

# Why Global Demographics Matters? A Latin American Perspective with Insurance Focus

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DISCLOSURE APPENDIX AT THE BACK OF THIS REPORT CONTAINS IMPORTANT DISCLOSURES AND ANALYST CERTIFICATIONS

### Demographics is about "People as Consumers & Workers"

Peter Drucker (1999): "Demographics is the single most important factor that nobody pays attention to, and when they do pay attention, they miss the point."

- Discount rates, Deficits and Debt
- Economic growth, Emerging markets
- Mortality risk, Mega-cities
- Organisation structure & behaviour
- Geopolitical Risks
- Retirement risk, Real estate, Ratings
- Asset prices, Asset allocation
- Pensions
- Health, Housing
- Inflation, Infrastructure, Individuals
- Commodities, Current account
- S Sectors, Society, Sustainability

#### **Popular misconceptions**

- 1. Demographics is Long-term
- 2. Age-related
- 3. Predictable

#### It affects

income statements and balance sheets

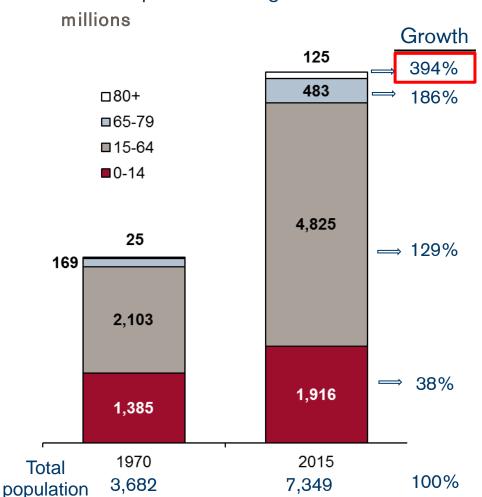
of

households, corporates and countries.



### The Growth of the Super-old (80+): a new challenge

World Population Change: 1970 vs. 2015



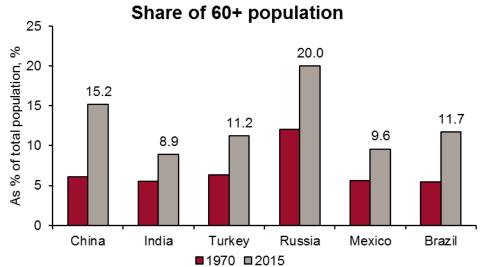
Share of 60+ population					
1970 2015					
UK	19%	23%			
US	14%	21%			
Germany	20%	28%			
Japan	11%	33%			
France	18%	25%			
Italy	16%	29%			

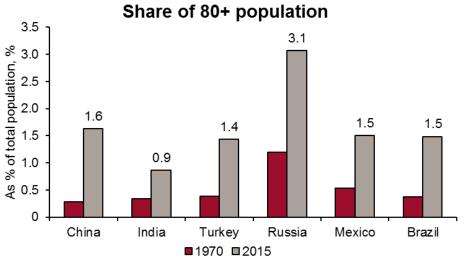
Share of 80+ population					
1970 2015					
UK	2%	5%			
US	2%	4%			
Germany	2%	6%			
Japan	1%	8%			
France	2%	6%			
Italy	2%	7%			

Source: UN, Credit Suisse Demographics Research



### Population increase EMG6 (1970-2015)

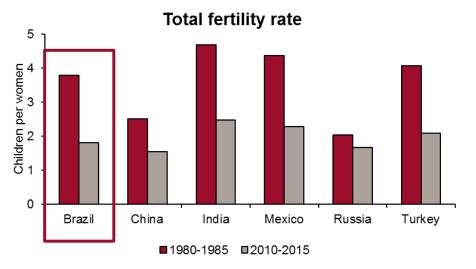


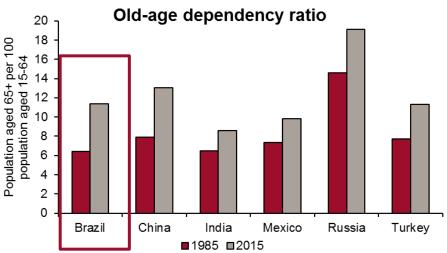


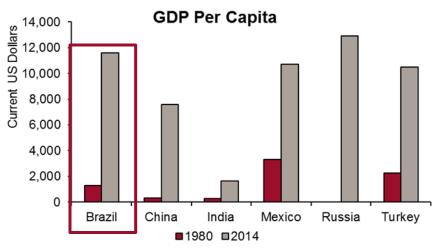
Source: UN, Credit Suisse Demographics Research

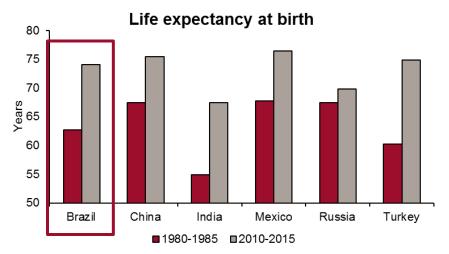


### Core demographics: EMG6









Source: UN, IMF, Credit Suisse Demographics Research



### Credit Suisse's Demographic Manifesto (2000)

Policy prescriptions for the mitigation of the demographics time-bomb by aging advanced countries

Abolition of mandatory retirement ages combined with flexible enabled retirement

Increased female labour participation rates with use of technology to facilitate women to better balance work and family

Outsourcing and off-shoring

Selective immigration policies

Retirement ages: effective & official						
	Ме	n	Wom	nen		
	Effective	Official	Effective	Official		
	2007-2012	2012	2007-2012	2012		
Mexico	72.3	65	68.7	65		
Korea	71.1	60	69.8	60		
Chile	69.4	65	70.4	60		
Japan	69.1	65	66.7	65		
Portugal	68.4	65	66.4	65		
New Zealand	66.7	65	66.3	65		
<b>Switzerland</b>	66.1	65	63.9	64		
Sweden	66.1	65	64.2	65		
US	65.0	66	65.0	66		
Norway	64.8	67	64.3	67		
Canada	63.8	65	62.5	65		
UK	63.7	65	63.2	61.2		
Netherlands	63.6	65	62.3	65		
Denmark	63.4	65	61.9	65		
Turkey	62.8	60	63.6	58		
Spain	62.3	65	63.2	65		
Germany	62.1	65.1	61.6	65		
Greece	61.9	65	60.3	63.5		
Finland	61.8	65	61.6	65		
Italy	61.1	66	60.5	62		

<sup>\*</sup>Grey cells: effective retirement age > official retirement age

59.7

France

Source: UN, OECD, Credit Suisse Demographics Research

60.0



65

### How Increasing Longevity Affects Us All?

Individual & families

 Challenge existing asset & time allocation frameworks & intergenerational dynamics

Governments & Societies

 Policy changes in labour, education, health, pensions & social benefits necessary

Asset managers, pension funds, insurance cos., SWFs.

Re-assess frameworks & assumptions.
 Develop new solutions for clients & new approaches to understanding longevity

Significant change in thinking and mind-set needed

Source: Credit Suisse Demographics Research, ADBInstitute "Innovative Approaches to Managing Longevity Risk in Asia: Lessons from the West" (2012)



### Demographic Drivers of Real GDP Growth

# Working-age Population Growth

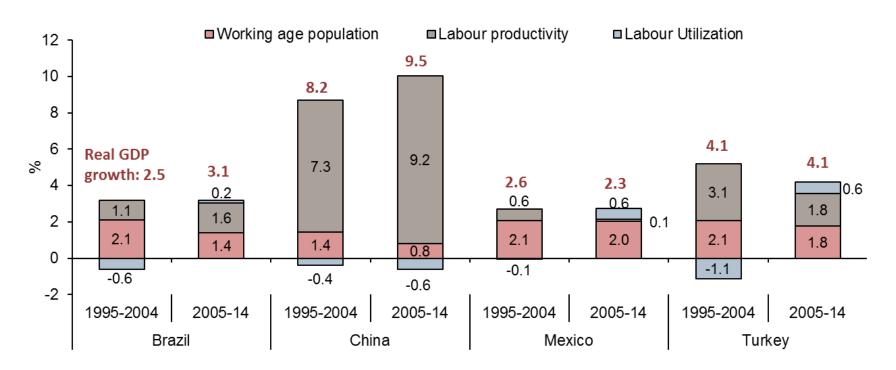
working-age population = population aged 15-64

## Labour Productivity Growth

labour productivity = real GDP/ hours worked

# Labour Utilisation Growth

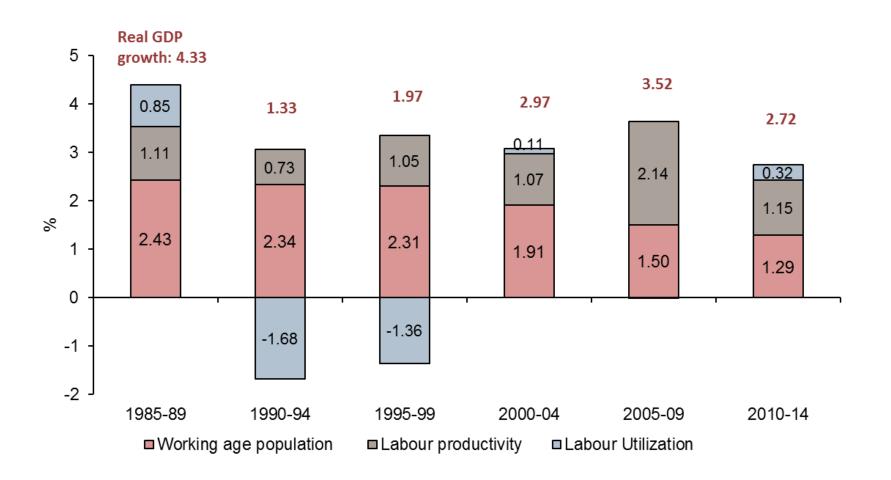
labour utilisation = hours worked/working-age population



Source: UN, GGDC, Credit Suisse Demographics Research



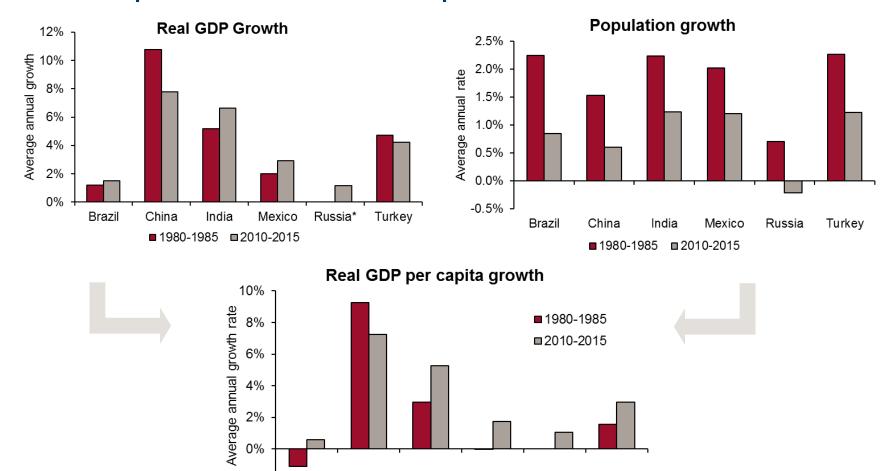
### Demographics drivers of real GDP growth



Source: UN, GGDC, Credit Suisse Demographics Research



### GDP, Population and Per Capita GDP Growth



\*Data for Russia during 1980-1985 is not available

-2%

Brazil

China

India

Mexico

Russia\*

Turkey

Source: UN, IMF

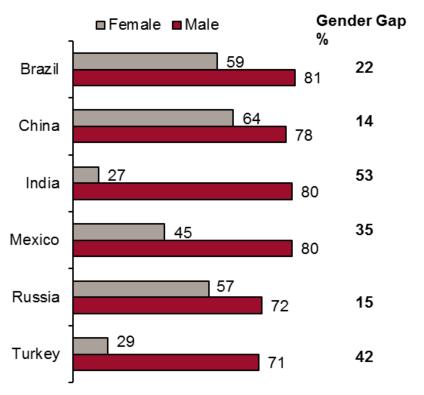


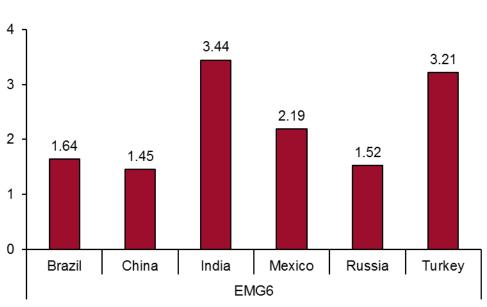
#### Gender: Men vs. Women

# Labour force participation rate, in percentage

EMG6, 2013





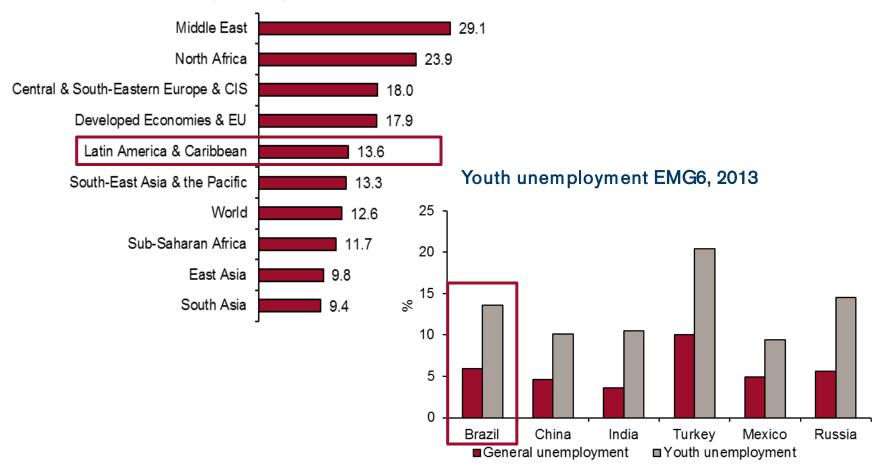


Source: ILO, UNDP, Credit Suisse Demographics Research



### Rising Youth Unemployment

Youth unemployment by region, 2013

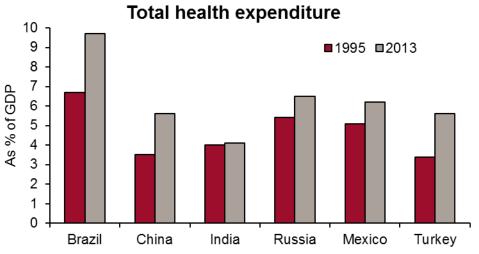


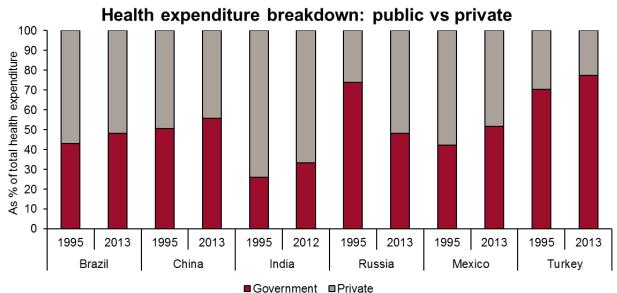
<sup>\*</sup> Data for youth unemployment rate in China is not available

Source: OECD, ILO, Credit Suisse Demographics Research



### Health expenditure





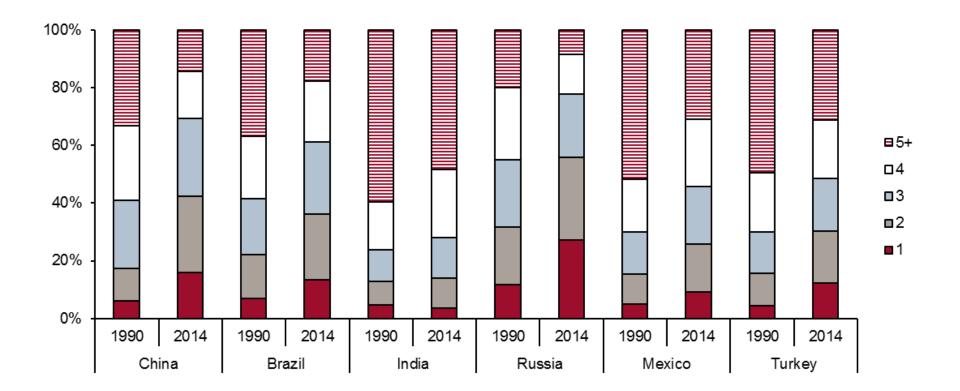
\*Data is for 1997 and 2012

Source: WHO, IHME, Credit Suisse Global Demographics Research



### Consumers: The Changing Family Structure

Share by household size (number of members in household) in percentage







#### The "Limits to Life Expectancy" Debate

#### Professor James Vaupel's view

- Life expectancy has increased steadily over last 160 years & slowdown is not evident. Life expectancy is "not approaching a limit".
- Increases are largely attributable to improvements in old-age survival. If trend continues, life expectancy in Europe will exceed 90 by 2050.

#### Professor Jay Olshansky's view

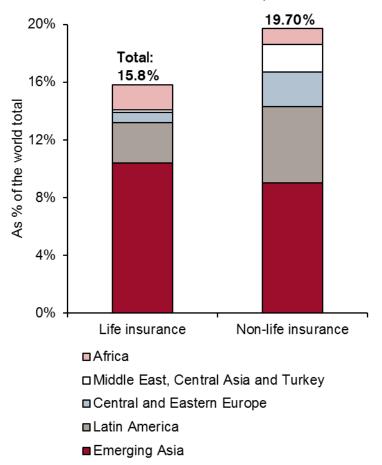
- The prediction by Oeppen & Vaupel that human life expectancy will rise to 100 years in this century is astonishing & lacks scientific evidence.
- Mortality declines in past due to reduction in early age mortality & may not repeat.
- Prediction that pace of biomedical advances will accelerate depends on technologies that slow the ageing process & reduce deaths

Source: Watson Wyatt, Cass Business School

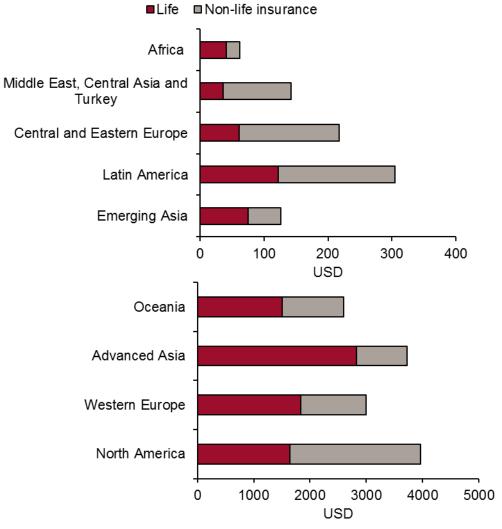


### Global insurance industry

#### World Market Share, 2014



#### Premiums per capita, 2014







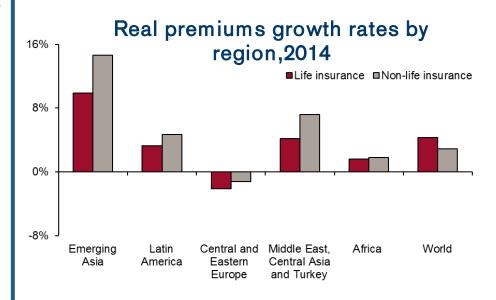
### Global insurance industry

#### Factor affecting demand for insurance

- Insurance premium
- The level of income & wealth
- Degree of risk aversion
- Probability of risks
- Financial/Insurance market development
  - availability and awareness of insurance products
- Macroeconomic factors:
  - Inflation & social welfare & legal environment
- Social factors:
  - Culture & number of dependents & life expectancy

#### Global real premium growth rates, 2014

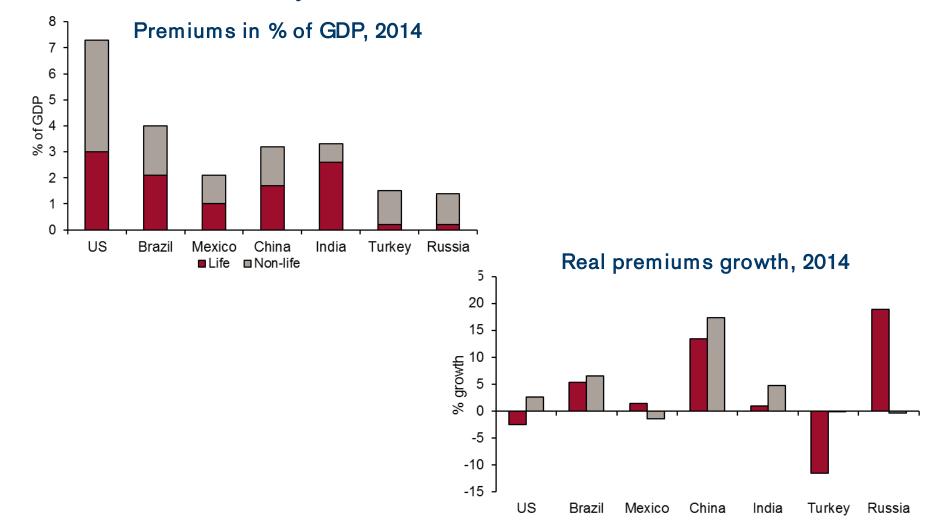
	Life	Non-life	Total
Advanced markets	3.8%	1.8%	2.9%
Emerging Markets	6.9%	8.0%	7.4%
World	4.3%	2.9%	3.7%





Source: Swiss Re, Credit Suisse Demographics Research

### Insurance industry – EMG6



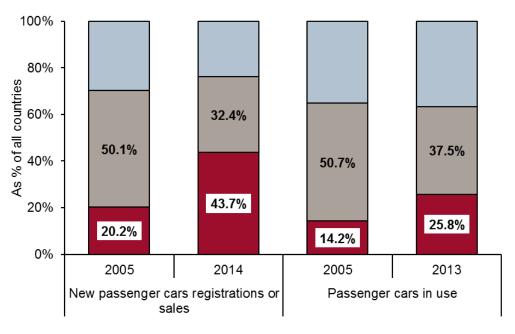


■Life ■Non-life

Source: Swiss Re, Credit Suisse Demographics Research

### Emerging consumers – opportunities (Non-life insurance)

#### Passenger cars growth and ownership



■EMG6 ■G6 ■Other

#### International Tourism

International Tourism – number of departures						
In thousands	2000 2013 % increa					
Brazil	3,228	8,666	168%			
China	10,473	98,185	838%			
India	4,416	16,626	276%			
Mexico	11,079	15,911	44%			
Russia	18,371	54,069	194%			
Turkey	5,284	7,526	42%			

Source: OICA, World Bank, Credit Suisse Demographics Research



### Key Sectors Impacted by Demographic Change

#### **INFRASTRUCTURE**

- Changing needs for infrastructure in developed world
- Mega-cities growing in the developing world
- Residential, manufacturing, transport, environmental considerations to name a few

#### **EMERGING MARKETS**

- Growing importance due to economic power
- Global labour force
- Global manufacturing locations
- Outsourcing
- Demand side

#### NATURAL RESOURCES

- Changing manufacturing processes/ locations
- Demands for new products very different from the demand for older products—derived demands too
- Increased demands for hard and soft commodities. Water/Drinking water supplies

#### PHARMA & BIOTECH

- Longer post-retirement life of growing number of retirees.
- Desire of retirees to enjoy a good quality of life
- New pharma and biotech needed for mental health and new illness
- Genomics, pharma and biotech research need to find new costeffective drugs and treatments

#### **LEISURE & LUXURY**

- Work-Leisure trade-off changes for old as well as young.
- Wealth of retirees, ease of travel, ease of shopping
- Lower costs of communication, travel and insurance
- Information and Technology advances

#### FINANCIAL SERVICES

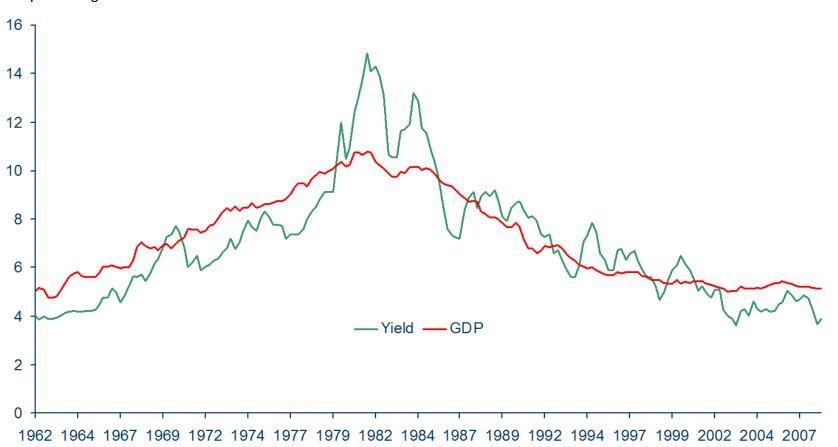
- Active Asset allocation, New product development and Risk Management will be cornerstones
- DB to DC shifts
- Newer ways of delivering pensions and insurance
- Technology

"The reason these sectors are positively affected is not merely due to the fact that the number of people in the elderly population has increased, but also that the composition, family structure and behavioural characteristics of the elderly, as well as the young population, is vastly different compared to the past"



### Long Bond Yield and Nominal GDP (smoothed) Growth

Interest rate; growth In percentage



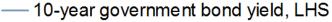
Source: US Department of Commerce, DataStream, Credit Suisse Demographics Research

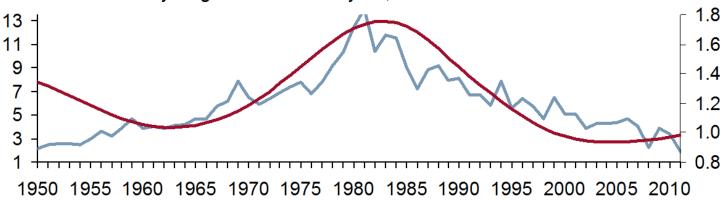


### Demographics & Interest Rates

#### Yuppie/Nerd ratio & nominal 10-year government bond yield: US

— Yuppie/Nerd ratio (number of 20-34/number of 40-54), RHS





#### Correlation between Yuppie/Nerd ratio & nominal 10-year government bond yield

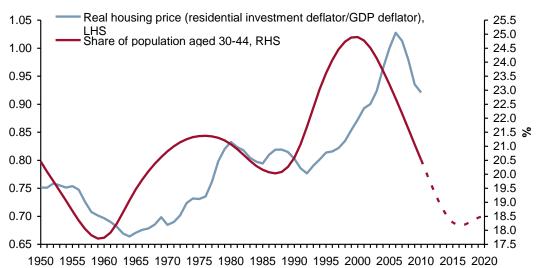
	US	UK	Japan	France	Germany
Time period	1950-2011	1958-2011	1972-2011	1950-2011	1950-2011
Correlation	0.8	0.81	0.57	0.83	0.69

Source: Global Financial Data, UN, Credit Suisse Demographics Research



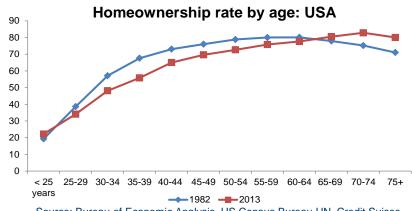
### Housing and Share of Population Aged 30-44, US

#### Real housing price & share of population aged 30-44, US



Real housing price is the residential investment deflator divided by

the GDP deflator



Source: Bureau of Economic Analysis, US Census Bureau UN, Credit Suisse



### Beyond GDP & GDP per capita: Qualitative Indicators

Human Development Index			Global Gend	ler Gap Ir	ndex 2014	
Rank	Country	Values			Rank	Score
Kank	Country	1990	2013	Finland	2	0.85
1	Norway	0.84	0.94	Norway	3	0.84
3	Switzerland	0.83	0.92	Sweden	4	0.82
4	Netherlands	0.83	0.92	Denmark	5	0.80
5	US	0.86	0.91	Switzerland	11	0.78
6	Germany	0.78	0.91	Germany	12	0.78
9	Singapore	0.74	0.90	Netherlands	14	0.77
10	Denmark	0.81	0.90	France	16	0.76
12	Sweden	0.81	0.90	South Africa	18	0.75
14	UK	0.78	0.89	US	20	0.75
20	France	0.78	0.88	Australia	24	0.74
24	Finland	0.80	0.88	UK	26	0.74
26	Italy	0.77	0.87	Singapore	59	0.70
27	Spain	0.76	0.87	Italy	69	0.70
29	Greece	0.75	0.85	Brazil	71	0.69
57	Russia	0.73	0.78	Russia	75	0.69
69	Turkey	0.57	0.76	Mexico	80	0.69
71	Mexico	0.65	0.76	China	87	0.68
79	Brazil	0.61	0.74	Greece	91	0.68
91	China	0.50	0.72	Indonesia	97	0.67
108	Indonesia	0.53	0.68	Japan	104	0.66
118	South Africa	0.62	0.66	India	114	0.65
135	India	0.43	0.59	Turkey	125	0.62

Corruption Perception Index				
2014	Rank	Score		
Denmark	1	92		
Sweden	4	87		
Norway	5	86		
Switzerland	5	86		
Singapore	7	84		
Netherlands	8	83		
Germany	12	79		
UK	14	78		
Japan	15	76		
US	17	74		
France	26	69		
Spain	37	60		
Turkey	64	45		
South Africa	67	44		
Brazil	69	43		
Greece	69	43		
Italy	69	43		
India	85	38		
Thailand	85	38		
China	100	36		
Mexico	103	35		
Indonesia	107	34		
Russia	136	27		

Democracy Index 2014				
	Rank	Score		
Full D	emocra	cies		
Norway	1	9.93		
Sweden	2	9.73		
Iceland	3	9.58		
New Zealand	4	9.26		
Germany	13	8.64		
UK	16	8.31		
US	19	8.11		
Japan	20	8.08		
France	23	8.04		
Flawed democracies				
India	27	7.92		
Italy	29	7.85		
South Africa	30	7.82		
Brazil	44	7.38		
Indonesia	49	6.95		
Mexico	57	6.68		
Hong Kong	66	6.46		
Hybr	id regim	ies		
Turkey	98	5.12		
Iraq	111	4.23		
Authorit	arian re	gimes		
Russia	132	3.39		
China	144	3		

Source: Economist Intelligence Unit, UNDP, World Economic Forum, Transparency International



#### Pension Fund Asset Allocation: Largest 7 Pension markets

	Pension Fund Asset Allocation (2001 vs. 2014)							
		20	01		2014			
	Equities	Bonds	Cash	Other	Equities	Bonds	Cash	Other
Australia	62%	19%	5%	14%	51%	15%	8%	26%
Canada	62%	26%	2%	10%	41%	35%	2%	22%
Japan	52%	46%	0%	2%	33%	57%	3%	7%
Netherlands	44%	44%	11%	1%	30%	55%	0%	15%
Switzerland	36%	35%	20%	9%	29%	36%	7%	28%
UK	67%	18%	5%	10%	44%	37%	3%	16%
US	65%	28%	2%	5%	44%	25%	2%	29%

DB-DC Asset Split (2001-2014)					
	20	01	20	14	
	DC	DB	DC	DB	
Australia	83%	17%	85%	15%	
Canada	3%	97%	4%	96%	
Japan	0%	100%	3%	97%	
Netherlands	2%	98%	5%	95%	
Switzerland*	49%	51%			
UK	8%	92%	29%	71%	
US	52%	48%	58%	42%	

<sup>\*</sup>DC assets in Switzerland are cash balance plans and are excluded from the analysis in 2014.

<b>Total Pension Assets - 2014</b>				
	Total Assets (USD billion)	% of GDP		
Australia	1,675	113%		
Canada	1,526	85%		
Japan	2,862	60%		
Netherlands	1,457	166%		
Switzerland	823	121%		
UK	3,309	116%		
US	22,117	127%		
Total global pension assets	36,119	84%		

Source: Towers Watson (2015)



#### Conclusions

- Global demographics affect fundamentals that influence GDP growth and asset prices
- Financial services industry faces new opportunities and challenges in terms of new product development, risk management and asset allocation
- **EM Challenges**: employment, education, infrastructure key to generating productivity
- Distributions matter (gender, age, income, technology access, education, employment).
   People behaviour matters.
- Brazil's growth challenges require labour market reforms to increase working age population growth and labour utilization growth with increased skills/technology use.
- **Fiscal sustainability** challenges require means-tested benefits on pensions and health promises that are income, wealth and human capital dependent.
- Income and wealth distributions need balance as key to generate stability and revenues



#### Credit Suisse Demographics Research

- World Population Changes & UN Forecasts 2015
- Demographics of Australia and New Zealand (2015)
- UK's demographic dynamics and their implications (2015)
- Demographic Focus Changing Global Consumers (2015)
- EU's evolving demographics & pensions need attention (2015)
- China's structural priorities: A progress report in the context of its 12<sup>th</sup> Five-year plan (2015)
- Joint report with Redington & other partners, "The age of responsibility" (2015)
- Indonesia: Are good core demographics adequate for growth and investments? (2015)
- Why has recent macro-policy not been that effective? A demographic view (2015)
- Thailand's Aging Society: Economic & Equities Implications (2015)
- Ebola: Current situation, history & lessons (2014)
- A Demographic View: Do not write off US GDP growth (2014)
- World Cup 2014 Countries: Spotlighting Demographics (2014)
- Exploring how demographics affects sovereign spreads (2014)
- Americas' Demographics & their effects (2014)
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- Chinese Demographics Labour mobility, migration, urbanization & reforms (2013)
- Global Demographics: Spotlight on UN revisions, Conditional longevity and Economic growth (2013)
- Demographic dynamics over business cycles and crises: What matters is how different (2013)
- Rising youth unemployment: A threat to growth & stability (2013)
- European Demographics & Fiscal Sustainability (2013)

- ASEAN's Positive Demographics Underpins Stable Growth (2012)
- Africa's Demographic Promise: Opportunities & Challenges (2012)
- Assessing Asia's Demographic Promise (2012)
- ADBInstitute, "Innovative Approaches to Managing Longevity Risk in Asia: Lessons from the West" (2012)
- How Increasing Longevity Affects Us All?: Market, Economic & Social Implications (2012)
- How Demographics Affect Asset Prices (2012)
- Spotlighting The European Union's Demographics (2011)
- Assessing Latin America's Demographic Prospects (2011)
- Macro "Fiscal Sustainability" to Micro "Economic Conditions of the Old" in the "Oldest Five" Countries (2011)
- Longer Lives, Changing Life Cycles: Exploring Consumer & Worker Implications (2011)
- Getting Counted in the Demographic Giants- China & India (2011)
- Middle East & North Africa: Demographic Highlights (2011)
- China: The turning point of the labour market (2011)
- Spotlight on Demographic Giants: China & India (2010)
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- A Demographic Perspective of Economic Growth (2009)
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- New Jobs, New People: Demographic Manifesto (2000)

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#### Disclosure Appendix

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