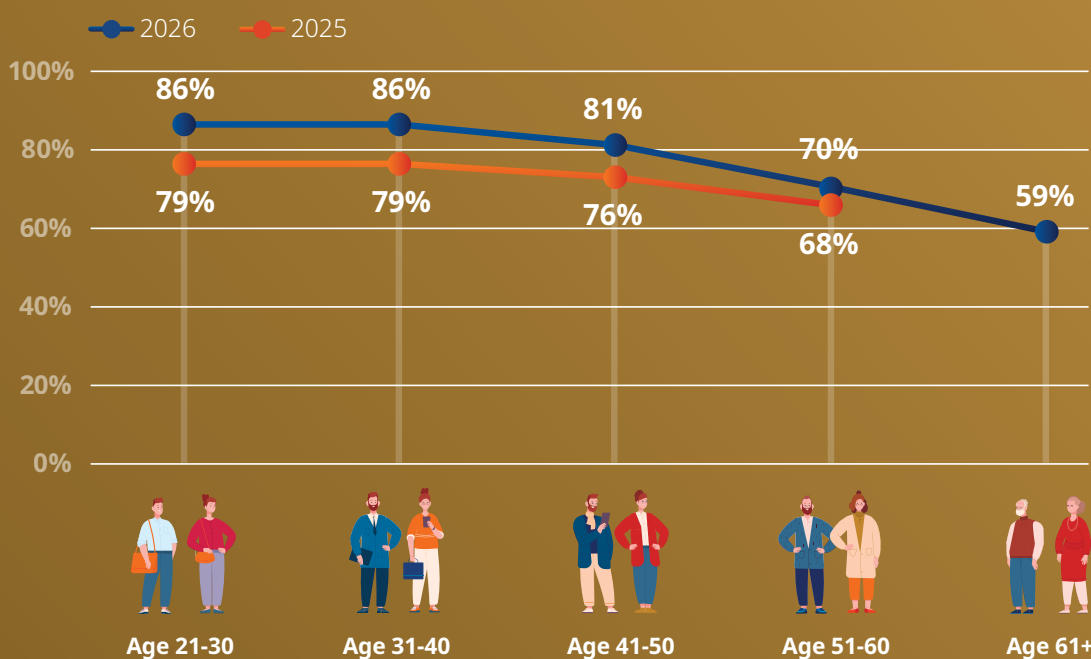


DECODING Digital Preferences

Digital is at the core of most investor journeys – across all age and wealth brackets. The next phase of growth will be defined not by reach, but by depth; the question is which provider will be entrusted with a greater share of portfolios.

% of investors using digital investment platforms by age



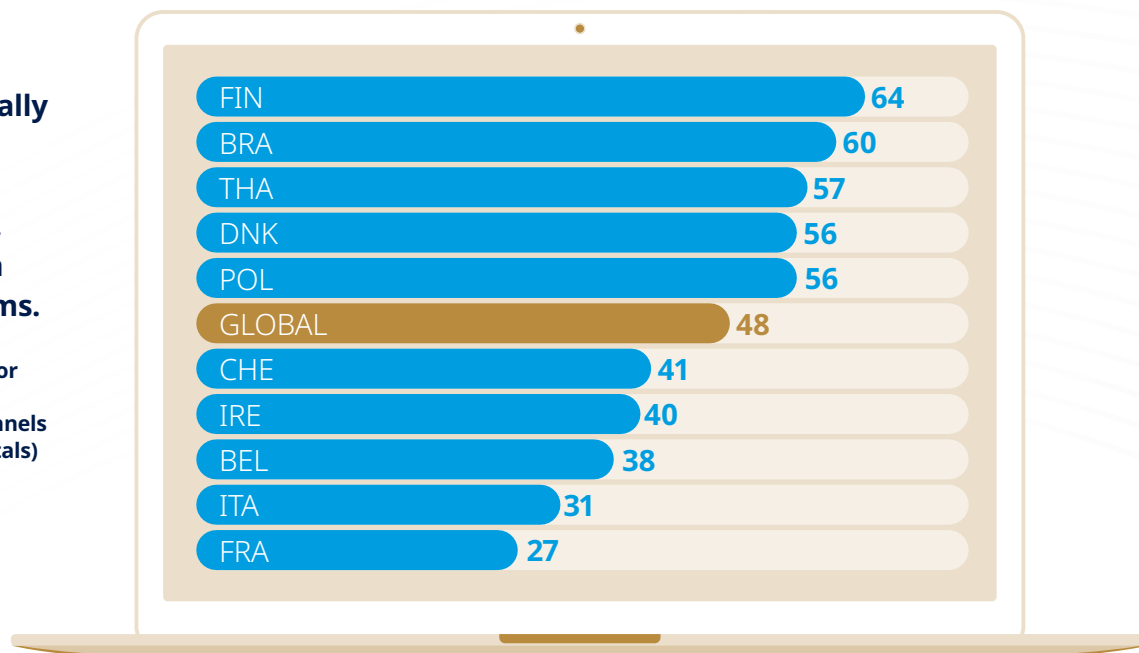
Three in four investors (76%) globally use **digital platforms** to invest part of their portfolio.



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

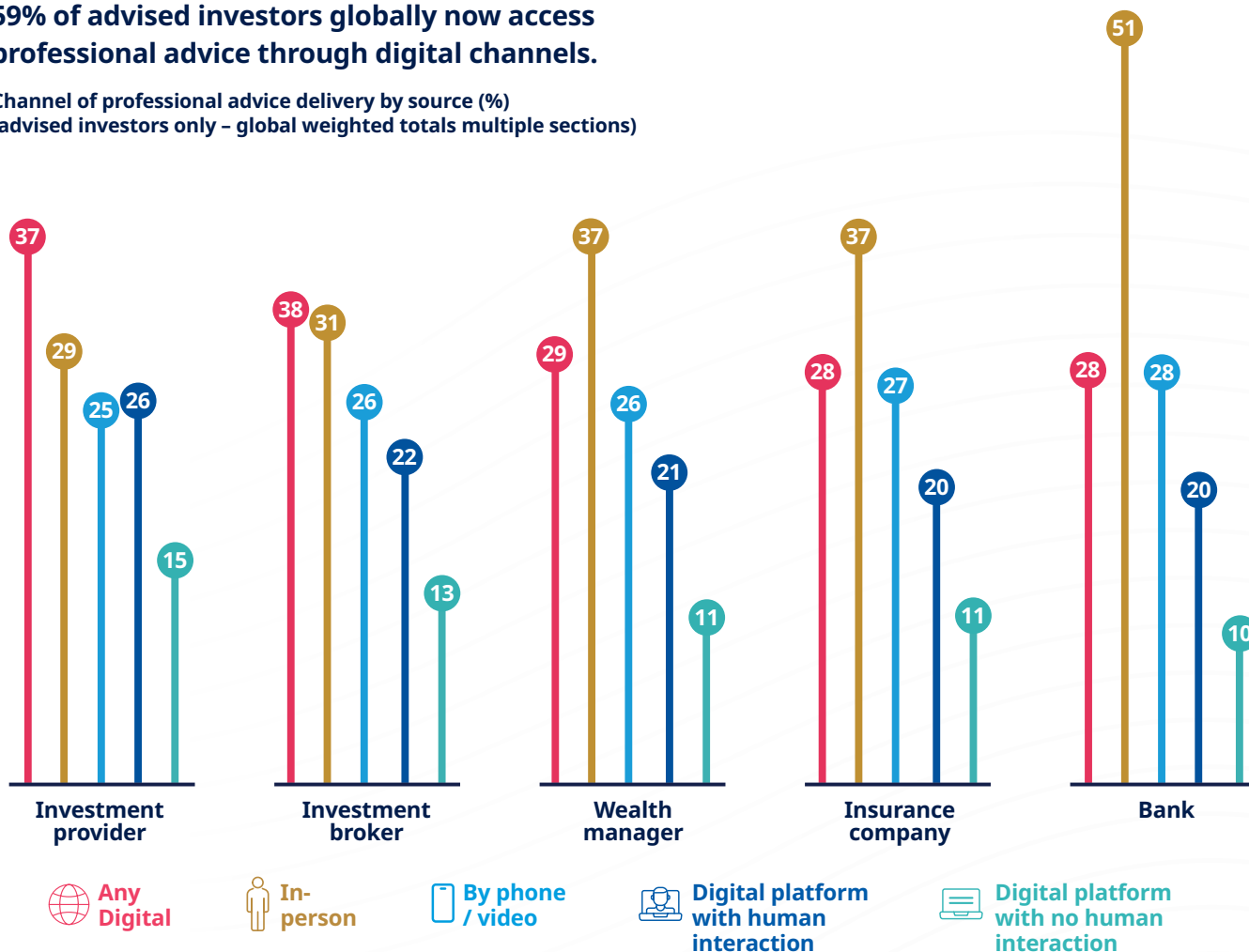
Investors globally hold around half (48%) of their portfolio, on average, on digital platforms.

Average % of investor portfolios invested through digital channels (weighted global totals)



59% of advised investors globally now access professional advice through digital channels.

Channel of professional advice delivery by source (%) (advised investors only – global weighted totals multiple sections)



IMPORTANT INFORMATION

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