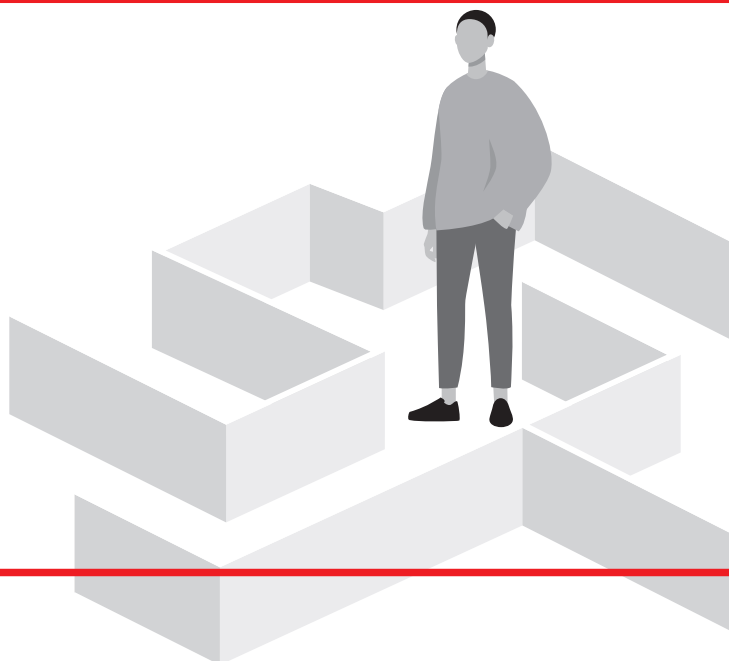


# UBS Investor Sentiment

## Impulso frenado

Perspectiva relacionada con el desarrollo de la vacunación



### Hallazgos clave

**La esperanza de la vacuna** | Proyección estancada en espera del apoyo de Estados Unidos

**Preocupación por la inflación** | Más de la mitad esperan un incremento en los próximos 3 años

**Exceso de cash** | Los inversionistas consideran alternativas nuevas

### La economía

Los inversionistas creen que la distribución de vacunas ha sido exitosa hasta ahora...



Lo cual hace que la perspectiva económica global siga siendo positiva (durante los próximos 12 meses, en %)

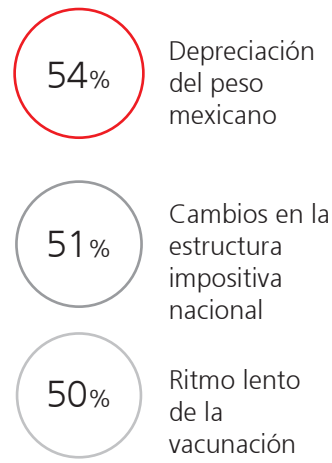


### Principales fuentes de optimismo y preocupación

#### Optimismo

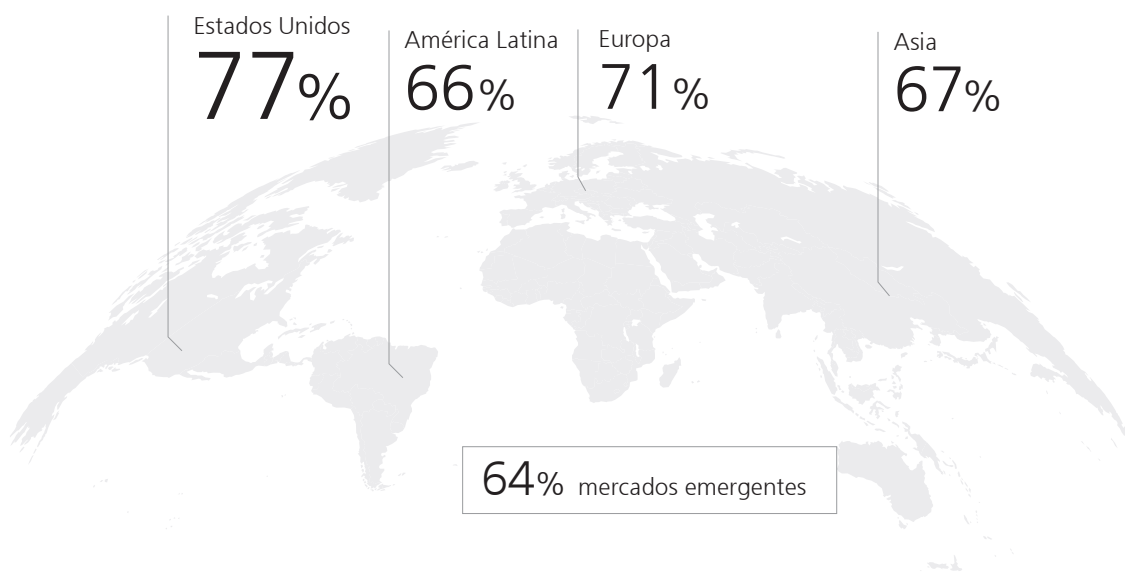


#### Preocupación



## Perspectiva del mercado

La mayoría de los inversionistas consideran que Estados Unidos es muy atractivo para invertir en el corto plazo



El **52%**

de los inversionistas quiere maximizar sus retornos dentro de los próximos 6 meses

el **75%**

tiene una visión optimista de las perspectivas de sus propias carteras

## Inversiones

La asignación a cash sigue siendo sustancial en las carteras de los inversionistas



**26%**

Monto promedio de cash\* que los inversionistas mexicanos tienen en sus carteras

SIN EMBARGO

**65%**

cree que se trata del monto correcto o, incluso, que no es suficiente

### Razones principales para tener más del 10% en cash\*

- 55% a la espera de la oportunidad de inversión adecuada
- 53% fondo de emergencia
- 46% ahorro para una compra importante

Sin embargo, se dan cuenta de los riesgos potenciales



**71%**

impacto de la inflación

**69%**

perderse la apreciación de los mercados de capital

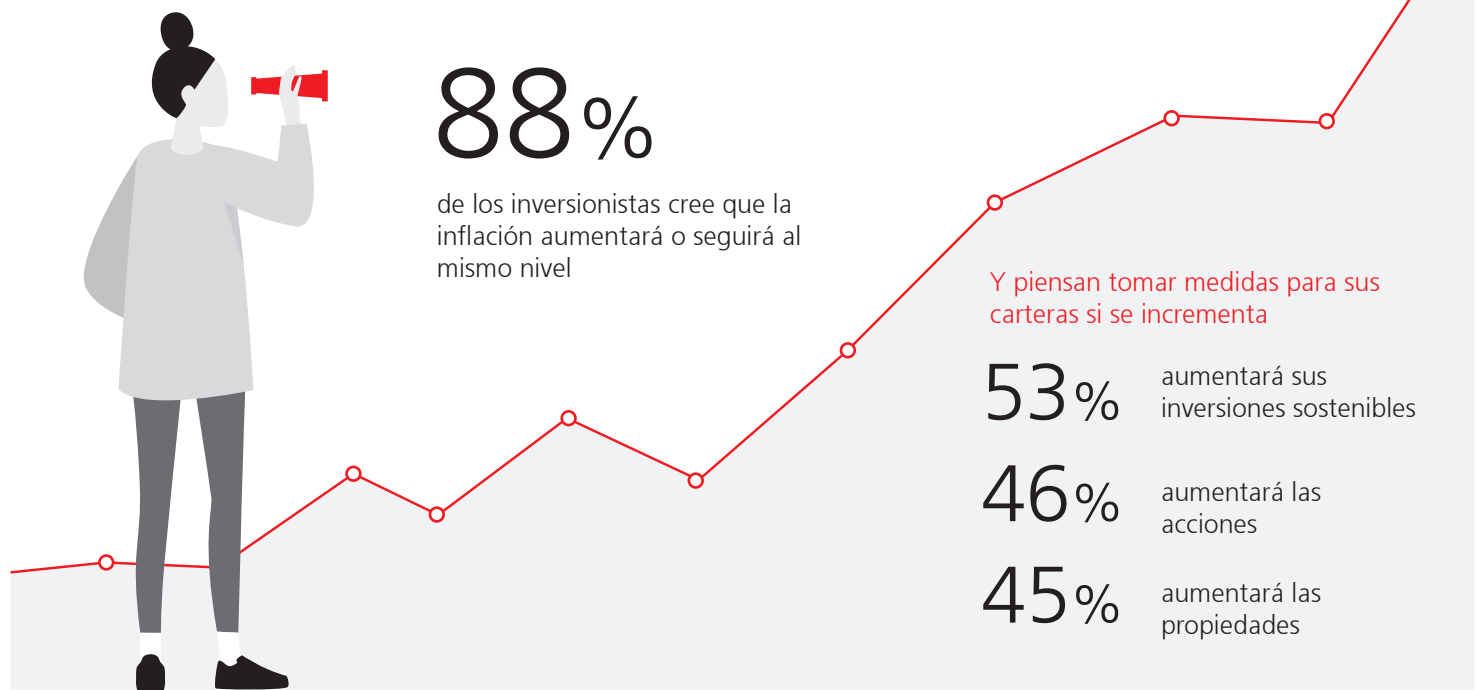
**69%**

perderse oportunidades de mayor rendimiento

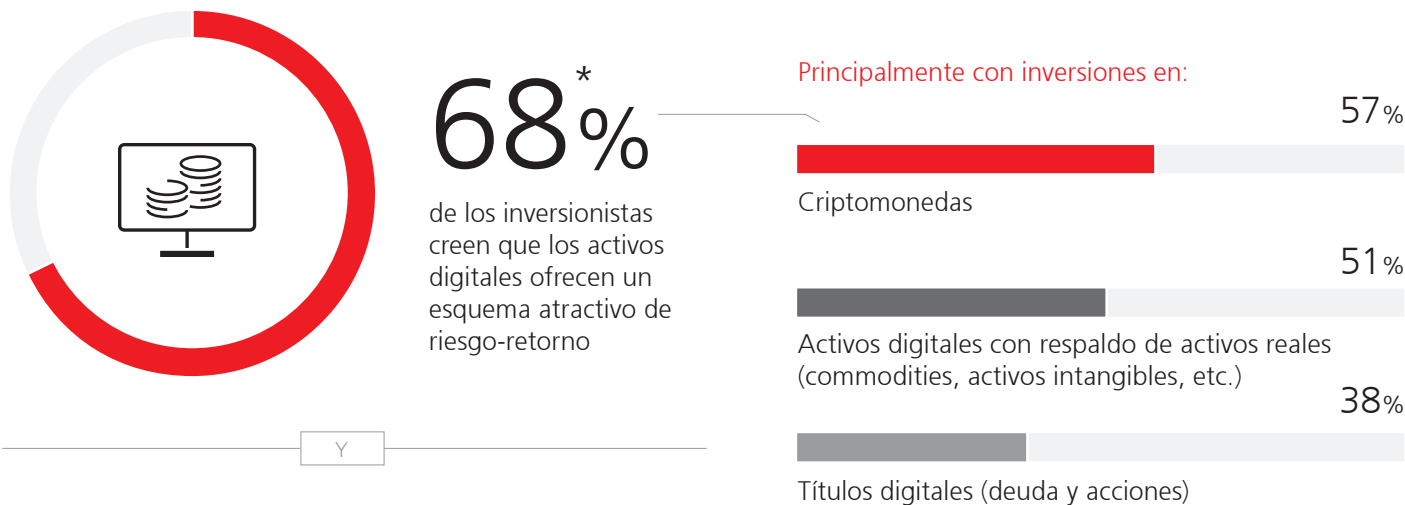
\*Cash y equivalentes (por ejemplo, CD).

Inversiones

Los inversionistas consideran que el crecimiento de la inflación es inevitable dentro de los próximos 3 años



A medida que el cash se deprecia, las inversiones en activos digitales ganan impulso



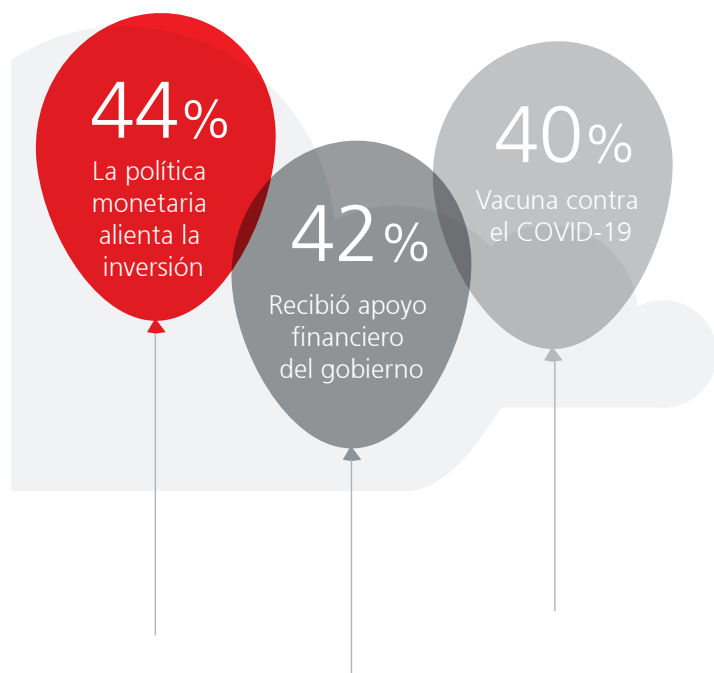
79% de los inversionistas con experiencia en ese campo querrían una mayor exposición a la inversión directa en activos digitales (por ejemplo, Bitcoin, Ether)

\*Entre los inversionistas que cuentan con inversiones digitales actualmente.

## Empresarios

La confianza en los negocios propios se ve impulsada parcialmente por el estímulo monetario del gobierno

### Fuentes de optimismo



Los empresarios se dan cuenta de que los esquemas de trabajo han cambiado y no prevén una «vuelta atrás»



Las prioridades de inversión de los empresarios se relacionan fundamentalmente con cuestiones de tecnología informática (TI)



¿Su cartera está lista para dar vuelta la página? **Contacte a su Asesor UBS.**

## Acerca de la encuesta:

En México, UBS encuestó a 150 inversionistas y 50 empresarios con por lo menos USD 1 millón en activos invertibles (en el caso de los inversionistas) o al menos USD 1 millón en ingresos anuales y como mínimo un empleado además de sí mismos (en el caso de los empresarios), entre el 30 de marzo y el 16 de abril de 2021. Para obtener los resultados del cuarto trimestre de 2020, UBS encuestó a 150 inversionistas y 50 empresarios en México entre el 29 de diciembre de 2020 y el 16 de enero de 2021.

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