

People & Money

The trends shaping investing in the Nordics

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 (7,217 across Nordic markets) and compared this data to our previous study to identify trends shaping investing in Europe.

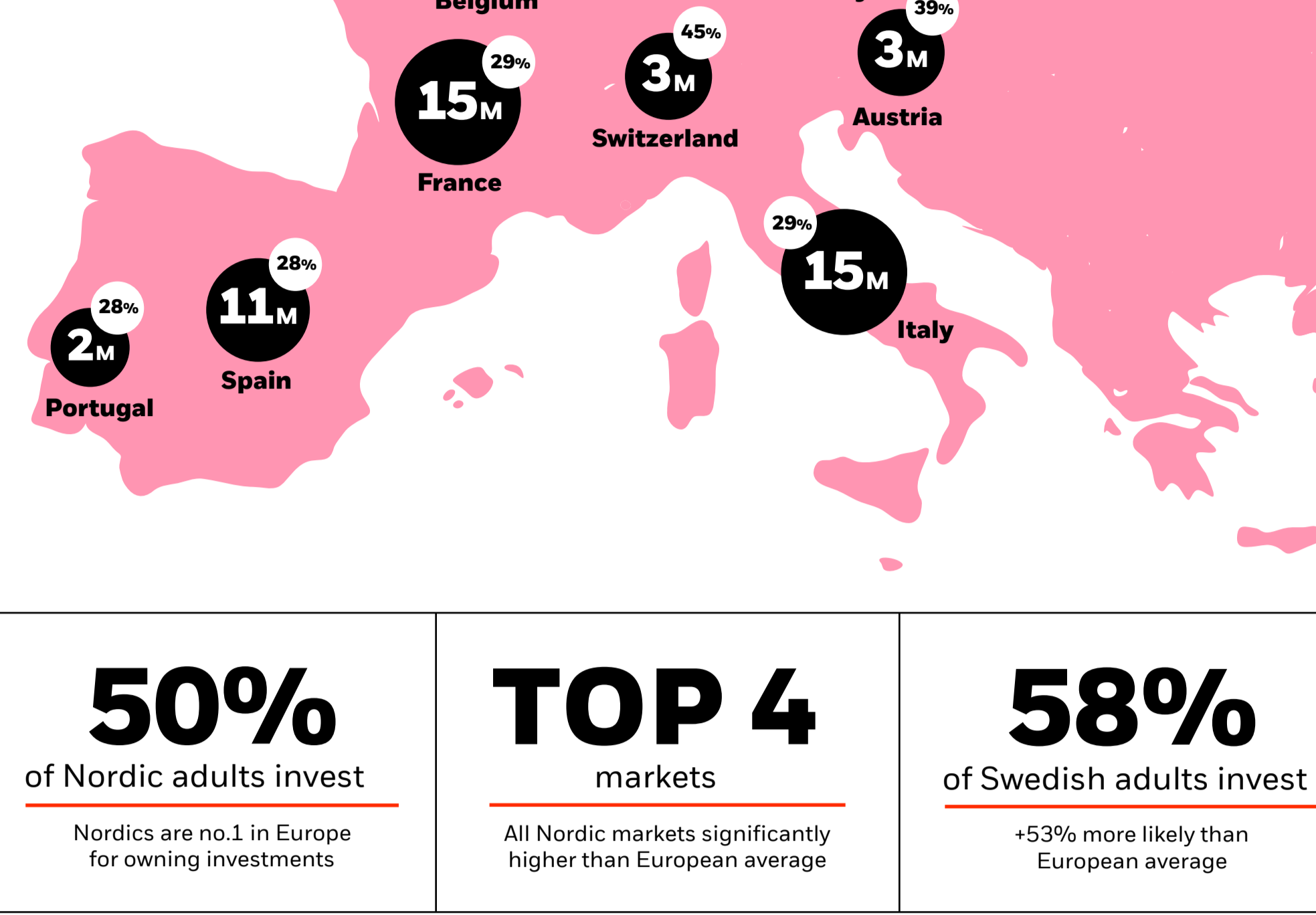
Source: BlackRock People & Money/YouGov Plc. All figures, unless stated otherwise, are from YouGov Plc. Sample size: 36,730 adults across Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and UK (any references to Europe in this report 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 the Nordics today

113M investors across Europe, with 11M across the Nordics

Number of investors & % of adults who invest



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

TOP 4 markets
All Nordic markets significantly higher than European average

58% of Swedish adults invest
+53% more likely than European average

Over 0.5M new Nordic investors, up +4% since 2022

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

Country	Number of new investors	Relative change since 2022
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%

The rise in investment activity across the Nordics has been driven by 35-44s

Across Europe, the expanding investor base has been driven by increasing investment among women. However, the more established Nordic markets saw equal growth across both men and women at +4% relative to 2022.

Four in 10, 41%, of Nordic women now hold at least one investment, the highest rate across Europe and peaking in Sweden at 50%.

Growth in investing was principally driven by the 35-44 age group, which saw a +12% increase in investment compared to 2022. The number of people investing was down 21% among 18-24-year-olds across the Nordics, bucking the wider European trend of increasing investment activity among younger adults.

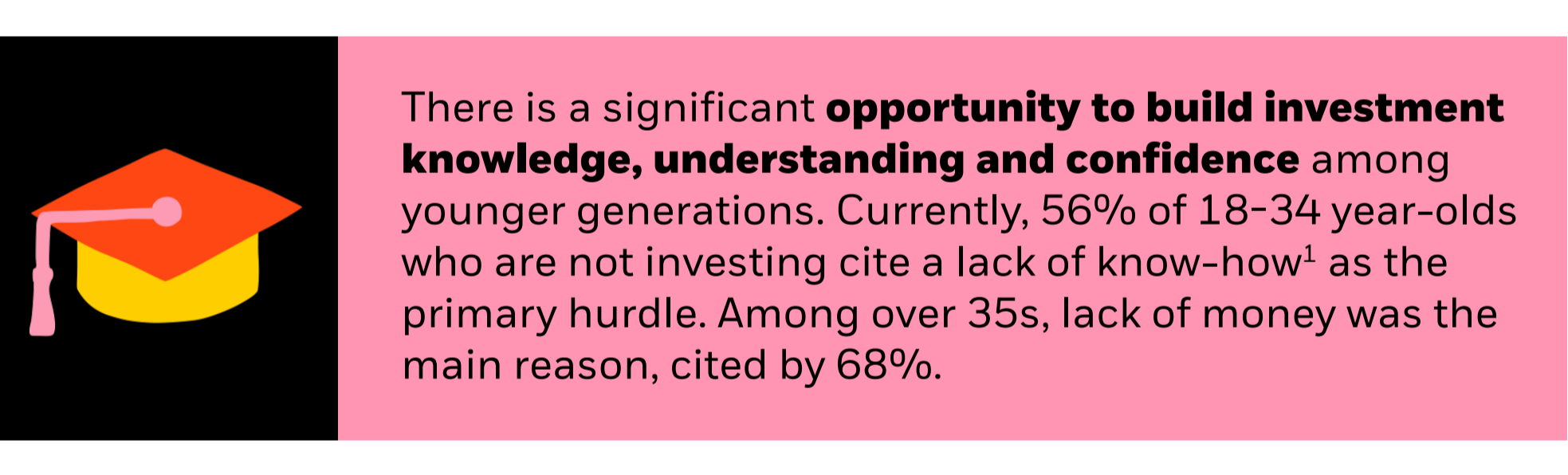
% of adults investing by demographic & relative change since 2022, Nordic average



2 Barriers to investing

Adults in the Nordic markets are more likely to invest than the rest of Europe, but have a greater need for education

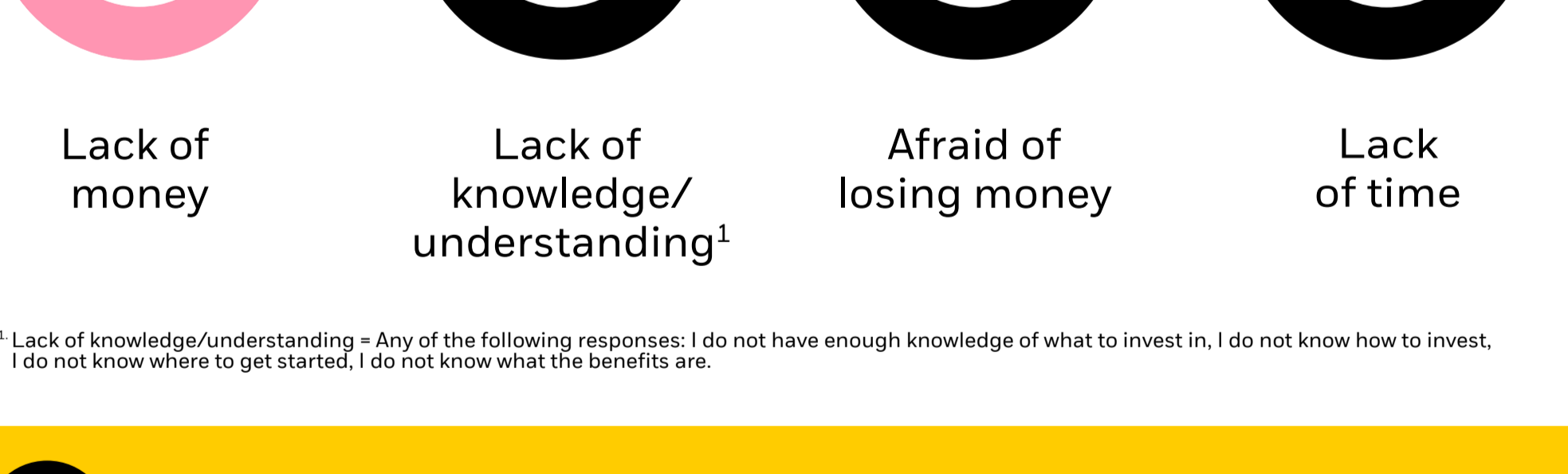
Reasons for not investing (% of non-investors), Nordics average



Across the Nordic markets, the primary barrier to investing is a **perceived lack of money**, cited by 65% of non-investors. This is in line with the European average, (65%) although the level is higher in Finland at 74% and lower in Denmark at 58%.

There is a significant **opportunity to build investment knowledge, understanding and confidence** among younger generations. Currently, 56% of 18-34 year-olds who are not investing cite a lack of know-how¹ as the primary hurdle. Among over 35s, lack of money was the main reason, cited by 68%.

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



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 in all Nordic markets

% of investors currently holding each investment product, Nordic average



As in most European markets, stocks and shares are the top investment product in the Nordic markets, held by 66% of investors – this rises to 77% in Denmark.

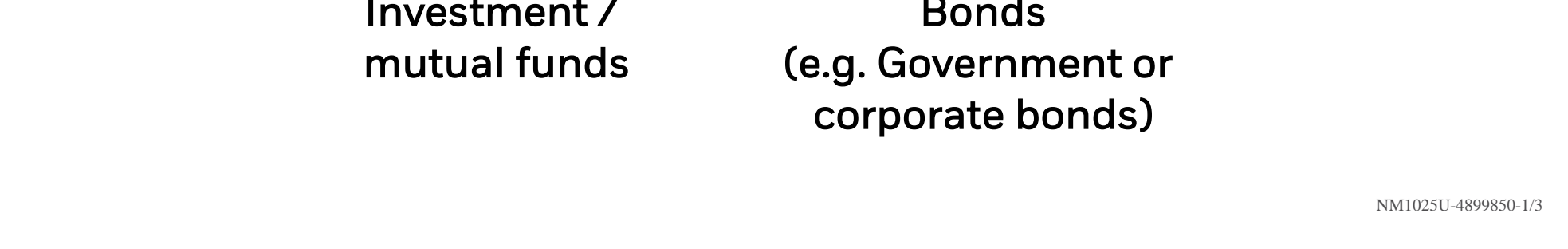
Ownership of mutual funds is significantly higher in Sweden, (56%) Finland (56%) and Norway (52%) than the European average, but significantly lower in Denmark (34%).

ETFs saw the highest level of growth among Nordic investors, rising +18% amongst all adults relative to 2022, driven by more women investing (up 49% compared to 5% amongst men).

A quarter of investors in Sweden hold ETFs (25%) significantly higher than the average, whilst Denmark has one of the lowest levels of ETF ownership at just 11% of investors.

ETFs are the fastest growing investment product in the Nordics since 2022, driven by women adoption

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

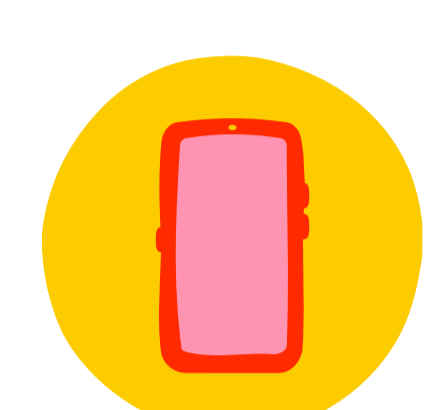
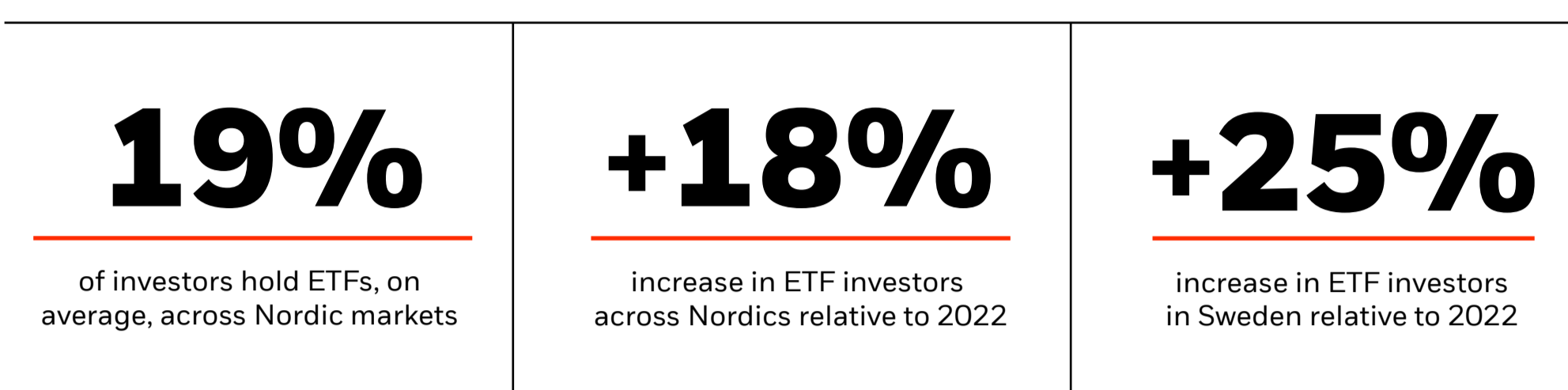
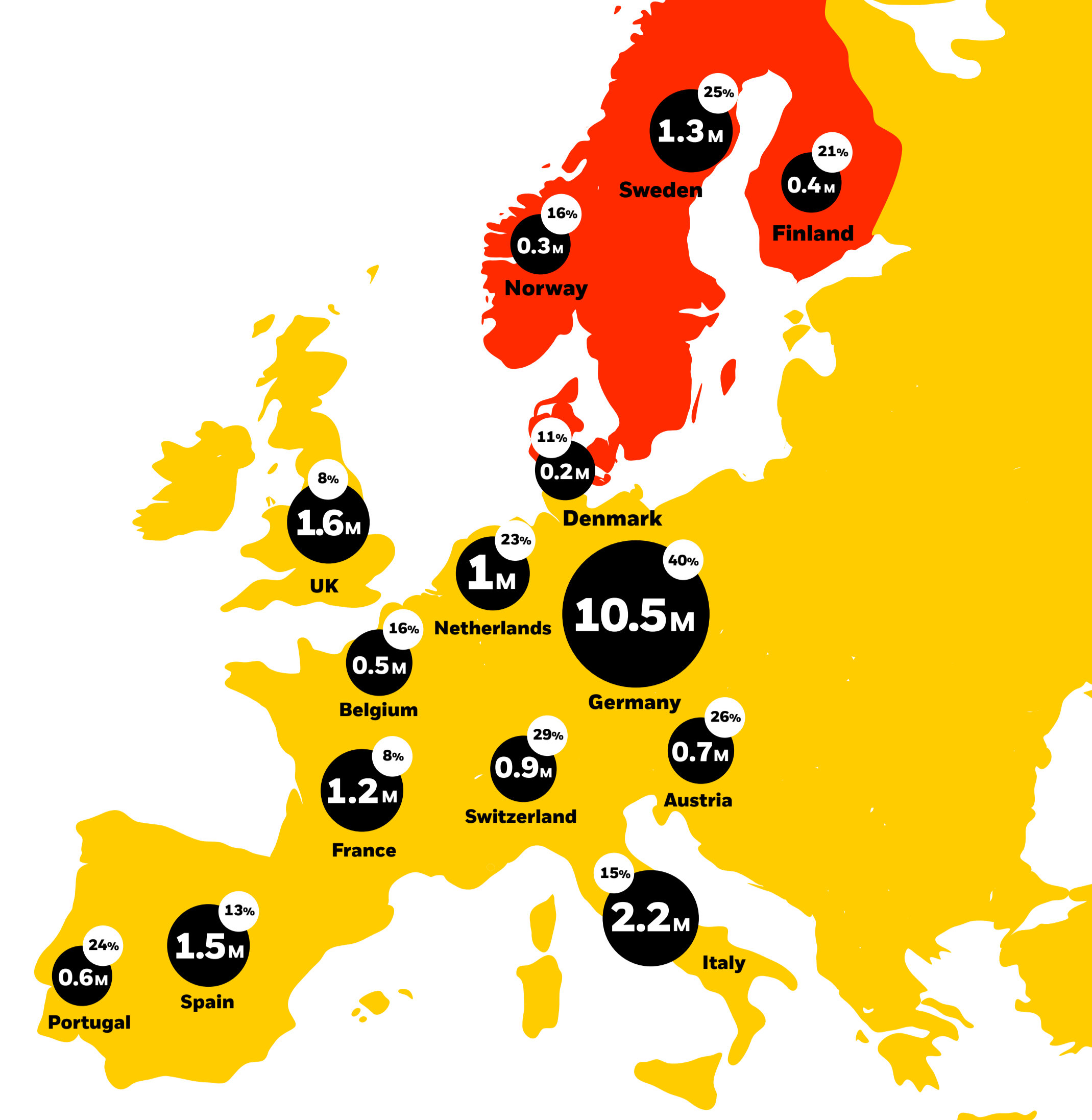


4 ETF Spotlight



Over 2.2M hold ETFs across Nordics, that's 1 in 5 investors

Number of ETF investors & % of investors who own ETFs



Digital investment platforms dominate ETF investing, but adoption in the Nordics slightly lags Europe



Nordic ETF investors favour digital channels when buying and selling ETFs. 70% of ETF investors in these markets say they trade using either an online investment broker, their bank's online investment platform, or a robo adviser. This is below the European average of 75%.

Denmark has the highest propensity for ETF owners to use digital platforms at 86%, whilst Sweden has the lowest at 62%.

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 the Nordics are confident in the outlook next year

21% of consumers are very likely to start investing, or invest more, in the next 12 months (equivalent to 4.8M adults)

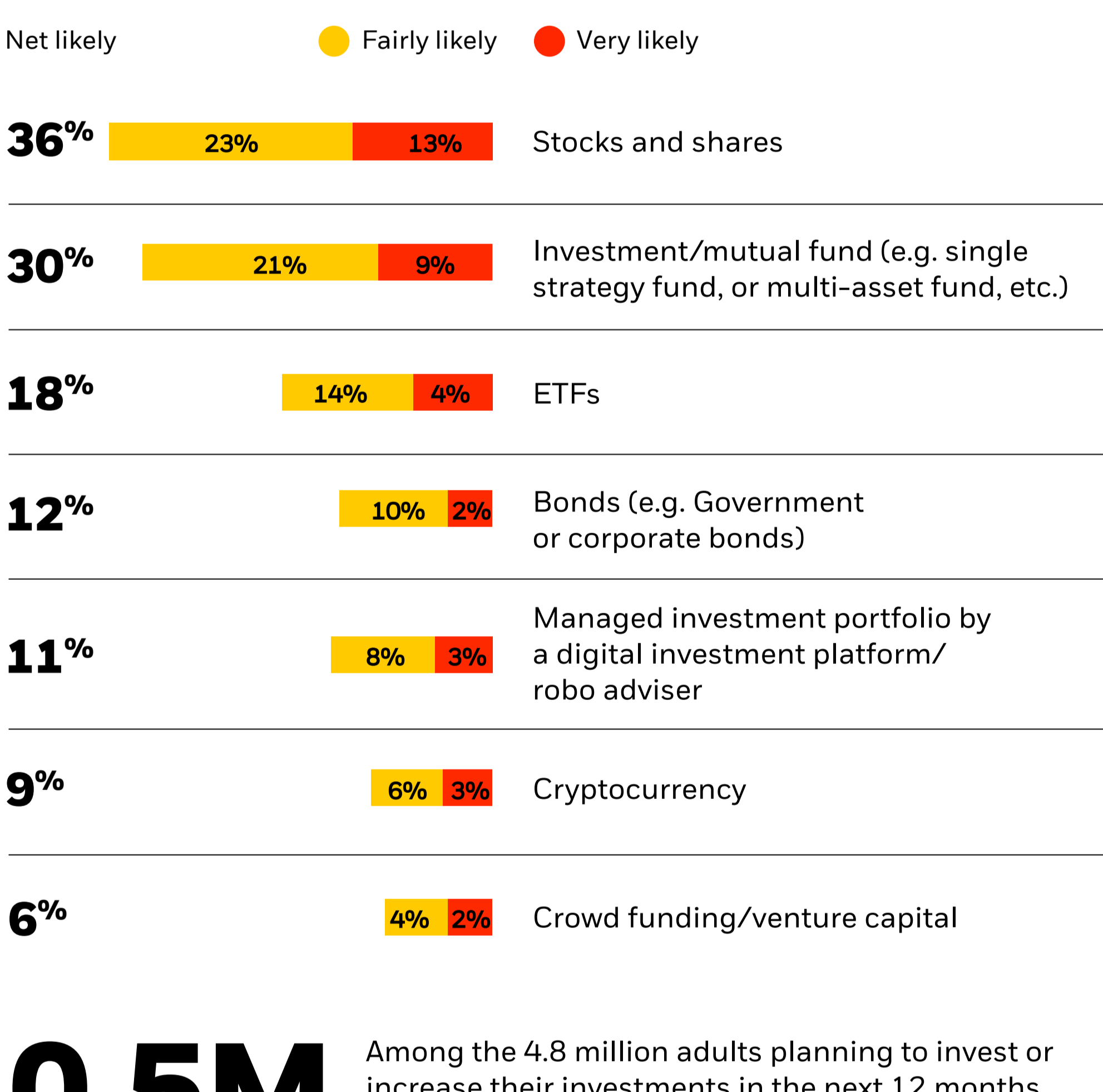
Confidence in the outlook and intention to invest is highest in Sweden, 27% of adults are very likely to start investing or increase investment over the next 12 months,

The wider Nordic markets are marginally more confident than the European average at 21% versus 19%.

Nordic investors are particularly bullish on stocks and shares, with 13% of adults in these markets very likely to start investing or invest more in the coming year.

The Nordic markets could add roughly 423,000 additional new ETF investors⁴ in the next 12 months, with 2.1% of current non-ETF holders indicating they are very likely to start investing.

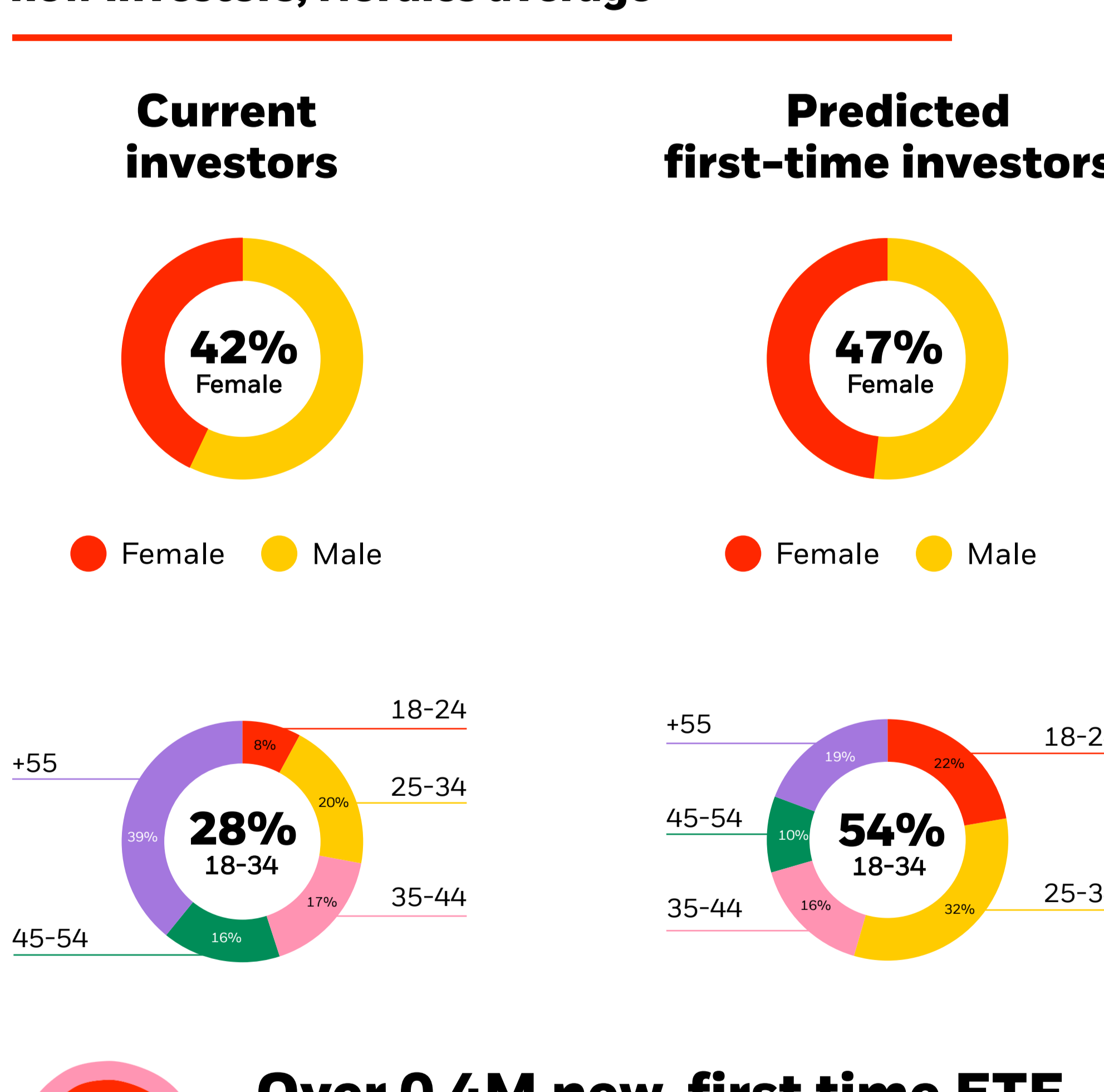
Likelihood to invest in next 12 months, Nordics average (ranked by net likely)



0.5M Among the 4.8 million adults planning to invest or increase their investments in the next 12 months, 478,000 (10%) currently do not hold any investment products

Young and female investors predicted to lead the next wave of first-time investors³

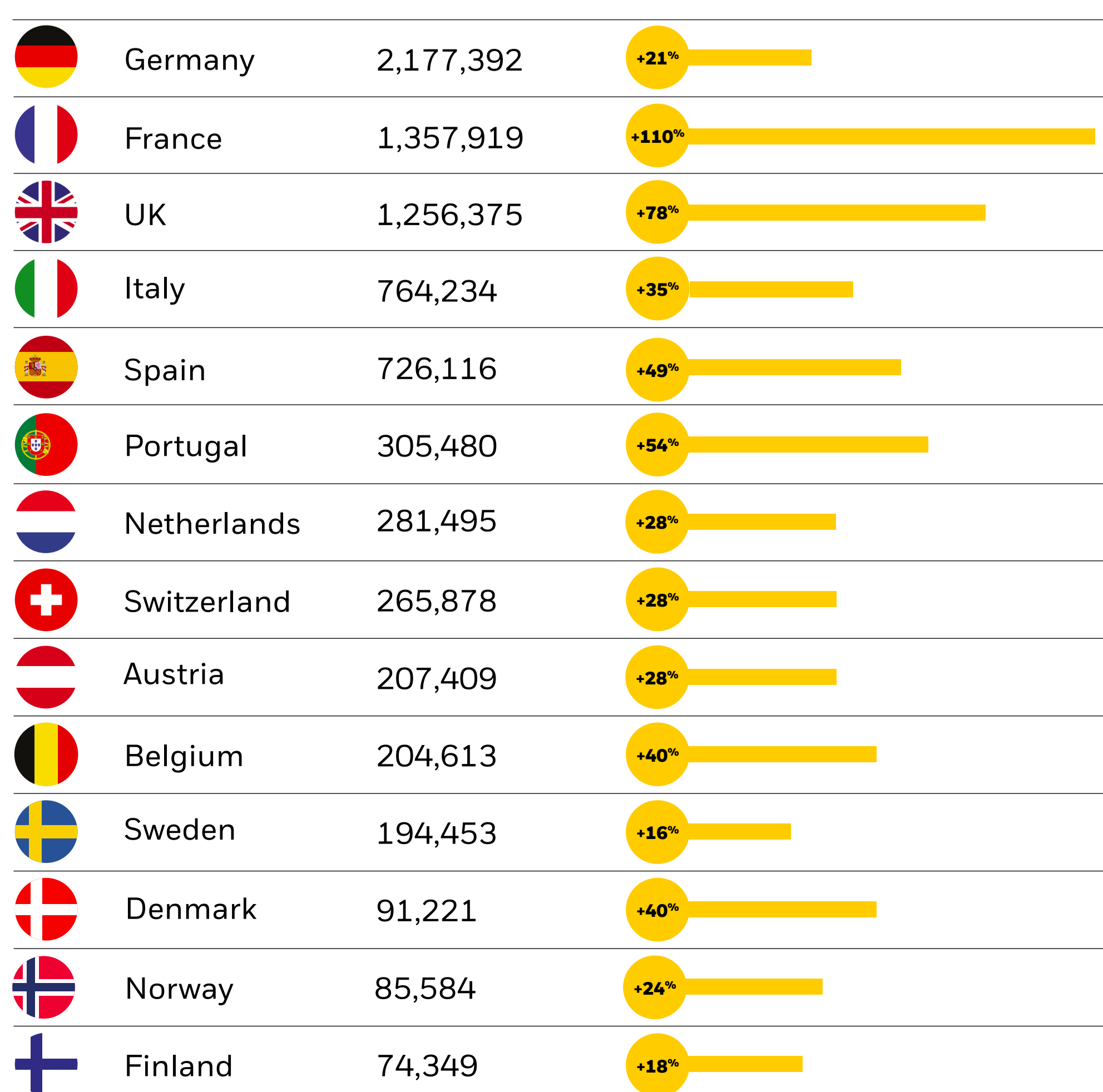
Demographic profile of current and predicted new investors, Nordics average



Over 0.4M new, first time ETF investors⁴ predicted across Nordics over next 12 months

95K Among the 0.4 million predicted new ETF investors, 95,000 currently have no other investments, accounting for 24% of the predicted 478,000 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)



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.

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