

**Contributors**

**Juan Manuel Herrera**  
Senior Economist/Strategist  
Scotiabank GBM  
+44.207.826.5654  
[juanmanuel.herrera@scotiabank.com](mailto:juanmanuel.herrera@scotiabank.com)

**Guillermo Arbe**, Head Economist, Peru  
+51.1.211.6052 (Peru)  
[guillermo.arbe@scotiabank.com.pe](mailto:guillermo.arbe@scotiabank.com.pe)

**Jackeline Piraján**, Head Economist, Colombia  
+57.601.745.6300 Ext. 9400 (Colombia)  
[jackeline.pirajan@scotiabankcolpatria.com](mailto:jackeline.pirajan@scotiabankcolpatria.com)

**Jorge Selaive**, Head Economist, Chile  
+56.2.2619.5435 (Chile)  
[jorge.selaive@scotiabank.cl](mailto:jorge.selaive@scotiabank.cl)

**Eduardo Suárez**, VP, Latin America Economics  
+52.55.9179.5174 (Mexico)  
[esuarezm@scotiabank.com.mx](mailto:esuarezm@scotiabank.com.mx)

**TODAY'S CONTRIBUTORS:**

**Carlos Felipe Cruz**, Intern  
+57.601.745.6300 Ext. 1875 (Colombia)  
[carlos.cruz@scotiabankcolpatria.com](mailto:carlos.cruz@scotiabankcolpatria.com)

# Latam Daily: Colombia Releases October Consumer Confidence Index

- **Colombia: During October, consumer confidence significantly rebounded amid a better assessment of current and future conditions**

The Consumer Confidence Index (CCI) stood at -3.7 percentage points in October 2024, increasing 12.3 ppts compared to September and 10.3 ppts compared to October 2023 (chart 1). The result showed an improvement in both of its components, as people have better consumer expectations and economic conditions, but the CCI improvement is mainly attributed to the Economic Conditions Index (ECI).

The Economic Conditions Index broke its downward trend, going from -25.4 ppts in September to -8.0% in October, an increase of 17.4 ppts. The willingness to buy furniture and household appliances increased to -5.3 ppts and reached the highest level since August 2019, while the perception of the household's economic conditions vs. their conditions one year ago also improved by 9.4% to -10.6% (chart 2). It is worth noting that in recent months, retail sales expanded faster-than-expected as the discount temporarily increased the consumer's appetite. Another important characteristic is that despite the better appetite, the dynamic in consumer credit is still moderate, probably showing that this first step of the recovery on the consumption side is using savings.

The expectations index improved by 9 ppts compared to September, reaching -0.8%. This component's improvement is explained by better expectations about having good times in the forthcoming twelve months for households and the country. It is relevant to note that expectations about the future show a positive index for households, while the country's future condition assessment is still in negative territory.

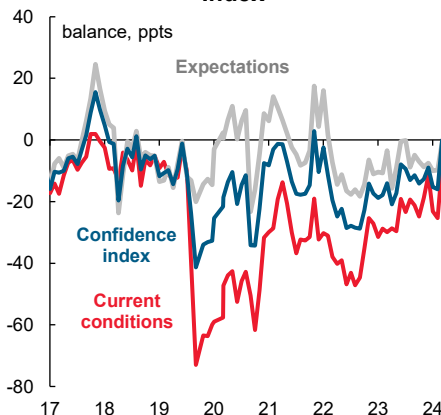
All components of the CCI improved in October compared to September and Q3-2024, showing a better disposition of buying durable goods, houses, and vehicles. BanRep's easing cycle could keep improving the index which is in its highest level since August 2022. Recent positive surprises in inflation could contribute to a greater consumer confidence, especially with the downtrend in core inflation, however fiscal risks could deteriorate the expectations component.

**Looking at the October details:**

- **The Consumer Expectations Index increased to -0.8%, showing a 9 ppts increase from the previous month.** Consumers kept their optimism about their economic

Chart 1

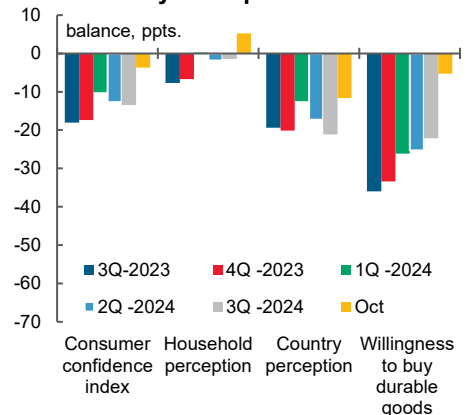
**Colombia: Consumption Confidence Index**



Sources: Scotiabank Economics, Fedesarrollo.

Chart 2

**Colombia: CCI—Household and Country Perception Balance**



Sources: Scotiabank Economics, Fedesarrollo.

November 13, 2024

conditions improving by increasing it from 15.1% in September to 21% in October. At the same time, their expectations that economic times will generally be good increased by 18.5 ppts to -11.9% being a higher balance than October 2023 (-16.1%).

- **The Economic Conditions Index reached a -8.0% in October, increasing 17.4 ppts from the previous month.** Consumers' perception of their current economic conditions improved with the willingness to buy furniture and household appliances to -5.3%. Also, consumers improve their perception of being in a worse economic situation from a year ago.
- **The willingness to buy durable goods improved 16.8 ppts compared to the third quarter of 2024, reaching -5.3%.** Also, willingness to buy a house increased by 19.4 ppts in October compared to the previous month in all cities except Bucaramanga, which reflects a better demand in the housing sector, while willingness to buy vehicles increased 8.9%, however its still low with a -48.5% balance.
- **All socioeconomic levels improved their Consumer Confidence Index (ICC).** In October, confidence in the middle-income level almost reached a positive terrain with -1.8% balance. The low-income level increased by 14.4 ppts to -2.8%, while the high-income level improved to -30.9%.

—Jackeline Piraján & Carlos Felipe Cruz

This report has been prepared by Scotiabank Economics as a resource for the clients of Scotiabank. Opinions, estimates and projections contained herein are our own as of the date hereof and are subject to change without notice. The information and opinions contained herein have been compiled or arrived at from sources believed reliable but no representation or warranty, express or implied, is made as to their accuracy or completeness. Neither Scotiabank nor any of its officers, directors, partners, employees or affiliates accepts any liability whatsoever for any direct or consequential loss arising from any use of this report or its contents.

These reports are provided to you for informational purposes only. This report is not, and is not constructed as, an offer to sell or solicitation of any offer to buy any financial instrument, nor shall this report be construed as an opinion as to whether you should enter into any swap or trading strategy involving a swap or any other transaction. The information contained in this report is not intended to be, and does not constitute, a recommendation of a swap or trading strategy involving a swap within the meaning of U.S. Commodity Futures Trading Commission Regulation 23.434 and Appendix A thereto. This material is not intended to be individually tailored to your needs or characteristics and should not be viewed as a “call to action” or suggestion that you enter into a swap or trading strategy involving a swap or any other transaction. Scotiabank may engage in transactions in a manner inconsistent with the views discussed this report and may have positions, or be in the process of acquiring or disposing of positions, referred to in this report.

Scotiabank, its affiliates and any of their respective officers, directors and employees may from time to time take positions in currencies, act as managers, co-managers or underwriters of a public offering or act as principals or agents, deal in, own or act as market makers or advisors, brokers or commercial and/or investment bankers in relation to securities or related derivatives. As a result of these actions, Scotiabank may receive remuneration. All Scotiabank products and services are subject to the terms of applicable agreements and local regulations. Officers, directors and employees of Scotiabank and its affiliates may serve as directors of corporations.

Any securities discussed in this report may not be suitable for all investors. Scotiabank recommends that investors independently evaluate any issuer and security discussed in this report, and consult with any advisors they deem necessary prior to making any investment.

**This report and all information, opinions and conclusions contained in it are protected by copyright. This information may not be reproduced without the prior express written consent of Scotiabank.**

™ Trademark of The Bank of Nova Scotia. Used under license, where applicable.

Scotiabank, together with “Global Banking and Markets”, is a marketing name for the global corporate and investment banking and capital markets businesses of The Bank of Nova Scotia and certain of its affiliates in the countries where they operate, including: Scotiabank Europe plc; Scotiabank (Ireland) Designated Activity Company; Scotiabank Inverlat S.A., Institución de Banca Múltiple, Grupo Financiero Scotiabank Inverlat, Scotia Inverlat Casa de Bolsa, S.A. de C.V., Grupo Financiero Scotiabank Inverlat, Scotia Inverlat Derivados S.A. de C.V. – all members of the Scotiabank group and authorized users of the Scotiabank mark. The Bank of Nova Scotia is incorporated in Canada with limited liability and is authorised and regulated by the Office of the Superintendent of Financial Institutions Canada. The Bank of Nova Scotia is authorized by the UK Prudential Regulation Authority and is subject to regulation by the UK Financial Conduct Authority and limited regulation by the UK Prudential Regulation Authority. Details about the extent of The Bank of Nova Scotia's regulation by the UK Prudential Regulation Authority are available from us on request. Scotiabank Europe plc is authorized by the UK Prudential Regulation Authority and regulated by the UK Financial Conduct Authority and the UK Prudential Regulation Authority.

Scotiabank Inverlat, S.A., Scotia Inverlat Casa de Bolsa, S.A. de C.V., Grupo Financiero Scotiabank Inverlat, and Scotia Inverlat Derivados, S.A. de C.V., are each authorized and regulated by the Mexican financial authorities.

Not all products and services are offered in all jurisdictions. Services described are available in jurisdictions where permitted by law.