



Bull and bear markets - historical trends and portfolio impact

With market volatility a main concern among investors, it is important to review historical trends to put market volatility concerns into perspective. As shown in the chart below, bull/rising markets (shown in green) have been longer and more sustained than bear/declining markets (shown in red). The effect that market volatility has on your portfolio may be minimized with a long-term outlook and investment plan.

Bull and bear facts¹

Average gain in bull market:	+158.52%
Average length of bull market:	1,742 days
Average loss in bear market:	-33.18%
Average length of bear market:	363 days



Bull market

A prolonged market period in which an investment has prices that **rise** faster than the historical average. Typically characterized by a stock market rise of at least 20% from its previous low.²

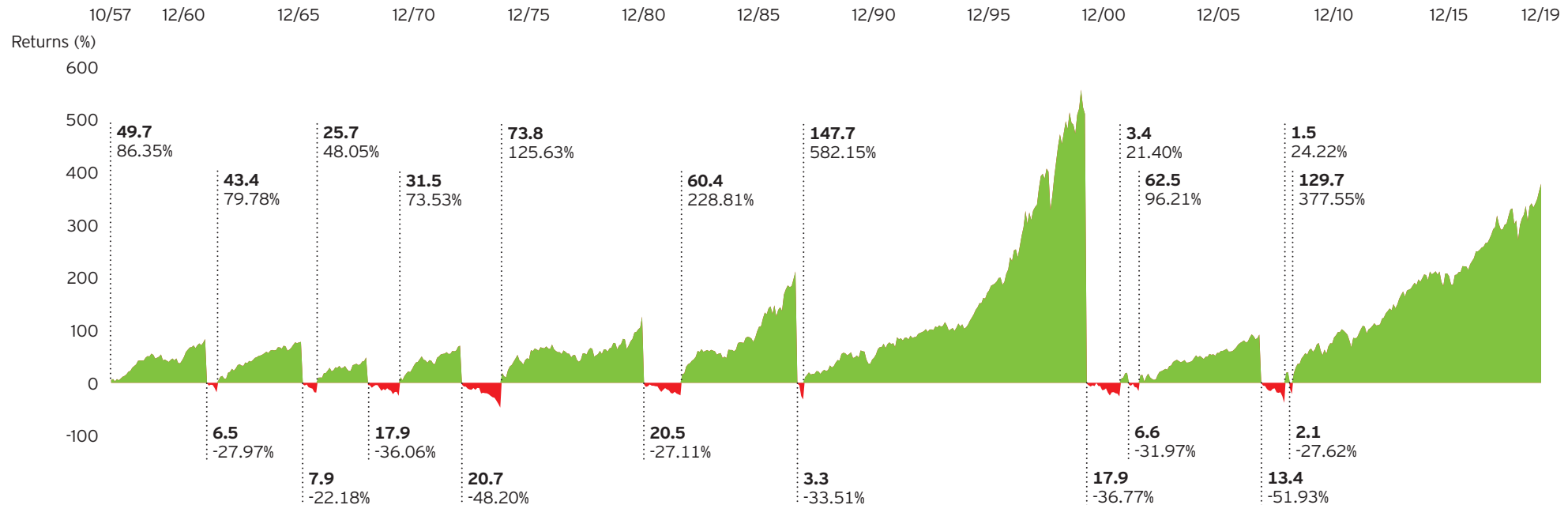


Bear market

A prolonged market period in which an investment has prices that **fall**. Typically characterized by a stock market that has fallen at least 20% from its previous high.²

The historical performance of the S&P 500 Index during US bull and bear markets

The bold numbers calculate the duration of months for the market, either being bull or bear, and the percentages cover the total return for the time period.¹



In the chart above, the green time periods indicate bull markets when the S&P 500 rose 20% or more from its previous low. The red time periods indicate bear markets when the S&P 500 declined 20% or more from its previous high.

On average, when the market is evaluated from 1957-2019, there were bear markets or losses for 362 days, while the bull markets or gains were for 1,651 days. Data shown is as of the last bull market, which ended on 1/25/2018.

¹ Source: Bloomberg L.P. Returns from 10/22/1957-12/31/19. The S&P 500 Index is an unmanaged index of 500 stocks used to measure large-cap US stock market performance. Investors cannot invest directly in an index. Index returns do not reflect any fees, expenses, or sales charges. This chart is for illustrative purposes only and not indicative of any actual investment. These returns were the result of certain market factors and events which may not be repeated in the future. **Past performance is no guarantee of future results.**

² Source: Invesco

About risk

Stock and other equity securities values fluctuate in response to activities specific to the company as well as general market, economic and political conditions.

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