The heavy snow in early December may have hit sales while the dash to buy ahead of the early-January VAT hike appears to have given a big boost to sales between Christmas and early January. On balance we expect a small drop in sales but attach a big margin of error to that forecast.

Economic Calendar, 10 January — 28 January 2011

10 January	11 January	12 January	13 January	14 January
<b>Halifax House Prices (Dec, 09:00)</b> Nov -0.2% MoM, -1.4% YoY Dec -1.3% MoM, -3.4% YoY	<b>British Chambers of Commerce Quarterly Economic Survey (Q1)</b>	<b>Trade Balance – Goods &amp; Services (Nov)</b> Oct £-4.0bn Nov £-4.1bn  <b>MPC Meeting Starts</b>	<b>Industrial Production (Nov)</b> Oct -0.2% MoM, 3.5% YoY Nov 0.4% MoM, 3.3% YoY <b>Manufacturing Output (Nov)</b> Oct 0.6% MoM, 5.8% YoY Nov 0.6% MoM, 5.6% YoY  <b>MPC Meeting Ends:</b> <b>Rates Unchanged at 0.5%</b> <b>No Change to QE of £200bn</b>  <b>ECB Meeting:</b> <b>Rates Unchanged at 1.0%</b>  <b>By Election: Oldham East &amp; Saddleworth: Labour Win</b>	<b>Producer Input Prices (Dec)</b> Nov 0.9% MoM, 9.2% YoY Dec 3.4% MoM, 12.5% YoY <b>Producer Output Prices (Dec)</b> Nov 0.4% MoM, 4.1% YoY Dec 0.5% MoM, 4.2% YoY <b>Excluding Tax (Dec)</b> Nov 0.4% MoM, 3.9% YoY Dec 0.6% MoM, 4.0% YoY <b>Excluding Food, Drink, Tobacco, Energy (Dec)</b> Nov 0.2% MoM, 3.3% YoY Dec 0.2% MoM, 2.9% YoY
17 January	18 January	19 January	20 January	21 January
	<b>RICS House Price Survey (Dec, 00:01)</b>  <b>Consumer Prices (Dec)</b> Nov 0.3% MoM, 3.3% YoY DecE 0.5% MoM, 3.2% YoY <b>CPI Ex Food, Drink, Tobacco, Energy (Dec)</b> Nov 0.2% MoM, 2.7% YoY DecE 0.5% MoM, 2.6% YoY <b>Retail Prices (Dec)</b> Nov 0.4% MoM, 4.7% YoY DecE 0.7% MoM, 4.7% YoY <b>RPIX – Ex Mortgages (Dec)</b> Nov 0.4% MoM, 4.7% YoY DecE 0.7% MoM, 4.7% YoY	<b>Claimant Count Unemployment (Dec)</b> Nov -1,200 MoM, 4.5% Rate DecE Unch MoM, 4.5% Rate <b>LFS Unemployment (Sep-Nov)</b> Aug-Oct 35K QoQ, 7.9% Rate Sep-NovE 52K QoQ, 7.9% Rate	<b>CBI Industrial Trends (Jan) (11:00)</b> <b>Qrtly Business Conf. (Jan)</b> Oct +2% JanE +10% <b>Mthly Output Expect'ns (Jan)</b> Dec +13% JanE +15% <b>Monthly Order Books (Jan)</b> Dec -3% JanE 0% <b>Monthly Selling Prices (Jan)</b> Dec +16% JanE +20%	<b>Retail Sales Volumes (Dec)</b> Nov 0.3% MoM, 1.1% YoY DecE -0.4% MoM, 0.4% YoY
24 January	25 January	26 January	27 January	28 January
	<b>GDP (4Q, Preliminary)</b>  <b>Service Sector Output (Nov)</b>  <b>Public Sector Net Borrowing (Dec)</b>  <b>FOMC Two-Day Meeting</b>	<b>BBA No. of Mortgage Approvals for House Purchase (Dec)</b>  <b>MPC Minutes (Jan 13)</b>  <b>BoE Agents' Summary of Business Conditions (Jan)</b>  <b>Norges Bank Outcome (13:00)</b>  <b>FOMC Outcome</b>	<b>CBI Retail Survey (Jan, 11:00)</b>	

E Citi estimate. B Billion. P Provisional. R Revised. Note: All data are released at 9.30 a.m., except those marked otherwise.

Sources: BoE, CBI, CML, ONS, national sources and Citi Investment Research and Analysis.

## **Notes**

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## **Notes**

## Appendix A-1

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