

DECODING ETF Investors

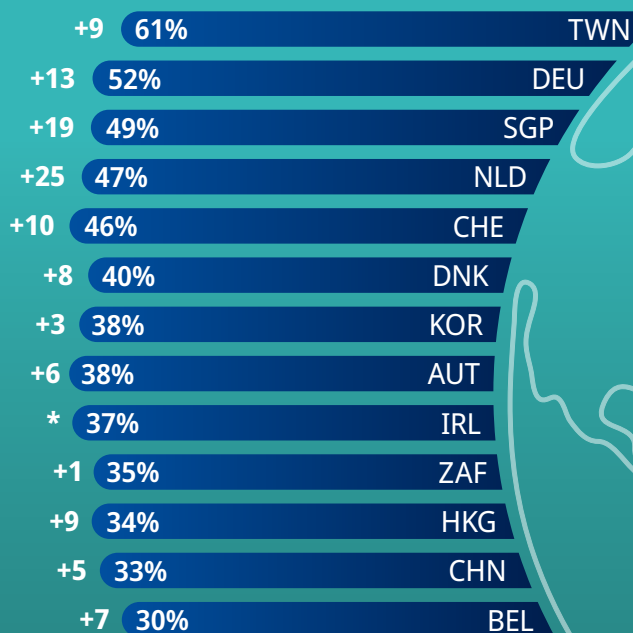


Driven by digitalisation and the growing availability of educational resources, ETFs are now a mainstream and growing component of retail investor portfolios across the world.

31%

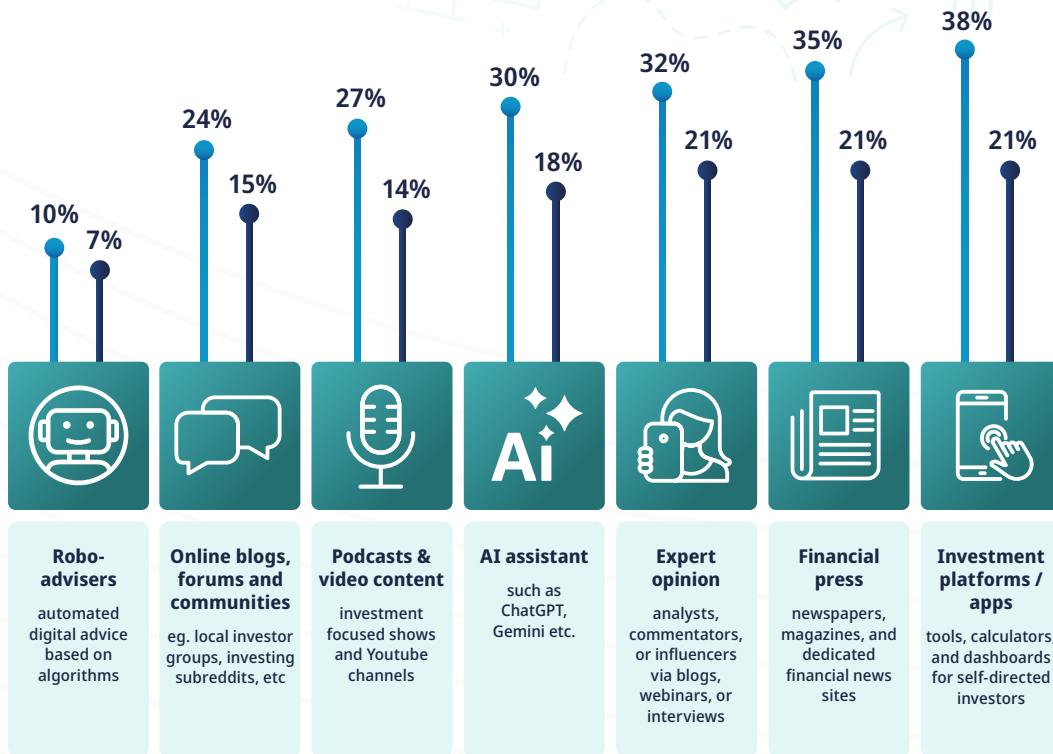
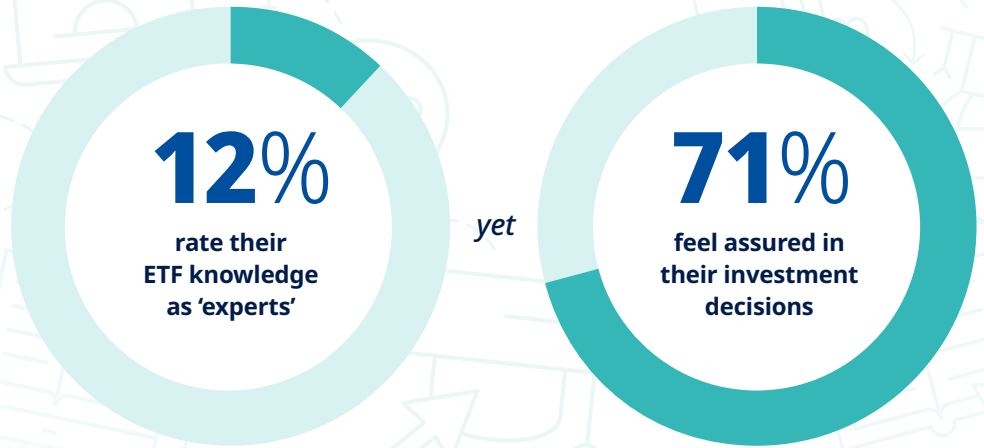
of our global investor sample hold ETFs - and this is expected to grow by over 15% in the next year.

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



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 break down barriers to ETF investing



IMPORTANT INFORMATION

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