

# **Tactical Market Update**

# **Stock Market Strategy**

Tariff Anxiety and Inflation Risks: A Weekly Outlook

## A look at potential catalysts for movement in the coming week

Statements made by Donald Trump over the weekend of July 12-13 have intensified investor concerns about escalating trade tensions. The former U.S. president announced the imposition of 30% tariffs on a broad range of goods imported from the EU and Mexico starting August 1 - significantly higher than market expectations. These measures heighten the risk of potential retaliatory actions from trading partners. Against this backdrop, Monday's trading session is likely to open under moderate pressure. The key macroeconomic event this week will be the June inflation report in the U.S. The consensus forecast points to a 0.2-0.3% m/m increase in both the headline and core CPI indices. However, our team expects a more pronounced deviation from the average estimates: accounting for the impact of newly introduced tariffs - which we estimate at +0.87% m/m in the "core goods" category — both indices could rise to 0.38% m/m. This figure exceeds most projections and underscores the report's main uncertainty - the timing and scale of tariff pass-through to prices remain unpredictable. We assign a 30% probability of a one-time inflation spike of 0.6% m/m in one of the coming months. On Thursday, retail sales data for June will be released. The consensus expects a recovery after May's decline: +0.2% m/m for the headline index and +0.3% m/m for the core (excluding autos). We allow for a stronger rebound in the headline figure - up to 0.3% m/m - but otherwise align with market estimates. That said, the positive trend in nominal consumer spending is likely to be offset by rising prices in the coming months. Investor attention will also focus on the start of earnings season. On July 15–16, major banks will report, including J.P. Morgan Chase (JPM), Wells Fargo (WFC), Citigroup (C), Bank of America (BAC), and Goldman Sachs (GS). A key event for the Al narrative will be the release of TSMC's (TSM) earnings report on July 17, with updated guidance expected to be in focus. Investors are also closely watching results from Netflix (NFLX) and Johnson & Johnson (JNJ).We maintain a neutral tactical view on the S&P 500 index this week, expecting movement within the 6150-6350 range. On the one hand, positive surprises are possible during earnings season corporate profit forecasts for the S&P 500 were significantly revised downward in April-May, lowering the bar for expectations (FactSet currently forecasts EPS growth of 4.9% y/y - the slowest pace since 2023). Strong consumer demand, growth in the Al segment, and declining volatility also support the bull case. Additionally, the Fed's readiness to ease policy swiftly in response to signs of economic slowdown could provide further support. However, several limiting factors weigh against further upside: current valuation multiples remain elevated, reflecting built-in market optimism; technical indicators point to overbought conditions; and uncertainty around tariff policy and its inflationary consequences continues to dampen risk appetite.

### **Vadim Merkulov**

Department Director vadim.merkulov@ffin.ae

#### Mikhail Denislamov

Deputy Director mikhail.denislamov@ffin.ae

### Yuri Ichkitidze

Macroeconomist iurii.ichkitidze@ffin.kz



## Monday - July 14

• No major macroeconomic indicators expected.

## Tuesday - July 15

- Consumer Price Index (June): According to consensus estimates, both the headline and core CPI are expected to increase by +0.3% m/m.
- Earnings reports: JPM, WFC, C, BLK, BK, STT

## Wednesday - July 16

- Producer Price Index (June): Consensus forecasts a +0.2% m/m increase for both headline and core readings.
- Industrial Production Index (June): Consensus: +0.1% m/m
- Federal Reserve's Beige Book release
- Earnings reports: BAC, GS, JNJ, ASML, MS, UAL, KMI

## Thursday - July 17

- Retail Sales (June): Consensus expects +0.2% m/m for the headline index and +0.3% m/m for the core (ex-autos).
- Initial Jobless Claims: Our forecast is 235K (previous: 227K)
- Earnings reports: NFLX, TSM, PEP, ABT, IBKR

### Friday - July 18

- Housing Starts (June): Consensus: +3.5% m/m
- University of Michigan Consumer Sentiment Index (July, preliminary): Consensus: 61.4 points
- Earnings reports: AXP, SCHW, SLB, MMM, HBAN

# **Events overview**

- The U.S. equity market ended the week with mixed performance, as the S&P 500 edged down by 0.3% after reaching new highs earlier. Energy stocks (XLE: +2.4%) led the gains, while financials (XLF: -1.9%), communications (XLC: -1.9%), and consumer staples (XLP: -1.7%) underperformed. The technology sector (XLK) slightly lagged the broad market, losing 0.4% over the week.
- The rise in oil prices supported energy stocks. WTI crude gained 2.2% over the week amid reports of a possible pause in production increases by OPEC+. This helped energy equities take the lead and maintain positive momentum, even as overall risk appetite softened.
- The Federal Reserve remains in focus, given ongoing uncertainty about future interest rate policy. While markets continue to price in around 50 basis points of easing by year-end, the June FOMC minutes offered no clear guidance, only noting that a rate cut in July could be discussed if supported by incoming macroeconomic data. Meanwhile, Donald Trump is increasing pressure on the Fed, urging rate cuts and actively considering replacements for Jerome Powell. According to Polymarket, market participants currently see a 20% probability of Powell being removed in 2025.
- The week's macroeconomic data was relatively neutral. Initial
  jobless claims declined, though the total number of continuing
  claims rose to the highest level since November 2021. Short-term
  inflation expectations among Americans moderated slightly,
  according to a New York Fed survey. The NFIB small business
  optimism index declined but remained within expectations.



• The Trump administration has brought tariffs back into the spotlight, increasing geopolitical tensions in markets. Notable proposed measures include a 25% tariff on goods from Japan and South Korea, 50% on imports from Brazil and copper, and a 35% tariff on Canadian imports starting August 1. Trump is also reportedly considering raising baseline tariffs on all trading partners to 15–20%. Despite the tough rhetoric, investors are still hoping for more conciliatory outcomes in negotiations.

# **Top Corporate Stories**

- Nvidia (NVDA) rose 3.5%, becoming the first company to reach a \$4 trillion market capitalization. The stock was supported by news of CEO Jensen Huang's visit to China and his meeting with Donald Trump.
- Tesla (TSLA) found itself at the center of political debate after Donald Trump sharply criticized Elon Musk over his initiative to create an "America Party." Simultaneously, reports emerged of Tesla losing market share in China. Investors are concerned about potential reputational and geographic sales risks, especially amid intensifying competition. However, the company's plans to expand its robotaxi service in the U.S. provided some support to the stock.
- Oracle (ORCL) shares declined following reports of significant discounts on cloud services and database software in contracts with the U.S. government, as competition with hyperscalers intensifies
- MP Materials (MP) announced a joint venture with the Pentagon to build a facility for producing rare earth magnets with an annual capacity of up to 10,000 tons, aiming to reduce dependence on imports. The project is scheduled to launch in 2028.
- Delta Air Lines (DAL) stood out among earnings reports: its stock surged 11.4% over the week after the company reinstated its full-year guidance, projecting EPS in the range of \$5.25–6.25 and free cash flow of \$3–4 billion.
- Levi Strauss (LEVI) shares posted strong gains after reporting a
  quarterly profit that exceeded consensus expectations, driven
  by revenue growth, gross margin expansion, and cost controls

   easing concerns about pressure from consumer demand.
- Core Scientific (CORZ) will be acquired by crypto hosting company CoreWeave (CRWV) in an all-stock deal valued at approximately \$9 billion. Despite declines in both companies' share prices, the deal may serve as a catalyst for consolidation in the mining and Al infrastructure sectors.

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# Technical analysis

The S&P 500 continues to hover near record highs, but further upside is constrained by a local bearish divergence in the RSI indicator, combined with the market's overall overbought condition. Breadth indicators are not showing meaningful improvement. As a base-case scenario in the short term, we consider a potential pullback toward the previous all-time high around 6150 points. Notably, the 20-day moving average is currently positioned near 6140 points.



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# **Technical Signals**

Сигнал	Тикер		
Long MA Breakout	LW		
Short MA Breakout	XOM, WBA, KVUE, AES, BMY, NEM, PARA, VICI, ABBV, AIG, BRK.B, EIX, VTR, PGR, ICE, BF.B, INVH, AMGN, MKC, WEC, OTIS, HES, STZ, MMC, ALL, CB, YUM, LNT, ZBH, HIG, HSY, TRV, AJG, GD, VRTX, ATO, HII		
Three White Soldiers	WMT, BKR, WMB, TJX, LKQ		
Three Black Crows	-		
Top-10 High RSI	DG, MOH, LW, COR, MCK, AMT, AWK, ED, UNH, CNC		
Top-10 Low RSI	v RSI GEHC, HPQ, STX, EPAM, DD, TMO, DIS, DOW, EMN, JNPR		

## **Description of Technical Signals**

- MA Breakout(long/short): A buy signal is generated when a stock's price crosses above its 50-day moving average(50MA) from below, while a shorter moving average(20MA) remains below the 50MA. For short positions, the opposite scenario is considered. Stocks in this category are suitable for short-term trading, provided that the broader technical picture and investment context are favorable. Common moving average strategies like the Golden Cross are more suited for medium- to long-term trading, whereas this signal is designed to identify local wave, corrective, or reversal movements. If the price crossed the moving average earlier in the week, and this is the first signal in the past 20 trading days, the stock will only be included in the list if it remains above the 50MA at the time of publication.
- Three White Soldiers/Three Black Crows. This technical signal is based on a wellknown pattern. Three White Soldiers(3WS) is formed when three consecutive trading days show green, full-bodied candles(the delta between open and close is at least 70% of the delta between high and low) with positive closing dynamics. The opposite situation defines the Three Black Crows(3BC) signal. This pattern is used to identify potential reversal points in a trend, and it's recommended to combine it with other indicators like the RSI or volume profile for confirmation.
- Top-10 High RSI\Low RSI. These indicators are built on the Relative Strength Index(RSI)—a momentum oscillator used to measure the speed and direction of price movements. The RSI ranges from 0 to 100. The Top-10 High RSI group includes 10 tickers from the S&P 500 with the highest RSI values(14-period), while the Top-10 Low RSI group includes those with the lowest RSI values.

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