

DECODING ETF Investors

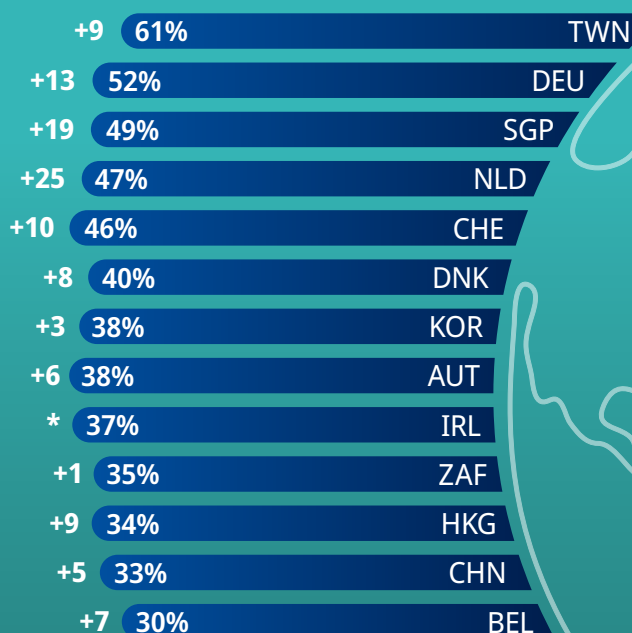


Driven by digitalisation and the growing availability of educational resources, ETFs are now a mainstream and growing component of retail investor portfolios across the world.

31%

of our global investor sample hold ETFs - and this is expected to grow by over 15% in the next year.

% of investor sample holding ETFs by market in 2026 and % change compared to 2025 (top markets only)

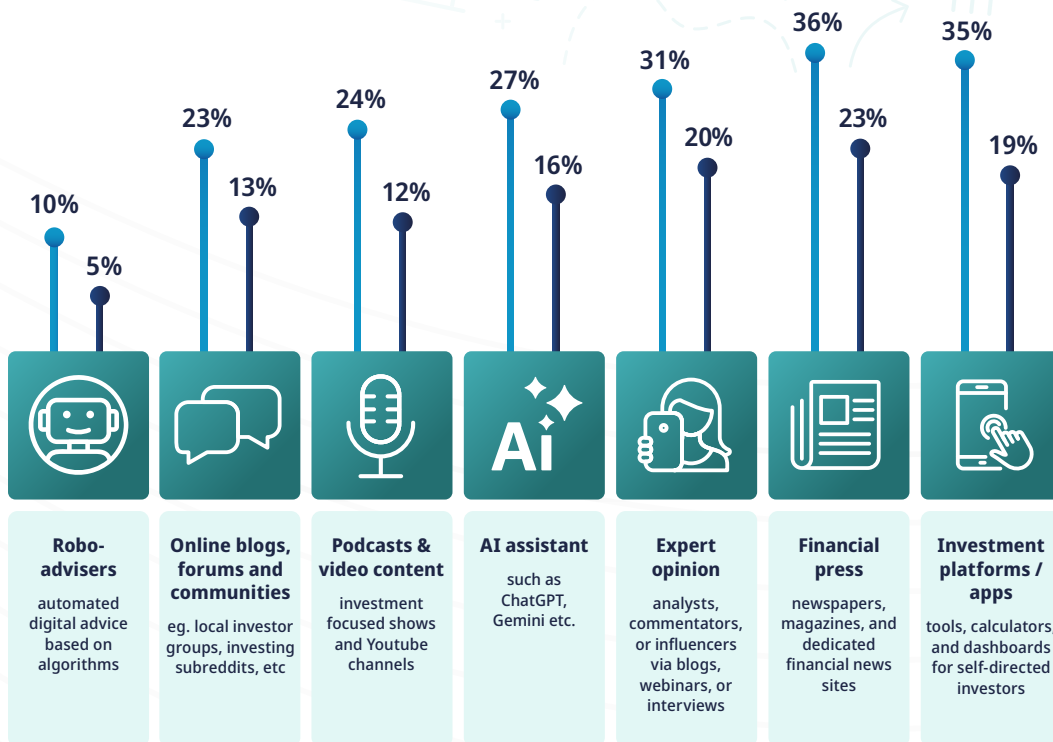
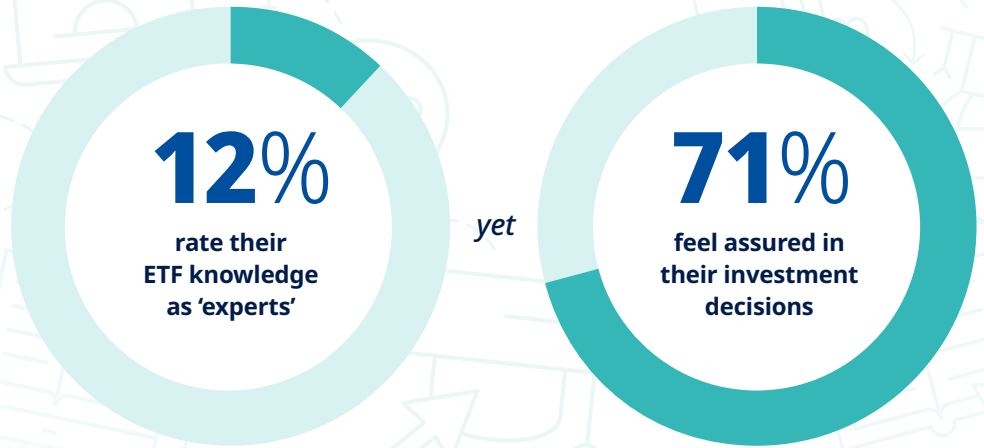


* IRE was added to the sample in 2026, so year on year data is unavailable



To discover more insights from this chapter and others, use the QR code or contact the Client Insights team on: client-insights@amundi.com

ETF investors don't need to be experts in finance or consume vast amounts of in-depth educational content to feel confident.



What matters more is how proactively they seek out information from a wide range of sources.

● ETF investors ● Non-ETF investors

Simple guidance from providers could help non-ETF investors take the step into ETF investing.



IMPORTANT INFORMATION

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