

Quick Take: Follow the Earnings

July 2026

The Market Has Been Fundamentally Discriminating

- Mega-cap technology stocks finally ceded leadership in 2026. Contrary to narratives, market performance has closely tracked expected earnings growth.
- Sectors with the strongest expected earnings growth delivered the strongest year-to-date returns, while those with little or no expected earnings growth largely stagnated (top chart).
- The same pattern extends below the sector level. Within technology, hardware and semiconductors have materially outperformed software as earnings expectations diverged.

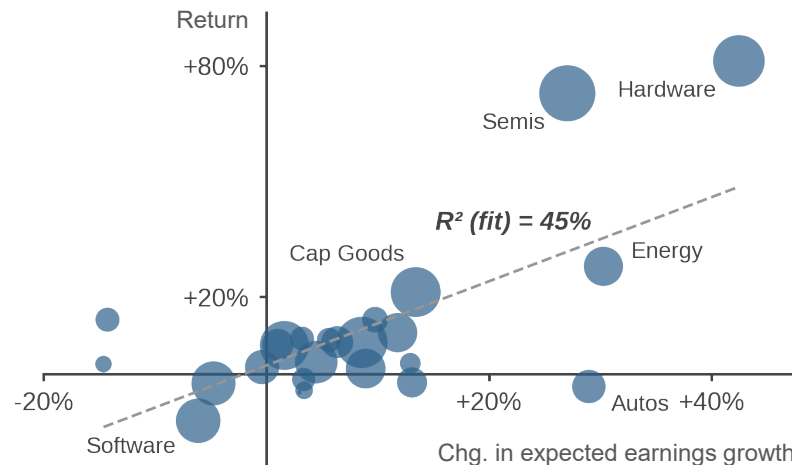
A Historically Strong Relationship

- To see a relationship between expected earnings growth and returns is unsurprising. What is unusual is its strength: expected earnings growth explains a near two-decade high share of industry return variation (bottom chart).
- Historically, relationships this strong have emerged after deep earnings recessions, when large swings in fundamentals naturally dominate investor attention. Today's market exhibits comparable sensitivity despite a much healthier earnings backdrop.
- Whether today's earnings expectations ultimately prove correct is a separate question.* The key point is that markets are differentiating based on expectations about future earnings rather than moving indiscriminately.

* For discussion linked to the possibility that prices might be driving earnings expectations, see Owenomics [Waiter, There's a P in my E](#) and [A Pessimistic Take on Optimistic Growth Forecasts](#).

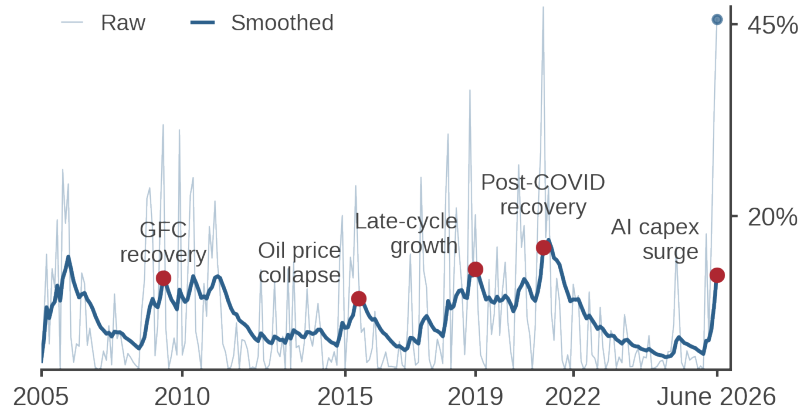
Markets have rewarded earnings acceleration

6M return vs. 6M change in expected earnings growth (looking 1Y ahead)



Earnings acceleration: unusually high explanatory power

R-squared of the regression in the top chart applied on a rolling basis



Source: Acadian based on the S&P Global BMI. Top chart: Data as of June 2026. Bubble size reflects the logarithm of float-adjusted market capitalization. Dashed line shows linear fit. Expected earnings growth is the one-year forward earnings growth implied by analyst forecasts. Bottom chart: Smoothed line is a 6M exponentially weighted moving average of the Raw series. Copyright © 2026 Standard & Poor's Financial Services LLC. All rights reserved. For illustrative purposes only.



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