BlackRock

The data in the surveys featured are labelled with the month and year the data was collected.

People & Money

The trends shaping investing in Europe

October 2024

Building on our 2022 survey which explored the next wave of ETF investors in Europe, we teamed up with YouGov once more to better understand the trends shaping the present and future of investing across the region. This year, we spoke to 36,730 people across 14 European markets and compared this data to our previous study to identify trends shaping investing in Europe.

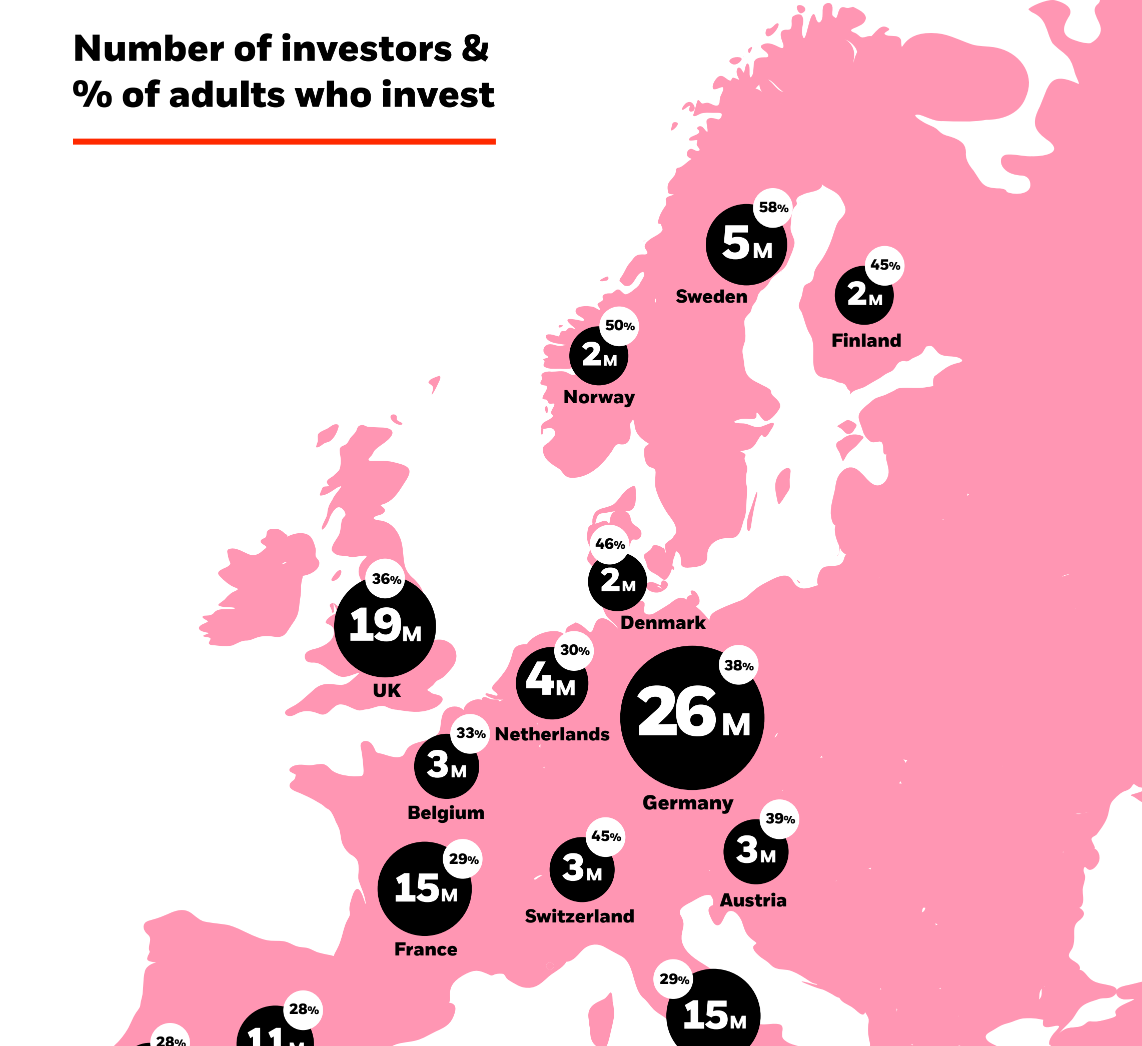
Source: BlackRock People & Money/YouGov Plc. All figures, unless stated otherwise, are from YouGov Plc. Sample size: 36,730 adults across Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and UK (any references to Europe in this report refer to these 14 markets). Fieldwork was undertaken between 15th March - 10th May 2024. The survey was carried out online. Figures given an even weighting to produce an 'average' value. All calculations conducted by BlackRock. 2022 data refers to the previous 'Next wave of ETF investors' survey conducted by YouGov Plc between 12 August 2022 and 8 February 2023. Population figures are based on United Nations 2024 and 2022 Revisions of World Population Prospects report (18+ adults). The content and assumptions in this report are based on data derived directly from these surveys.

Definition of an investor within this report: A respondent who currently has any of the following investment products: stocks and shares, investment/mutual fund (e.g. single strategy fund or multi-asset fund, etc.), bonds (e.g. Government or corporate bonds), exchange traded funds (ETFs), managed investment portfolio by a digital investment platform/robo adviser, crowd funding/venture capital or cryptocurrency.

1 Investing in Europe today

113M investors in Europe, that's 34% of all adults

Number of investors & % of adults who invest



50% of Nordic adults invest
Nordics are no.1 in Europe for owning investments

29% of adults in France, Iberia & Italy invest
significantly lower than many countries in northern Europe

26M of German adults invest
accounting for 23% of all investors in Europe

11M new investors, up +11% since 2022

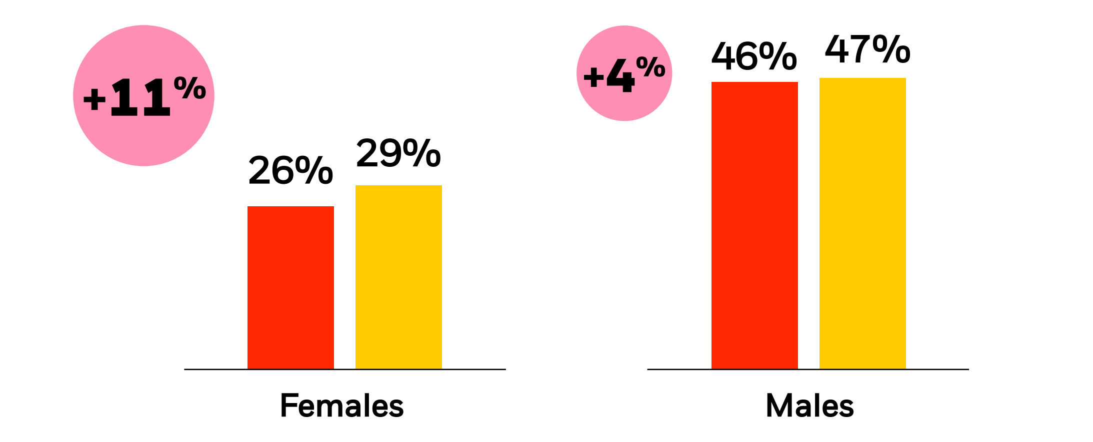
Number of new investors & relative change since 2022, by market (ranked by volume of new investors)

UK	3,523,320	+21%
Germany	3,204,021	+14%
France	2,158,024	+16%
Spain	690,031	+6%
Netherlands	408,780	+10%
Switzerland	365,556	+11%
Austria	317,707	+12%
Sweden	299,826	+5%
Norway	194,242	+8%
Denmark	188,154	+8%
Belgium	112,181	+3%
Finland	(111,188)	-6%
Italy	(158,121)	-1%
Portugal	(326,752)	-12%

Investor growth driven by women & 25-44s

Historically, men have shown a higher propensity to invest, but our latest study reveals a significant surge in investing among women, with an 11% increase relative to 2022. In contrast, the number of men investing has increased by 4% during the same period.

% of adults investing by gender & relative change since 2022, European average



2 Barriers to investing

Financial constraints and a lack of confidence hold Europeans back from investing

Reasons for not investing (% of non-investors), European average

Financial

65% I do not have enough money to invest

25% I am afraid to lose money

Knowledge & understanding

23% I do not have enough knowledge of what to invest in

14% I do not know how to invest

12% I do not know where to get started

6% I do not know what the benefits are

4% I struggle to choose between different options

Other

6% I do not have enough time to invest

6% I struggle to control my spending

A perceived lack of money is the top barrier to investing in Europe, cited by nearly two thirds, 65%, of non-investors and an even greater proportion in Finland (74%), Italy (72%), and the UK (70%).

A third of non-investors in Europe (33%) say they **don't know how to invest, or even how to get started**[1], rising to more than 4 in 10 in the Netherlands (44%) and Denmark (44%).

There is a significant **opportunity to build investment knowledge, understanding and confidence** among Europe's younger generations. Currently, 56% of 18-34-year-olds who are not investing cite a lack of know-how[1] as the primary hurdle. Among over 35s, a lack of money was the main reason, cited by 69%.

Reasons for not investing by age group (% of non-investors), European average

18-34s

- 56% Lack of knowledge/ understanding[1]
- 52% Lack of money
- 33% Afraid of losing money
- 12% Lack of time

Over 35s

- 69% Lack of money
- 27% Lack of knowledge/ understanding[1]
- 22% Afraid of losing money
- 5% Lack of time

[1] Lack of knowledge/understanding = Any of the following responses: I do not have enough knowledge of what to invest in, I do not know how to invest, I do not know where to get started, I do not know what the benefits are.

3 Product ownership today

Stocks and shares remain the most widely held investment product

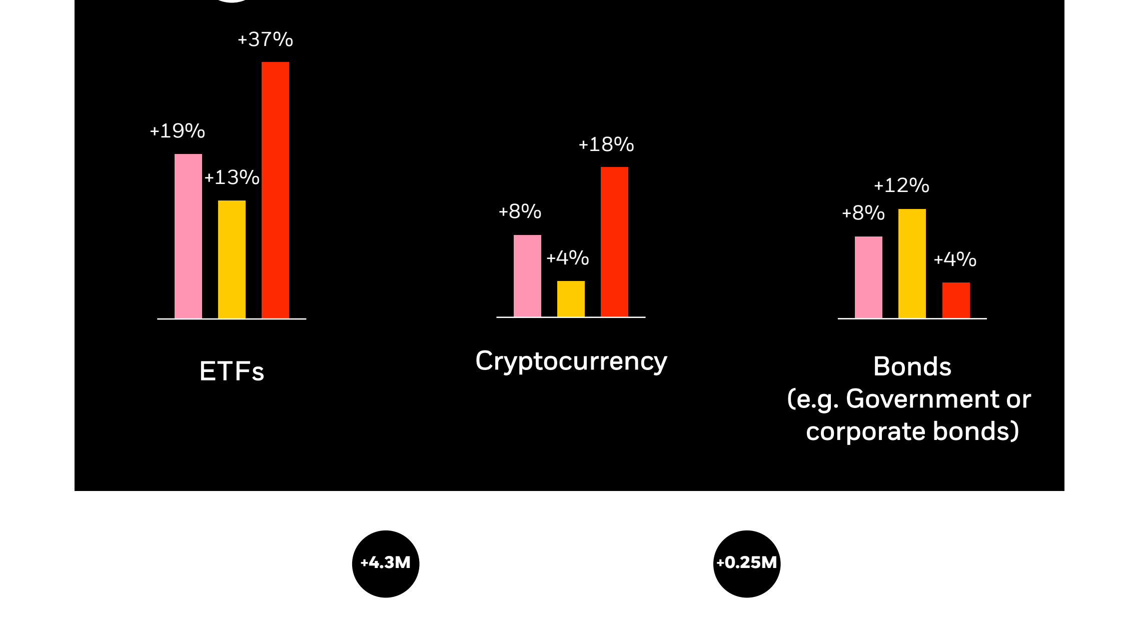
% of investors currently holding each investment product, European average

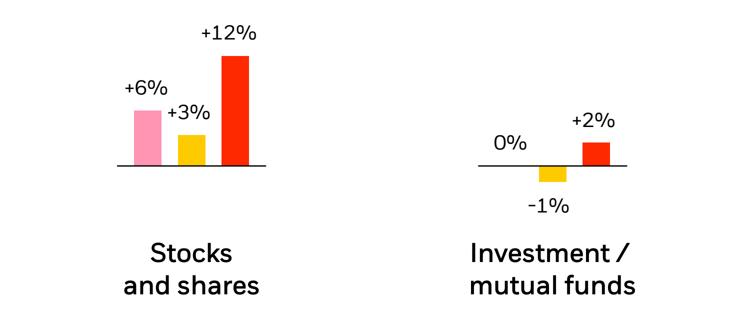
55%	Stocks and shares
40%	Investment/mutual fund (e.g. single strategy fund, or multi-asset fund, etc.)
22%	Cryptocurrency
20%	ETFs
17%	Bonds (e.g. Government or corporate bonds)
11%	Managed investment portfolio by a digital investment platform/ robo adviser
7%	Crowd funding/venture capital

- Stocks and shares remain the top choice for most investors (in 11 of the 14 European markets surveyed), and whilst ownership amongst all adults has increased by 6% since 2022, the proportion of investors holding stocks and shares has remained on par with 2022 levels (55%).
- Ownership of mutual funds has stayed on par relative to 2022, whilst ownership of ETFs has soared 19%, followed by bonds and cryptocurrency, both up 8% since 2022.
- More than half (52%) of investors in Europe hold mutual funds and/or ETFs.
- Investors in Italy favour bonds to a greater degree than peers across Europe (45% vs 17% average across Europe).
- In Portugal and the Netherlands, investors prefer cryptocurrency over stocks and shares, 43% and 40% respectively vs a 22% average across Europe.

ETFs are the fastest growing investment product in Europe since 2022, driven by female adoption

Relative % change in ownership since 2022 by gender & volume change in investment ownership (all adults), European average

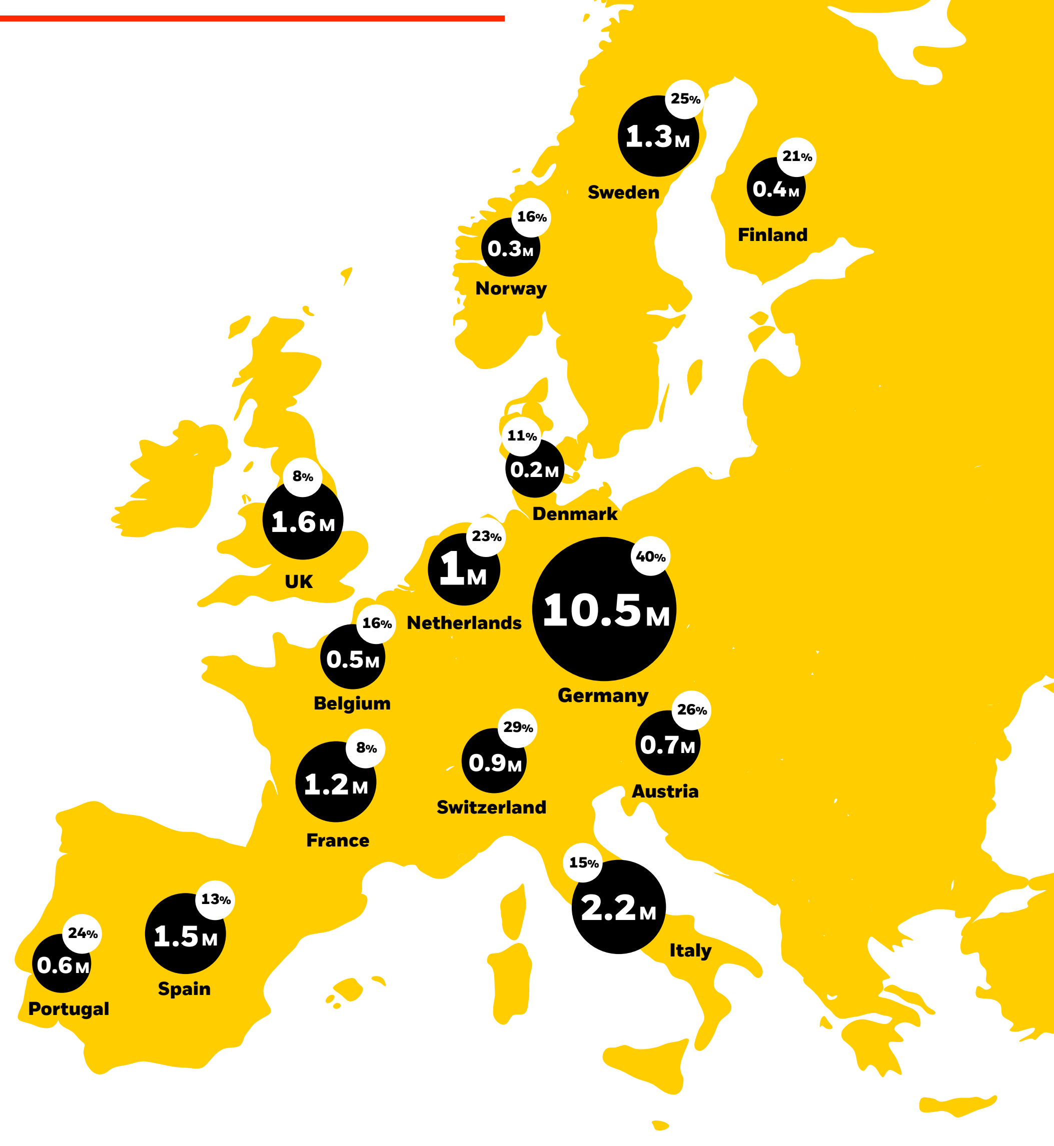




4 ETF Spotlight

23M ETF investors in Europe, that's 1 in 5 investors

Number of ETF investors & % of investors who own ETFs



+19%
relative increase in ETF investors in Europe since 2022

ETFs are favoured by younger investors

24%
of those aged 18-34 hold an ETF

19%
of those aged 35+ hold an ETF

Digital investment platforms dominate ETF investing

75% **of ETF investors**
across Europe access ETFs through a digital platform.[2]

We believe the rise in digital investing is driving appetite for ETFs amongst younger investors, with 80% of 18-34s accessing ETFs via digital platforms.

Digital ETF investing[2] is most prevalent in the UK (87%), Portugal (87%), Denmark (86%) and the Netherlands (82%).

In more mature markets such as Germany and Switzerland, ETF investors are more inclined to use their bank's online investment platform (43% and 45% respectively, vs a European average of 37%).

[2] Digital platform/investing = any of the following; access ETFs via an online investment platform/broker, their bank's online investment platform, or a robo adviser.

5 Investing intent in the next 12 months

In this section any forward-looking statements/estimates may not come to pass.

Investors in Europe are confident in the outlook next year

19% of European consumers are very likely to start investing, or invest more, in the next 12 months (equivalent to 63M adults)

Confidence in the outlook and intention to invest is highest in Sweden, 27%, and among 18-34-year-olds in Europe, 29%.

Stocks and shares, mutual funds, bonds and ETFs are at the forefront of investment plans over the year ahead.

Likelihood to invest in next 12 months, European average (ranked by net likely)

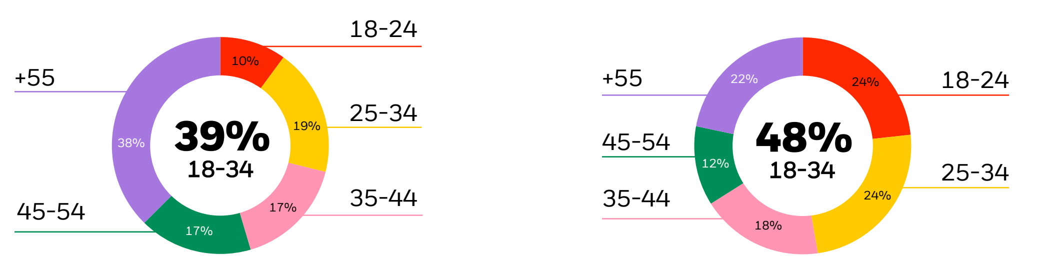
Net likely	Fairly likely	Very likely	
27%	18%	9%	Stocks and shares
20%	14%	6%	Investment/mutual fund (e.g. single strategy fund, or multi-asset fund, etc.)
17%	13%	4%	Bonds (e.g. Government or corporate bonds)
16%	11%	5%	ETFs
14%	9%	5%	Cryptocurrency
11%	8%	3%	Managed investment portfolio by a digital investment platform/ robo adviser
9%	6%	3%	Crowd funding/venture capital

11M Among the 63 million adults planning to invest or increase their investments in the next 12 months, 11 million (17%) currently do not hold any investment products

Young and female investors predicted to lead the next wave of first-time investors[3]

Demographic profile of current & predicted new investors, European average

Current investors / **Predicted first-time investors[3]**



8M new ETF investors[4] predicted across Europe in the next 12 months

2.6M Among the 8 million predicted new ETF investors, 2.6 million currently have no other investments, accounting for 23% of the predicted 11M new first-time investors in the previous section

Number of predicted new ETF investors in next 12 months & relative change, by market (ranked by volume of predicted new ETF investors)

Germany	2,177,392	+21%
France	1,357,919	+110%
UK	1,256,375	+78%
Italy	764,234	+35%
Spain	726,116	+49%
Portugal	305,480	+54%
Netherlands	281,495	+28%
Switzerland	265,878	+28%
Austria	207,409	+28%
Belgium	204,613	+40%
Sweden	194,453	+16%
Denmark	91,221	+40%
Norway	85,584	+24%
Finland	74,349	+18%

[3] Predicted first-time investors = current non-investors who select very likely to start investing in any investment product in next 12 months.
[4] Predicted new ETF investors = non-current ETF holders selecting very likely to start investing/invest more in ETFs in next 12 months.

Risk Warnings

Past performance is not a reliable indicator of current or future results and should not be the sole factor of consideration when selecting a product or strategy.

Changes in the rates of exchange between currencies may cause the value of investments to diminish or increase. Fluctuation may be particularly marked in the case of a higher volatility fund and the value of an investment may fall suddenly and substantially. Levels and basis of taxation may change from time to time and depend on personal individual circumstances.

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