

Bull Market **VS** Bear Market

A bull market is characterized by a sense of optimism and positive growth for investors. Whilst the bear market is associated with the declining momentum in the market.



What's the Difference Between a Bull and a Bear Market?

What is a bull market?



- ▶ A market in which share prices are rising and investor sentiment is encouraging for investment opportunities
- ▶ When the share market is 'bullish', this implies that the economy is strong, stable and unemployment is low
- ▶ The term 'bullish' is coined by definition as the belief that the market is experiencing an upward trend in price movement

What is a bear market?

- ▶ A market in which share prices are falling. The bear market sentiment is considered weak, characterized by investor pessimism and reluctance to invest
- ▶ Market prices will fall, fueling negative and unstable economic growth perspectives
- ▶ The term 'bearish' implied that the prices of market asset are falling in a downward trajectory



Bull Market

Bear Market

Rising Market Condition



Declining Market Condition

Market Sentiment

A market sentiment measured using several indicators that attempts to quantify the sentiment. Indicators can come in the form of figures, technical or graphical, that assess future market growth and development.

High Valued Stock Pricing



Low Valued Stock Pricing

Price Valuation

Price valuation metrics help to determine the worth of a stock or an investment

Strong Economy
High Consumer Spending



Weak Economy
Less Consumer Spending

Economic Stability

Economic stability refers to the volatility in a country's overall economy. The output and inflation levels are important indicators of country situation.

Low Unemployment



High Unemployment

Employment Rates

Employment rates are defined as the employment-to-population ratio according to the Organisation for Economic Co-operation and Development (OECD). It is a statistical ratio that measures the proportion of a country's working age population to the number of people from this population that are employed. Employment rates are sensitive to the economic cycle, thus often there is the need for seasonal adjustments in terms of measurement.

Positive Investor Outlook Response



Negative Investor Outlook Response

Investor Perspective

Investment perspective is an important factor for investors to evaluate, assess and consider before making an investment decision.

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