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Owning the Winners: A Review of ETFs in Zacks Consumer Discretionary Industries

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Part One: Top Consumer Discretionary ETF Lists

What broad current conditions should traders and investors be made aware of?

Miscellaneous Data Points for Consumer Discretionary ETFs - 1

This is a great reference to what is available in this space. The Benchmark Index, Expense Ratio, and Date of Inception are the most important data.

Miscellaneous Data Points for Consumer Discretionary ETFs - 1

Symbol	ETF Name	Industry	Sponser/Issuer	Benchmark Index	Expense Ratio in %	Date of Inception
XLY	Consumer Discretionary Select Sector SPDR Fund	Broad Consumer Discretionary	STATE STREET GLOBAL ADVISORS	CONSUMER DISCRETIONARY SELECT SECTOR IND	0.10	19981216
XLC	Communication Services Select Sector SPDR Fund	Media	STATE STREET GLOBAL ADVISORS	COMMUNICATION SERVICES SELECT SECTOR IND	0.10	20180618
VCR	Vanguard Consumer Discretionary ETF	Broad Consumer Discretionary	VANGUARD	MSCI US INV MKT CONS DISC 25/50 INDEX	0.10	20040126
FXD	First Trust Consumer Discretionary AlphaDEX Fund	Broad Consumer Discretionary	FIRST TRUST ADVISORS	STRATAQUANT CONSUMER DISCRETIONARY INDEX	0.61	20070508
FDIS	Fidelity MSCI Consumer Discretionary Index ETF	Broad Consumer Discretionary	FIDELITY	MSCI USA IMI CONSUMER DISCRETIONARY INDE	0.08	20131021
TSLL	Direxion Daily TSLA Bull 1.5X Shares ETF	Automotive	DIREXION	-----	1.08	20220809
IYC	iShares U.S. Consumer Discretionary ETF	Consumer Services	BLACKROCK	RUSSELL 1000 CN DS 40 ACT 15/22.5 DL CP	0.40	20000612
RSPD	Invesco S&P 500 Equal Weight Consumer Discretionary ETF	Broad Consumer Discretionary	INVESCO	S&P 500 EQL WEIGHT CONS DISCRETIONARY ID	0.40	20061101
XRT	SPDR S&P Retail ETF	Retail	STATE STREET GLOBAL ADVISORS	S&P RETAIL SELECT INDUSTRY INDEX	0.35	20060619
RXI	iShares Global Consumer Discretionary ETF	Broad Consumer Discretionary	BLACKROCK	S&P GLOBL 1200 CONSUMER DISC SCTR CAP ID	0.41	20060912
PEJ	Invesco Leisure and Entertainment ETF	Leisure & Entertainment	INVESCO	DYNAMIC LEISURE-ENTERTAINMENT INTELLIDEX	0.58	20050623
CHIQ	Global X MSCI China Consumer Discretionary ETF	Broad Consumer Discretionary	GLOBAL X MANAGEMENT	MSCI CHINA CONS DISCRETIONARY 10/50 INDX	0.65	20091130
ESPO	VanEck Video Gaming and eSports ETF	Gaming	VAN ECK	MVIS GLOBAL VIDEO GAMING AND ESPORTS IND	0.56	20181016
RTH	VanEck Retail ETF	Retail	VAN ECK	MVIS US LISTED RETAIL 25 INDEX	0.35	20111220
IBUY	Amplify Online Retail ETF	Retail	AMPLIFY ETFS	EQM ONLINE RETAIL INDEX	0.65	20160420
HERO	Global X Video Games & Esports ETF	Gaming	GLOBAL X MANAGEMENT	SOLACTIVE VIDEO GAMES & ESPORTS INDEX	0.50	20191025
INCO	Columbia India Consumer ETF	Broad Consumer Discretionary	COLUMBIA THREADNEEDLE	INDXX INDIA CONSUMER INDEX	0.75	20110810
TSLQ	AXS TSLA Bear Daily ETF	Automotive	AXS INVESTMENTS	-----	1.15	20220714
BETZ	Roundhill Sports Betting & iGaming ETF	Gaming	ROUNDHILL INVESTMENTS	ROUNDHILL SPORTS BETTING & IGAMING INDEX	0.75	20200604
ONLN	ProShares Online Retail ETF	Retail	PROSHARES	PROSHARES ONLINE RETAIL INDEX	0.58	20180713
EBIZ	Global X E-commerce ETF	Broad Consumer Discretionary	GLOBAL X MANAGEMENT	SOLACTIVE E-COMMERCE INDEX	0.50	20181127
RETL	Direxion Daily Retail Bull 3X Shares	Retail	DIREXION	S&P RETAIL SELECT INDUSTRY INDEX	1.01	20100714
AMZU	Direxion Daily AMZN Bull 1.5X Shares ETF	Retail	DIREXION	-----	1.06	20220907
FDRV	Fidelity Electric Vehicles and Future Transportation ETF	Automotive	FIDELITY	FIDELITY EV AND FUTR TRANSPORTATION ID	0.39	20211005
BJK	VanEck Gaming ETF	Gaming	VAN ECK	MVIS GLOBAL GAMING INDEX	0.65	20080122
TSLS	Direxion Daily TSLA Bear 1X Shares	Automotive	DIREXION	-----	1.07	20220809
CARZ	First Trust S-Network Future Vehicles & Technology ETF	Automotive	FIRST TRUST ADVISORS	S-NETWORK ELEC & FUTR VHCL ECOSYSTEM ID	0.70	20110509
GGLL	Direxion Daily GOOGL Bull 1.5X Shares ETF	Media	DIREXION	-----	1.06	20220907
CRUZ	Defiance Hotel Airline and Cruise ETF	Broad Consumer Discretionary	DEFIANCE ETF	BLUESTAR GLBL HTLS AIRLINES & CRUISES ID	0.45	20210603
GGME	Invesco Next Gen Media and Gaming ETF	Media	INVESCO	STOXX WORLD AC NEXGEN MEDIA INDEX	0.60	20050623
WANT	Direxion Daily Consumer Discretionary Bull 3X Shares	Broad Consumer Discretionary	DIREXION	CONSUMER DISCRETIONARY SELECT SECTOR IND	1.00	20181129
PSCD	Invesco S&P SmallCap Consumer Discretionary ETF	Broad Consumer Discretionary	INVESCO	S&P SMALLCAP 600 CAPED CONSUMER DISC IND	0.30	20100407

Source : www.etfdb.com & Zacks Investment Research

Miscellaneous Data Points for Consumer Discretionary ETFs - 2

These are the smaller ETF entrants to this space.

Again, Benchmark Index, Expense Ratio, and Date of Inception are the critical data

Miscellaneous Data Points for Consumer Discretionary ETFs - 2

Symbol	ETF Name	Industry	Sponser/Issuer	Benchmark Index	Expense Ratio in %	Date of Inception
TRFM	AAM Transformers ETF	Broad Consumer Discretionary	ADVISORS ASSET MANAGEMENT	PENCE TRANSFORMERS INDEX	0.49	20220711
NERD	Roundhill Video Games ETF	Gaming	ROUNDHILL INVESTMENTS	NASDAQ CTA GBLV VIDEO GAMES SOFTWARE ID	0.50	20190604
PEZ	Invesco Dorsey Wright Consumer Cyclical Momentum ETF	Broad Consumer Discretionary	INVESCO	DORSEY WRIGHT CNS CYCL TECHNICAL LDRS ID	0.60	20061012
IEDI	iShares U.S. Consumer Focused ETF	Broad Consumer Discretionary	BLACKROCK	-----	0.18	20180321
UCC	ProShares Ultra Consumer Discretionary	Consumer Services	PROSHARES	S&P CONSUMER DISCRETIONARY SLCT SCTR IND	0.95	20070130
OOTO	Direxion Daily Travel & Vacation Bull 2X Shares	Leisure & Entertainment	DIREXION	BLUESTAR TRAVEL AND VACATION INDEX	0.98	20210610
EMTY	ProShares Decline of the Retail Store ETF	Retail	PROSHARES	SOLACTIVE-PROSHARES BRC & MRT RTL STR ID	0.65	20171114
BFIT	Global X Health & Wellness ETF	Broad Consumer Discretionary	GLOBAL X MANAGEMENT	INDXX GBLV HEALTH & WELLNESS THEMATIC IND	0.50	20160509
BUYZ	Franklin Disruptive Commerce ETF	Broad Consumer Discretionary	FRANKLIN TEMPLETON INVESTMENTS	-----	0.50	20200225
HLGE	Hartford Longevity Economy ETF	Broad Consumer Discretionary	HARTFORDFUNDS	HARTFORD LONGEVITY ECONOMY INDEX	0.44	20210316
VICE	AdvisorShares Vice ETF	Broad Consumer Discretionary	ADVISORSHARES	-----	0.99	20171212
FLYD	MicroSectors Travel -3x Inverse Leveraged ETN	Leisure & Entertainment	BANK OF MONTREAL	MERQUBE MICROSECTORS U.S. TRAVEL INDEX	0.95	20220624
JRNY	ALPS Global Travel Beneficiaries ETF	Broad Consumer Discretionary	ALPS	S-NETWORK GLOBAL TRAVEL INDEX	0.65	20210908
KBUY	KraneShares CICC China Consumer Leaders Index ETF	Broad Consumer Discretionary	KRANESHARES	CICC CHINA CONSUMER LEADERS INDEX	0.69	20201209
EVAV	Direxion Daily Electric and Autonomous Vehicles Bull 2X Shares	Automotive	DIREXION	INDXX US ELECTRIC & AUTONOMOUS VHCLS ID	1.00	20220811
TSL	GraniteShares 1.25x Long Tesla Daily ETF GraniteShares 1.25x	Automotive	GRANITESHARES	-----	1.15	20220809
ISHP	First Trust S-Network E-Commerce ETF	Retail	FIRST TRUST ADVISORS	S-NETWORK GLOBAL E-COMMERCE INDEX	0.60	20160920
NBCC	Neuberger Berman Next Generation Connected Consumer ETF	Broad Consumer Discretionary	NEUBERGER BERMAN	-----	0.55	20220406
CARD	MAX Auto Industry -3x Inverse Leveraged ETN	Automotive	MAX ETNS	PRIME AUTO INDUSTRY INDEX	0.95	20230630
AMZD	Direxion Daily AMZN Bear 1X Shares ETF	Retail	DIREXION	-----	1.07	20220907
BEDZ	AdvisorShares Hotel ETF	Broad Consumer Discretionary	ADVISORSHARES	-----	0.99	20210420
VCAR	Simplify Volt RoboCar Disruption and Tech ETF	Automotive	SIMPLIFY ETFS	-----	0.95	20201228
FLYU	MicroSectors Travel 3x Leveraged ETN	Leisure & Entertainment	BANK OF MONTREAL	MERQUBE MICROSECTORS U.S. TRAVEL INDEX	0.95	20220624
SCC	ProShares UltraShort Consumer Discretionary	Consumer Services	PROSHARES	S&P CONSUMER DISCRETIONARY SLCT SCTR IND	0.95	20070130
CARU	MAX Auto Industry 3X Leveraged ETN	Automotive	MAX ETNS	PRIME AUTO INDUSTRY INDEX	0.95	20230630
TSLH	Innovator Hedged TSLA Strategy ETF	Automotive	INNOVATOR	-----	0.79	20220726
GGLS	Direxion Daily GOOGL Bear 1X Shares ETF	Media	DIREXION	-----	1.06	20220907
ODDS	Pacer BlueStar Digital Entertainment ETF	Gaming	PACER ETFS	BLUESTAR GL ONL GMBL VDO GMNG & ESPRT ID	0.60	20220408
HOTL	Kelly Hotel & Lodging Sector ETF	Leisure & Entertainment	-----	STRATEGIC HOTEL & LODGING SECTOR INDEX	0.78	20220112
OND	ProShares On-Demand ETF	Leisure & Entertainment	PROSHARES	FACTSET ON-DEMAND INDEX	0.58	20211026

Source : www.etfdb.com & Zacks Investment Research

Change in Weekly AuM (\$M)

For the top Consumer Discretionary ETFs in November to early December 2023

(11/10/23 to 12/05/23) and then from (12/05/23 to 12/15/23)

Change in Weekly AuM (\$Million) Tables for the Consumer Discretionary ETFs

Sponsors' Weekly % change in AuM (\$Million) for Consumer Discretionary ETFs

Sponsor/Issuer	11/10/23	12/05/23	12/15/23	% Change over the Weeks	
				111023 - 120523	120523-121523
STATE STREET GLOBAL ADVISORS	30675.79	32841.84	35253.38	7.06	7.34
VANGUARD	4511.32	4868.63	5054.88	7.92	3.83
FIRST TRUST ADVISORS	1279.59	1336.89	1397.22	4.48	4.51
FIDELITY	1221.28	1278.29	1381.16	4.67	8.05
DIREXION	1122.55	1232.62	1168.54	9.81	-5.20
BLACKROCK	1075.5	1145.28	1218.19	6.49	6.37
INVESCO	762.72	774.79	841.1	1.58	8.56
GLOBAL X MANAGEMENT	492.82	495.4	475.43	0.52	-4.03
VAN ECK	457.35	458.94	465.92	0.35	1.52
AMPLIFY ETFS	168.6	189.27	194.54	12.26	2.78
COLUMBIA THREADNEEDLE	123	140.33	141.81	14.09	1.05
AXS INVESTMENTS	88.19	82.79	87.35	-6.12	5.51
ROUNDHILL INVESTMENTS	118.15	121.07	117.63	2.47	-2.84
PROSHARES	119.76	125.36	130.69	4.68	4.25
DEFIANCE ETF	36.02	38.63	40.49	7.25	4.81
ADVISORS ASSET MANAGEMENT	21.44	25.5	26.36	18.94	3.37
FRANKLIN TEMPLETON INVESTMENTS	8.94	9.56	9.88	6.94	3.35
HARTFORDFUNDS	8.51	8.94	8.56	5.05	-4.25
ADVISORSHARES	11.61	11.34	11.63	-2.33	2.56
BANK OF MONTREAL	8.95	8.98	9.52	0.34	6.01
ALPS	5.77	6.1	6.42	5.72	5.25
KRANESHARES	5.59	5.43	5.11	-2.86	-5.89
GRANITESHARES	5.52	6.72	6.59	21.74	-1.93
NEUBERGER BERMAN	5.14	5.25	5.43	2.14	3.43
MAX ETNS	7.05	6.75	6.55	-4.26	-2.96
SIMPLIFY ETFS	3.78	3.78	3.78	0.00	0.00
INNOVATOR	1.99	2.05	2.03	3.02	-0.98
PACER ETFS	0.76	0.77	0.78	1.32	1.30
Sum of AuM	42347.69	45231.30	48070.97		

Weekly % change in AuM (\$Million) for Consumer Discretionary Industries

Consumer Discretionary Industry	11/10/23	12/05/23	12/15/23	% Change over the Weeks	
				111023 - 120523	120523-121523
Broad Consumer Discretionary	24739.71	26425.4	28522	6.81	7.93
Media	13954.38	14880.41	15565.44	6.64	4.60
Automotive	1130.3	1237.21	1166.73	9.46	-5.70
Consumer Services	790.67	828.64	864.35	4.80	4.31
Retail	876.84	989.51	1065.77	12.85	7.71
Leisure & Entertainment	323.45	325.1	341.71	0.51	5.11
Gaming	542.61	548.09	548.12	1.01	0.01
Sum of AuM	42357.96	45234.36	48074.12		

Source : www.eftdb.com

Top 10 Holdings in the Top 10 Consumer Discretionary ETFs by Assets Under Management - AuM (\$M)

Consumer Discretionary ETFs

Top 10 Holdings in Top 10 by AuM (\$Million) of Consumer Discretionary ETFs

Ticker : XLY, AuM : \$19282.7M		Ticker : XLC, AuM : \$15491.40M		Ticker : VCR, AuM : \$5054.88M		Ticker : FXD, AuM : \$1350M		Ticker : FDIS, AuM : \$1334.76M	
Holding	Allocation %	Holding	Allocation %	Holding	Allocation %	Holding	Allocation %	Holding	Allocation %
Amazon.com, Inc.	23.46%	Meta Platforms Inc. Class A	25.76%	Amazon.com, Inc.	24.03%	Macy's, Inc.	2.08%	Amazon.com, Inc.	21.88%
Tesla, Inc.	17.31%	Alphabet Inc. Class A	12.02%	Tesla, Inc.	13.08%	Uber Technologies, Inc.	1.73%	Tesla, Inc.	13.44%
McDonald's Corporation	4.49%	Alphabet Inc. Class C	10.31%	Home Depot, Inc.	6.54%	Royal Caribbean Group	1.65%	Home Depot, Inc.	6.66%
NIKE, Inc. Class B	4.40%	T-Mobile US, Inc.	5.24%	McDonald's Corporation	4.38%	D.R. Horton, Inc.	1.65%	McDonald's Corporation	4.24%
Home Depot, Inc.	4.36%	AT&T Inc.	5.12%	NIKE, Inc. Class B	2.90%	PulteGroup, Inc.	1.64%	NIKE, Inc. Class B	2.94%
Lowe's Companies, Inc.	3.67%	Walt Disney Company	5.02%	Lowe's Companies, Inc.	2.60%	Lennar Corporation Class A	1.59%	Booking Holdings Inc.	2.49%
Booking Holdings Inc.	3.64%	Verizon Communications Inc.	5.01%	Starbucks Corporation	2.43%	Toll Brothers, Inc.	1.58%	Lowe's Companies, Inc.	2.47%
Starbucks Corporation	3.37%	Netflix, Inc.	4.70%	Booking Holdings Inc.	2.41%	DraftKings, Inc. Class A	1.58%	Starbucks Corporation	2.25%
TJX Companies Inc	3.14%	Comcast Corporation Class A	4.26%	TJX Companies Inc	2.32%	Under Armour, Inc. Class A	1.52%	TJX Companies Inc	2.10%
Chipotle Mexican Grill, Inc.	1.92%	Electronic Arts Inc.	3.93%	O'Reilly Automotive, Inc.	1.31%	Tapestry, Inc.	1.48%	MercadoLibre, Inc.	1.47%
Ticker : IYC, AuM : \$846.36M		Ticker : XRT, AuM : \$479.28M		Ticker : RXI, AuM : \$356.81M		Ticker : PEJ, AuM : \$313.55M		Ticker : CHIQ, AuM : \$262.90M	
Holding	Allocation %	Holding	Allocation %	Holding	Allocation %	Holding	Allocation %	Holding	Allocation %
Amazon.com, Inc.	14.53%	Gap, Inc.	2.44%	Amazon.com, Inc.	10.68%	Royal Caribbean Group	5.48%	DD Holdings Inc. Sponsored ADR Class A	11.94%
Tesla, Inc.	7.88%	Macy's, Inc.	2.09%	Tesla, Inc.	9.49%	Airbnb, Inc. Class A	5.22%	Alibaba Group Holding Limited	8.99%
Costco Wholesale Corporation	4.50%	Abercrombie & Fitch Co. Class A	2.03%	Home Depot, Inc.	4.42%	Warner Music Group Corp. Class A	5.20%	Meituan Class B	7.28%
Home Depot, Inc.	4.44%	Victoria's Secret & Company	1.99%	Toyota Motor Corp.	4.25%	DoorDash, Inc. Class A	5.09%	JD.com, Inc. Class A	5.55%
McDonald's Corporation	3.91%	Foot Locker, Inc.	1.95%	LVMH Moet Hennessy Louis Vuitton SE	3.80%	Marriott International, Inc. Class A	5.05%	BYD Company Limited Class H	5.15%
Netflix, Inc.	3.81%	Hibbett Inc1.	79%	McDonald's Corporation	3.80%	Warner Bros. Discovery, Inc. Series A	5.04%	Li Auto, Inc. Class A	4.26%
Walmart Inc.	3.60%	American Eagle Outfitters, Inc.	1.67%	NIKE, Inc. Class B	2.60%	Live Nation Entertainment, Inc.	4.83%	Trip.com Group Ltd.	4.10%
Walt Disney Company	3.22%	Signet Jewelers Limited	1.67%	Alibaba Group Holding Limited	2.53%	Liberty Media Corp. Series C Liberty Formula One	4.68%	Yum China Holdings, Inc.	3.58%
NIKE, Inc. Class B	2.75%	Etsy, Inc.	1.65%	Lowe's Companies, Inc.	2.23%	Eventbrite, Inc. Class A	2.96%	New Oriental Education & Technology Group, Inc.	3.25%
Booking Holdings Inc.	2.44%	Dick's Sporting Goods, Inc.	1.60%	Booking Holdings Inc.	2.14%	Lions Gate Entertainment Corp Class A	2.91%	ANTA Sports Products Ltd.	2.55%

Note : AuM (\$Millions) #s are as on 121423

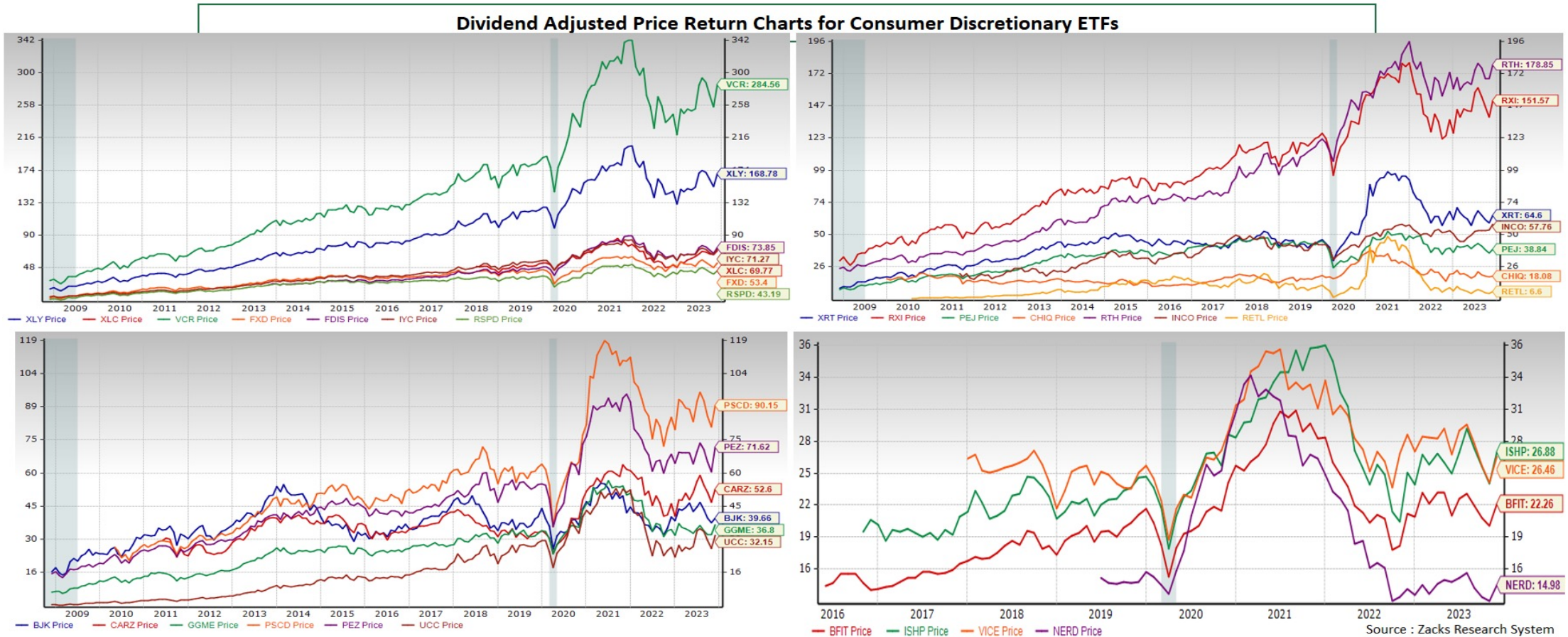
Source : www.etf.com

Part Two: Consumer Discretionary ETF Returns

What broad current conditions should traders and investors be made aware of?

Dividend Adjusted Price Returns Charts for Consumer Disc. ETFs

Note the difference between the pre- and post- COVID eras...



Return Analysis Table for Consumer Discretionary ETFs

This returns timeline runs in three years chunks, from 12/31/10 to 11/30/23

Return Analysis table for Consumer Discretionary ETFs from 12/31/10 to 11/30/23 - 1

ETF Tickers	From 12/31/22 to 11/30/23				From 12/31/19 to 11/30/22				From 12/31/16 to 11/30/19				From 12/31/13 to 11/30/16				From 12/31/10 to 11/30/13			
	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev
XLY	16.58	15.13	-11.39	7.58	22.50	18.88	-14.96	7.49	55.95	9.87	-10.10	4.11	30.35	9.04	-6.53	3.76	143.67	11.93	-9.68	4.49
XLC	36.70	14.77	-6.61	5.81	0.48	13.65	-14.13	6.52	7.45	11.75	-7.99	4.81								
VCR	16.65	15.48	-10.87	7.60	38.79	21.93	-17.78	8.16	48.84	10.09	-10.23	4.12	26.72	8.24	-6.37	3.73	148.45	12.97	-10.06	4.78
FXD	4.08	14.20	-6.57	7.58	19.38	22.78	-31.04	8.82	26.53	10.65	-9.91	4.16	16.36	7.72	-5.64	3.79	127.17	14.96	-10.95	5.35
FDIS	16.85	15.58	-10.91	7.61	39.11	21.83	-16.23	8.05	50.82	10.10	-9.19	4.05	26.83	8.34	-6.29	3.74	3.48	3.48	3.48	0.00
TSLL	12.73	61.60	-50.83	32.39	-43.77	-6.61	-22.64	7.45												
IYC	13.45	14.19	-9.81	6.84	14.41	15.59	-14.76	6.95	53.52	9.01	-9.10	3.95	30.30	7.48	-6.89	3.48	132.96	11.53	-9.79	4.17
RSPD	4.14	13.22	-7.13	7.42	19.61	21.95	-29.74	8.90	25.57	10.21	-9.92	4.31	19.30	8.14	-6.35	3.98	138.79	14.51	-11.18	5.12
XRT	-2.06	16.11	-9.34	8.30	57.87	36.83	-25.63	11.11	2.22	10.74	-12.32	5.15	6.69	8.24	-9.36	4.42	173.32	16.63	-11.93	5.36
RXI	12.13	14.88	-7.37	6.88	13.66	14.42	-16.70	6.67	43.61	9.34	-10.45	3.83	13.56	8.66	-7.38	3.65	107.59	12.56	-8.32	4.75
PEJ	-1.42	13.57	-8.03	6.69	-8.06	23.27	-32.92	10.11	12.75	6.51	-10.28	3.55	21.62	8.83	-9.41	4.27	164.57	14.61	-12.52	5.16
CHIQ	-8.50	19.90	-13.29	9.81	13.56	36.34	-18.92	10.97	53.01	14.03	-15.36	6.37	-19.87	14.32	-15.05	5.99	1.79	16.94	-24.01	6.81
ESPO	23.58	13.95	-7.64	7.36	29.85	13.75	-14.06	6.86	29.19	11.07	-4.86	4.48								
RTH	4.58	6.77	-7.33	4.66	48.85	14.82	-7.02	5.46	60.78	11.08	-8.33	4.28	32.33	8.95	-6.39	3.51	104.56	13.53	-11.52	3.95
IBUY	10.81	25.06	-10.98	12.11	-10.47	29.68	-17.34	11.00	79.06	15.44	-15.75	5.98	12.00	8.01	-2.25	3.11				
HERO	3.13	9.27	-7.56	6.00	23.75	14.71	-14.17	6.68	5.11	5.11	5.11	0.00								
INCO	20.46	8.80	-5.36	4.02	35.22	10.86	-21.60	5.92	29.46	12.27	-14.40	5.29	49.41	13.72	-11.01	5.99	7.78	15.54	-16.07	9.32
TSLQ	-37.80	49.92	-33.18	22.78	38.93	13.38	2.09	4.72												
BETZ	2.44	13.21	-9.54	7.23	5.19	25.60	-19.42	10.76												
ONLN	1.57	27.19	-11.98	11.43	-8.15	28.30	-17.93	9.73	-7.68	18.41	-15.51	8.07								
EBIZ	15.96	23.29	-10.38	10.85	-3.01	23.97	-14.24	8.58	14.75	16.27	-11.01	7.18								
RETL	-30.04	52.37	-27.34	25.73	-5.71	124.71	-68.46	34.94	-35.29	33.51	-33.99	15.42	109.81	26.90	-21.90	11.54	604.57	26.55	-14.23	8.75
AMZU	67.33	34.76	-19.33	14.74	-23.71	-10.18	-15.06	2.44												
FDRV	-11.48	23.36	-16.53	11.92	-36.88	11.33	-15.40	8.48												
BJK	-1.40	13.81	-8.81	6.60	7.53	22.53	-28.78	9.97	18.88	13.95	-11.26	5.65	-18.36	13.71	-13.05	5.98	128.90	17.50	-17.14	6.56
TSLS	-38.33	49.00	-33.24	22.67	30.62	12.96	2.37	5.00												
CARZ	15.59	18.52	-11.85	9.21	45.12	21.81	-22.83	8.92	8.28	9.25	-10.98	4.31	-11.79	11.25	-11.29	5.03	36.04	16.40	-15.91	7.09
GGLL	36.42	22.45	-18.84	13.51	5.76	9.08	-3.05	6.06												
CRUZ	10.96	18.65	-8.71	9.42	-22.54	17.23	-22.33	8.89												
GGAME	8.27	16.63	-7.91	7.52	7.12	21.48	-21.82	8.66	29.01	11.65	-7.62	4.39	5.17	10.36	-11.01	4.39	141.76	13.19	-10.93	5.65
WANT	23.61	49.16	-31.93	23.65	-27.72	61.85	-51.04	23.93	32.02	32.65	-24.92	15.97								

Source : Zacks Investment Research

Returns Analysis Table for Consumer Discretionary ETFs

This returns timeline runs from 12/31/10 to 11/30/23

Return Analysis table for Consumer Discretionary ETFs from 12/31/10 to 11/30/23 - 2

ETF Tickers	From 12/31/22 to 11/30/23				From 12/31/19 to 11/30/22				From 12/31/16 to 11/30/19				From 12/31/13 to 11/30/16				From 12/31/10 to 11/30/13			
	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev	Cumulative Rtns.	Max	Min	Std., Dev
PSCD	7.78	17.87	-7.47	8.19	39.73	28.92	-33.98	11.11	25.94	9.64	-11.41	4.95	8.98	10.91	-7.99	4.67	83.19	14.91	-13.35	5.91
TRFM	23.24	15.47	-7.52	8.41	-8.69	5.01	-11.73	6.09												
NERD	3.27	10.69	-8.39	5.63	-2.65	17.45	-17.68	7.97	-2.70	1.06	-2.90	1.33								
PEZ	5.54	18.34	-7.71	7.72	26.56	23.05	-25.86	9.51	28.52	9.22	-13.18	4.71	5.70	7.42	-7.70	3.90	126.61	13.61	-11.55	5.11
IEDI	8.28	8.79	-6.62	5.16	32.80	15.76	-12.36	6.45	28.65	8.40	-8.14	4.21								
UCC	20.41	25.41	-16.77	14.23	-7.28	35.08	-27.72	13.68	99.13	19.05	-18.70	8.17	57.83	16.86	-13.27	7.12	374.68	23.61	-18.43	8.34
OOTO	2.51	40.73	-16.00	17.66	-48.34	24.94	-33.73	15.13												
EMTY	19.35	15.47	-8.29	6.80	-59.66	25.37	-21.58	8.41	-0.84	16.05	-9.84	5.87								
BFIT	5.37	10.72	-9.02	6.07	2.29	16.43	-15.47	6.86	52.24	7.37	-7.55	3.17	-2.35	5.35	-5.10	3.47				
BUYZ	20.54	15.74	-8.63	7.87	-6.34	20.82	-19.47	10.39												
HLGE	4.50	9.57	-5.97	4.97	2.38	10.47	-8.59	5.20												
VICE	-5.96	9.71	-7.88	5.85	18.85	14.86	-15.58	6.74	-2.86	9.41	-10.12	4.50								
FLYD	-51.96	43.08	-50.22	27.48	-64.29	27.79	-40.48	24.35												
JRNY	4.95	15.67	-6.69	7.16	-14.14	9.82	-13.46	6.89												
KBUY	-12.93	10.28	-12.16	6.73	-33.32	26.61	-22.37	9.68												
EVAV	-57.72	67.01	-40.16	33.97	-51.01	-2.53	-33.19	12.94												
TSL	15.62	50.55	-44.04	27.08	-37.71	-5.34	-19.05	6.39												
ISHP	9.52	12.00	-6.37	7.05	4.29	20.95	-16.72	7.72	22.33	9.09	-8.68	4.25	5.47	5.47	5.47	0.00				
NBCC	2.82	14.15	-7.07	6.04	-5.41	9.69	-10.48	7.34												
CARD	21.96	77.91	-23.90	36.91																
AMZD	-36.86	14.07	-19.10	9.07	12.24	8.35	3.59	2.38												
BEDZ	8.57	13.36	-5.80	6.50	-5.49	18.03	-15.46	8.47												
VCAR	25.39	20.85	-16.85	10.89	-44.57	35.75	-21.66	12.38												
FLYU	6.92	86.08	-34.82	35.67	39.47	47.68	-32.85	27.87												
SCC	-25.99	18.52	-21.39	12.96	-54.35	27.49	-28.61	12.30	-60.87	18.82	-17.40	7.65	-53.68	13.69	-15.47	6.90	-88.37	18.92	-20.47	7.69
CARU	-44.27	20.31	-49.04	25.06																
TSLH	14.44	11.42	-7.72	5.64	-12.34	-1.52	-4.93	1.34												
GGLS	-25.21	14.18	-13.36	8.58	-7.94	-0.15	-7.80	3.82												
ODDS	13.35	12.63	-8.68	6.94	-3.07	11.61	-13.86	8.87												
OND	22.09	15.40	-8.06	7.86	-49.09	10.97	-15.89	7.75												

Source : Zacks Investment Research

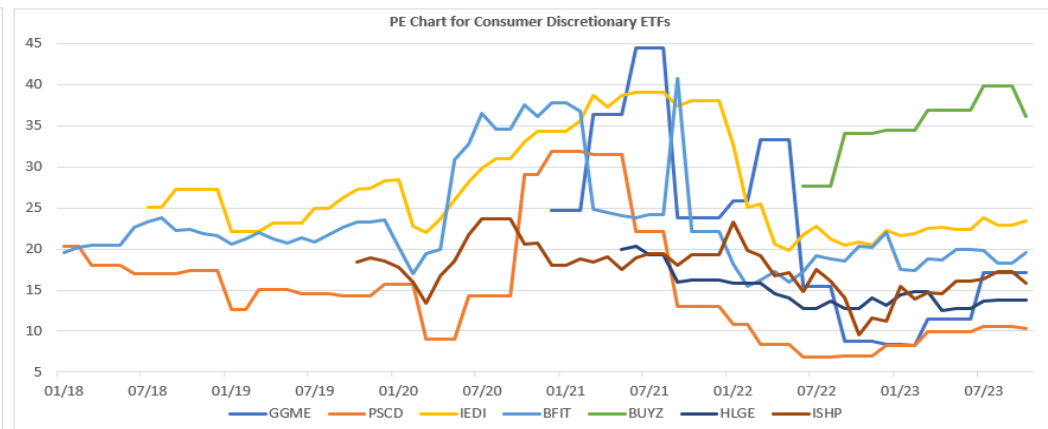
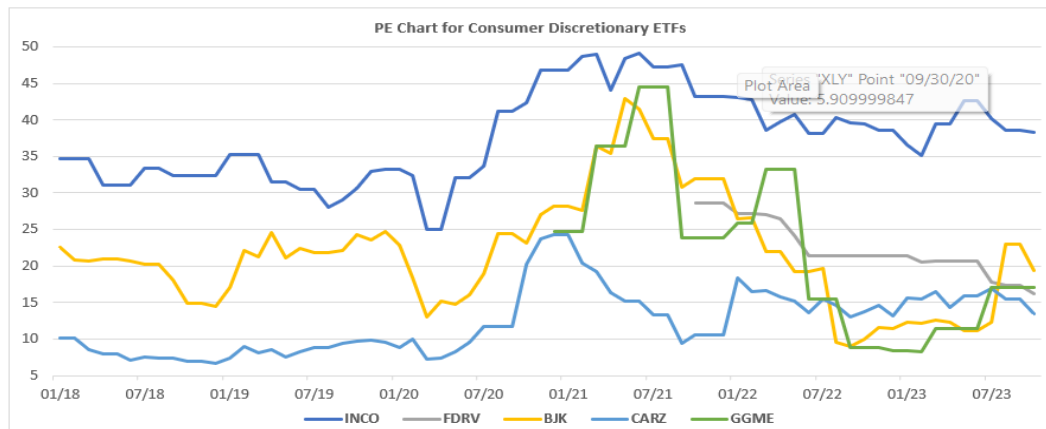
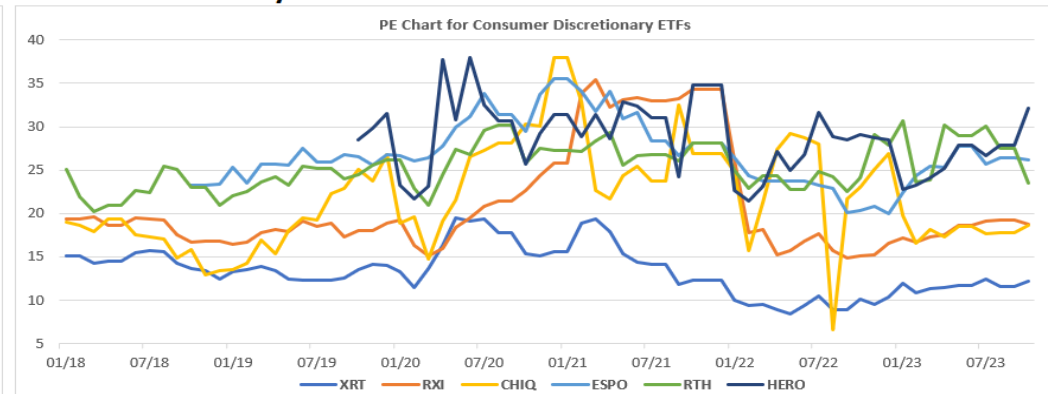
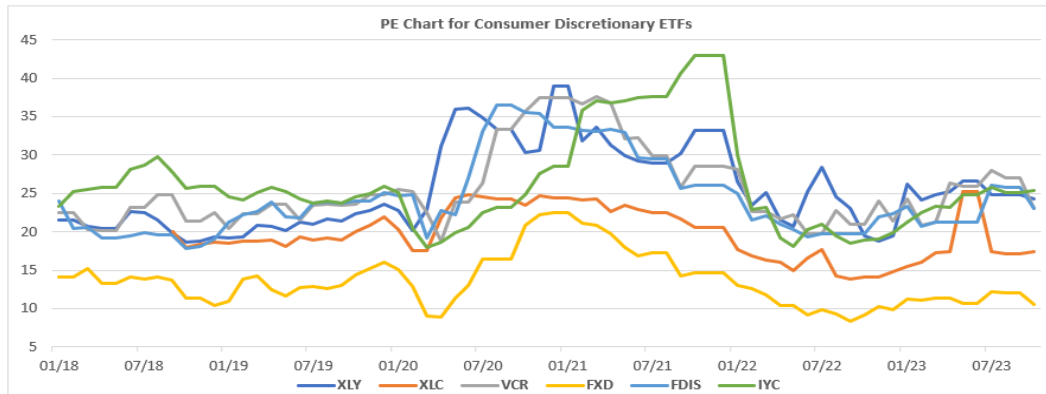
Part Three: Consumer Discretionary ETF Valuations

What differences should traders and investors be made aware of?

PE Charts for Consumer Discretionary ETFs

Valuations are always critical!

PE Charts for Consumer Discretionary ETFs

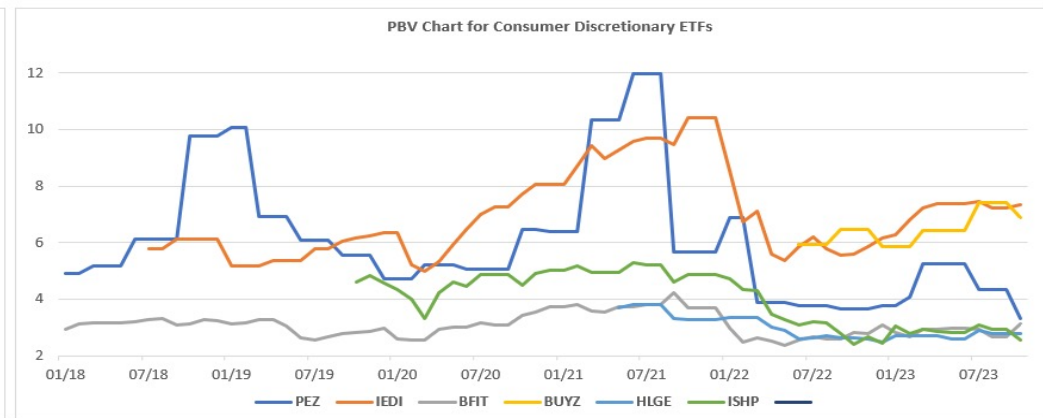
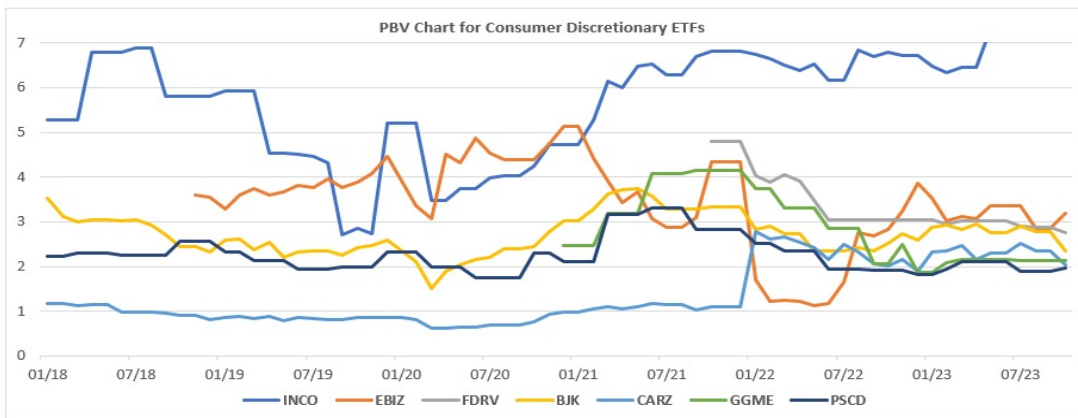
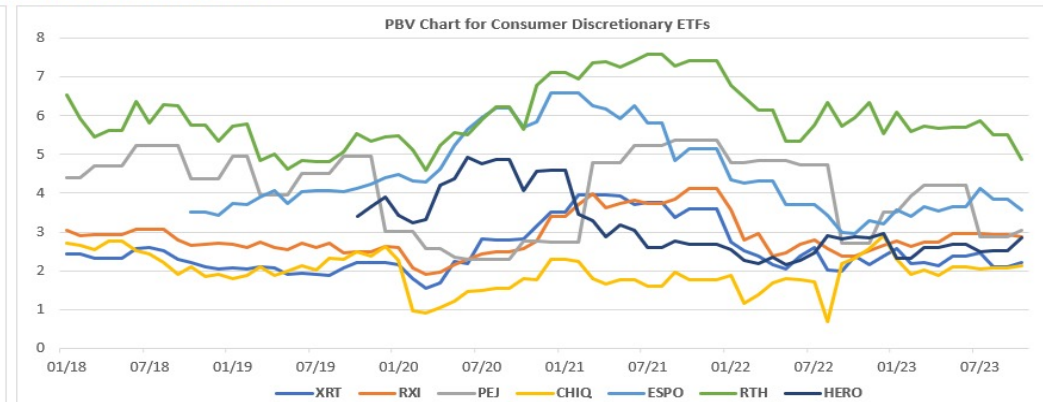
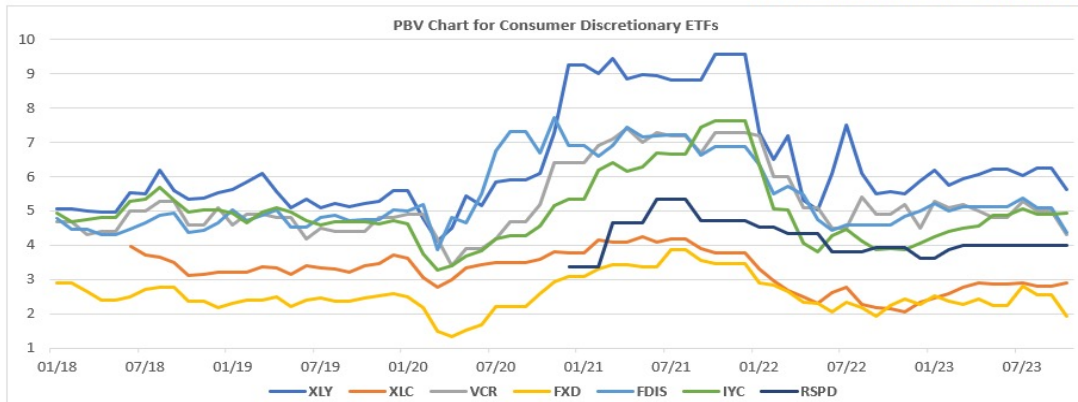


Source : Zacks Investment Research

PBV Charts for Consumer Discretionary ETFs

PBV: Price to Book Value

PBV Charts for Consumer Discretionary ETFs

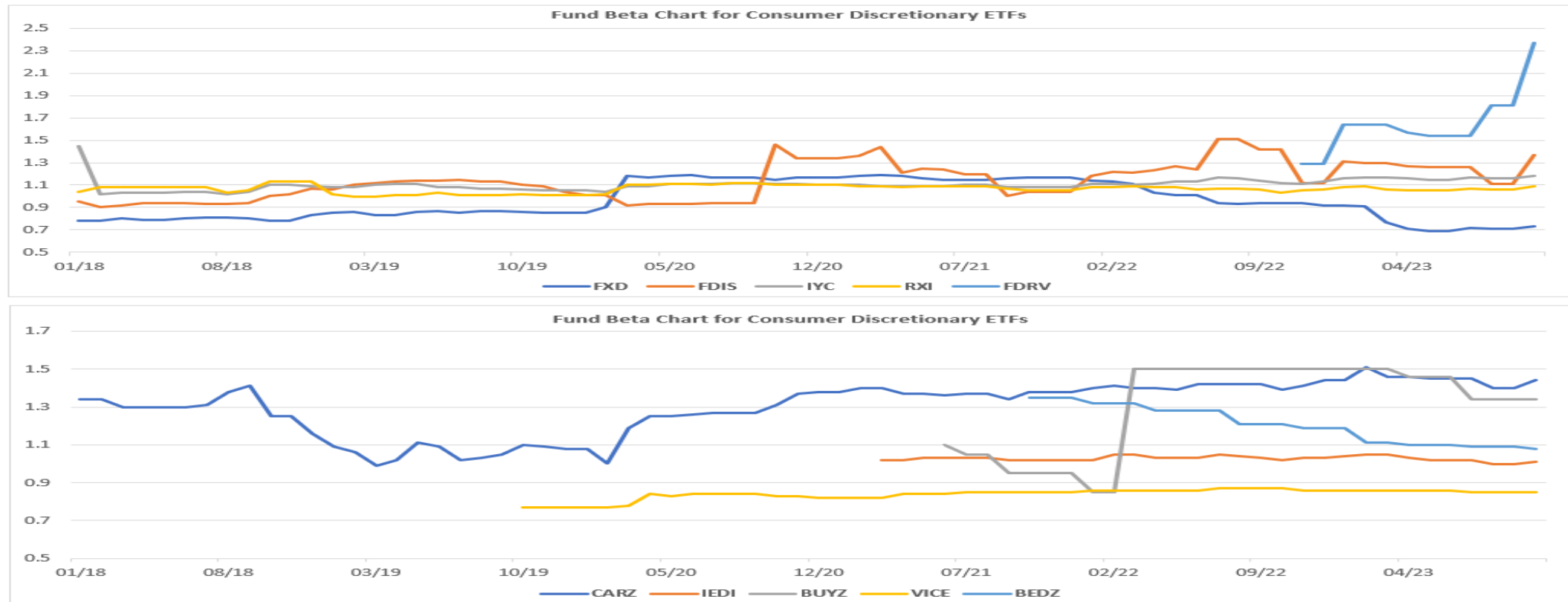


Source : Zacks Investment Research

Fund BETA Charts for Consumer Discretionary ETFs

These are worth consulting, to match with the bull-bear environment

FUND BETA CHARTS FOR CONSUMER DISCRETIONARY ETFs



Source : Zacks Investment Research

Thank You for Attending!

John Blank, PhD

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