iShares by BlackRock

OCTOBER 2026

Turning Goals into Informed Choices

The next opportunity for ETF investing in Hong Kong



Key takeaways

Strong momentum, more room to grow

Nearly one-third **(31%)** of Hong Kong adults surveyed hold ETFs, while **49%** intend to invest or allocate more in the next 12 months. The next step is turning this interest into more informed choices.

Investing with purpose

76% of current ETF investors contribute to a monthly ETF savings plan, and **69%** are interested in goal-based investments, suggesting investors are looking beyond access to how ETFs can support their longer-term plans.

More choice, greater need for clarity

As interest extends to active, income-generating and thematic ETFs, more than half of current and prospective ETF investors **(54%)** prefer clear, simplified product explanations.

Trust matters alongside performance and cost

Brand reputation and trust **(53%)** ranks alongside track record and performance history **(54%)** and low fees **(52%)** in provider selection, with liquidity and ease of understanding also playing a role.

Investors already have access to an increasingly dynamic market, many are investing regularly, and interest remains strong. The opportunity now is to help investors move beyond simply owning ETFs – to understanding how different approaches can support their goals and broader portfolio needs.

Our iShares ETF Insights Survey of over 2,000 adults in Hong Kong reveals a market ready to take that next step. With the second-highest ETF ownership among the five APAC markets surveyed[1], Hong Kong has a strong foundation for growth. But realizing that potential will depend on making ETF choices clearer, more relevant and easier to connect with the outcomes investors want to achieve.

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ETFs are gaining ground with Hong Kong investors

Four in five (80%) of the adult population surveyed invest in one or more financial products, and almost a third (31%) now hold ETFs.

This participation is supported by an increasingly active local market. In the first eight months of 2026, average daily ETF turnover in Hong Kong reached HK$39.8 billion – up 18% year on year.[2]

80%

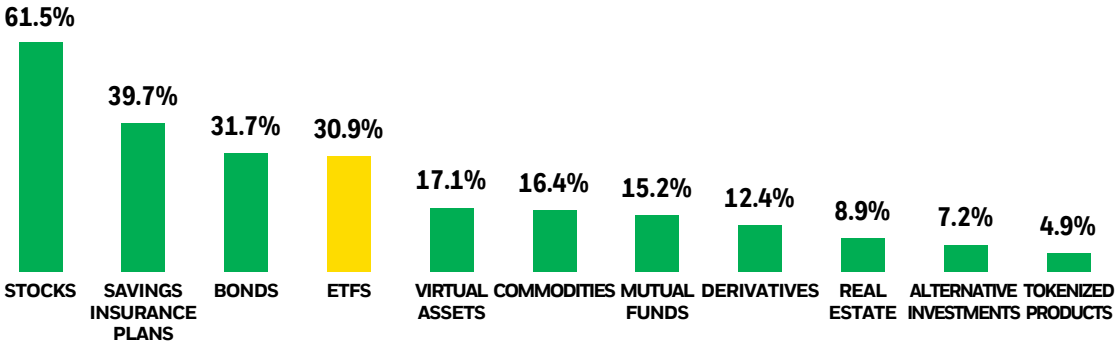
of adults in Hong Kong invest in at least 1 financial product

Base: All adults (2,007). Financial products include stocks, bonds, mutual funds, ETFs, virtual assets, alternative investments, derivatives, real estate or property, tokenized products, savings insurance plans and commodities. Savings accounts are excluded.

31%

currently invest in ETFs

TYPES OF FINANCIAL PRODUCTS CURRENTLY OWNED

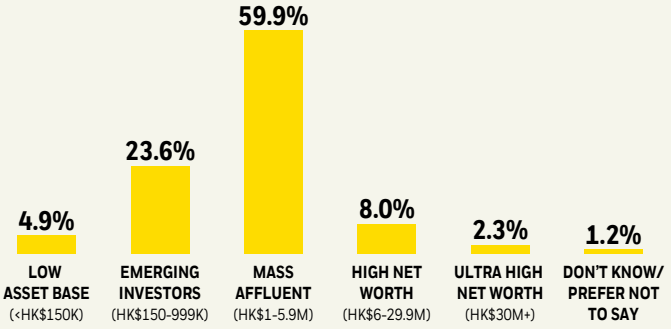


Base: All adults (2,007).

Hong Kong's ETF investor base extends beyond the wealthiest segment: 88% of current ETF investors hold less than HK$6 million in accumulated wealth and assets, with the largest group in the mass-affluent HK$1-5.9 million band.

Interest also extends beyond today's holders. Nearly half (49%) of respondents say they intend to invest in or allocate further to ETFs in the next 12 months, including 20% who do not currently own ETFs. This points to a potential pool of new ETF investors, spanning both existing investors in other financial products (16%) and non-investors (4%).

DISTRIBUTION OF ETF INVESTORS BY ACCUMULATED WEALTH



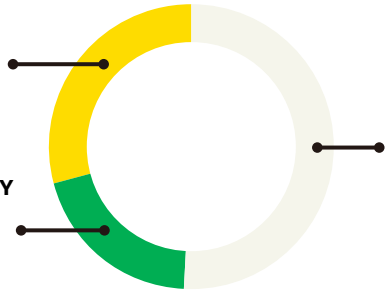
Base: ETF investors (622).

49%

of adults say they intend to invest in or allocate further to ETFs in the next 12 months

29% **CURRENT ETF INVESTORS PLANNING TO INVEST MORE**

20% **DO NOT CURRENTLY OWN ETFS** (16% INVESTORS IN OTHER PRODUCTS, 4% NON-INVESTORS)



Base: All adults (2,007).

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From investing regularly to investing with purpose

For many Hong Kong investors, ETF investing is also a disciplined habit. Over three-quarters (76%) of current ETF investors actively contribute to a monthly ETF savings plan, with building wealth or growing money the leading stated purpose. Regular investing is already familiar to many Hong Kong people through MPF (Mandatory Provident Fund). The prevalence of monthly ETF savings plans suggests that investors may be extending this disciplined, long-term approach to their personal portfolios.

76%

of current ETF investors contribute to an ETF savings plan

Base: ETF investors (622).

53%

stated "Building wealth or growing money" is the leading stated purpose

Base: ETF savings plan holders (471).

This purpose-led mindset is also reflected in interest in goal-based investments, cited by 69% of current ETF investors and 48% of those who don't yet hold ETFs but are considering them.

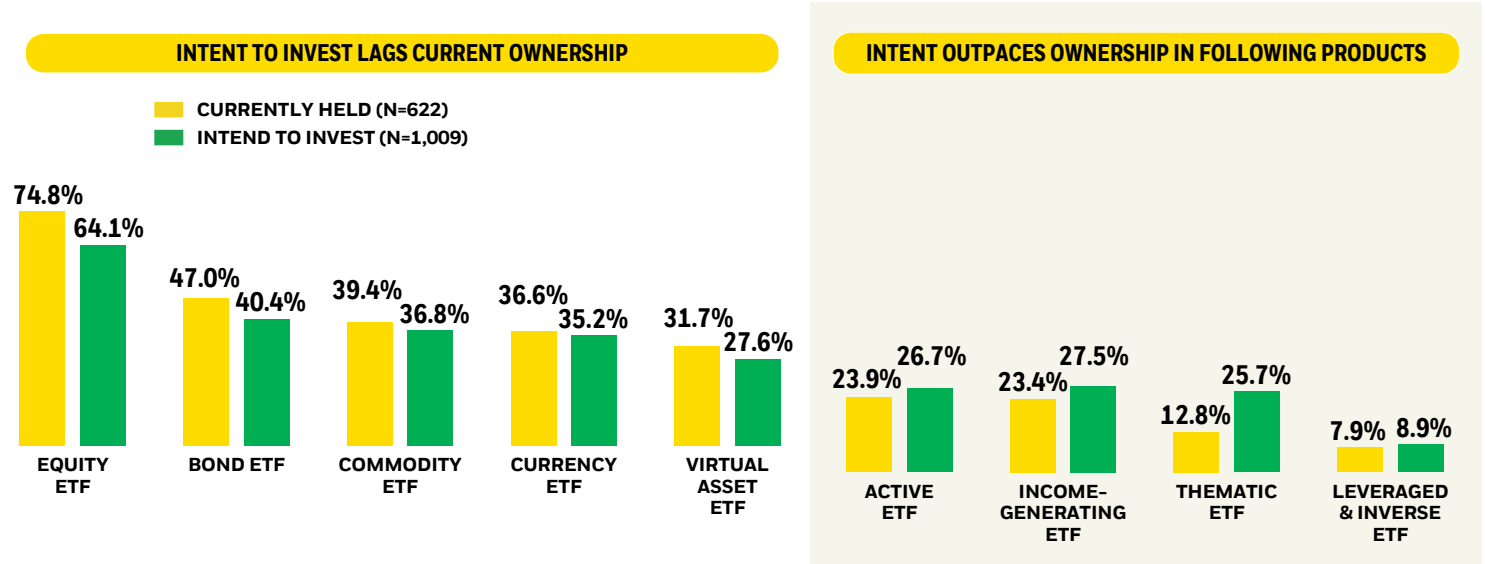
INTEREST IN GOAL-BASED INVESTMENTS



Base: Current ETF investors (622), next wave ETF investors (418).

Investors are considering a broader range of ETF approaches to meet different portfolio needs. While equity and bond ETFs remain the most widely held and considered, active, income-generating and thematic ETFs show the strongest potential growth interest. Each serves a different role: active ETFs give managers flexibility to pursue specific investment objectives, income-generating ETFs aim to provide regular distributions, and thematic ETFs offer targeted exposure to long-term structural trends.

TYPES OF ETFs CURRENTLY HELD AND INTEND TO INVEST IN NEXT 12 MONTHS



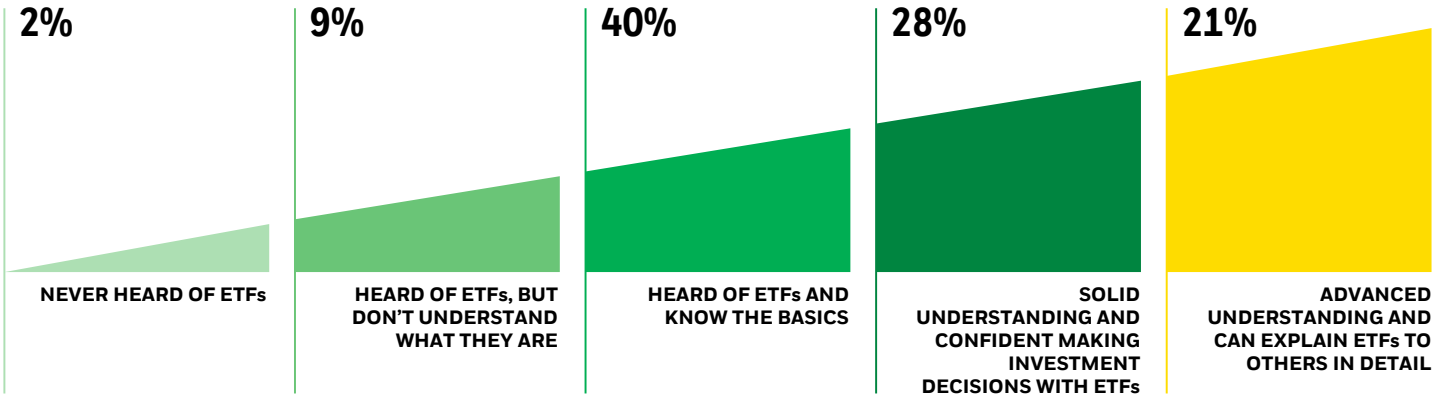
Base: Current ETF investors (622).
Base: All ETF considerers (1,009).

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More choice brings a greater need for clarity

Most ETF investors appear familiar with the product: 49% of current and prospective ETF investors report solid to advanced knowledge of ETFs, while 40% understand the basics. Yet, turning investor needs into ETF choices is not always straightforward.

LEVEL OF KNOWLEDGE AMONG CURRENT AND PROSPECTIVE ETF INVESTORS



Base: Current or prospective ETF investors (1,040).

As the local ETF market expands across broad-market, income, thematic and active strategies, the challenge is no longer simply gaining access. It is understanding what each option is designed to do and how it may fit within a portfolio.

When asked what makes choosing the right ETF difficult, current ETF investors and considerers cite limited clarity on performance and difficulty comparing products, at around 38% each, followed by limited ETF knowledge (36%). More than half (54%) say they prefer clear, simplified product explanations.

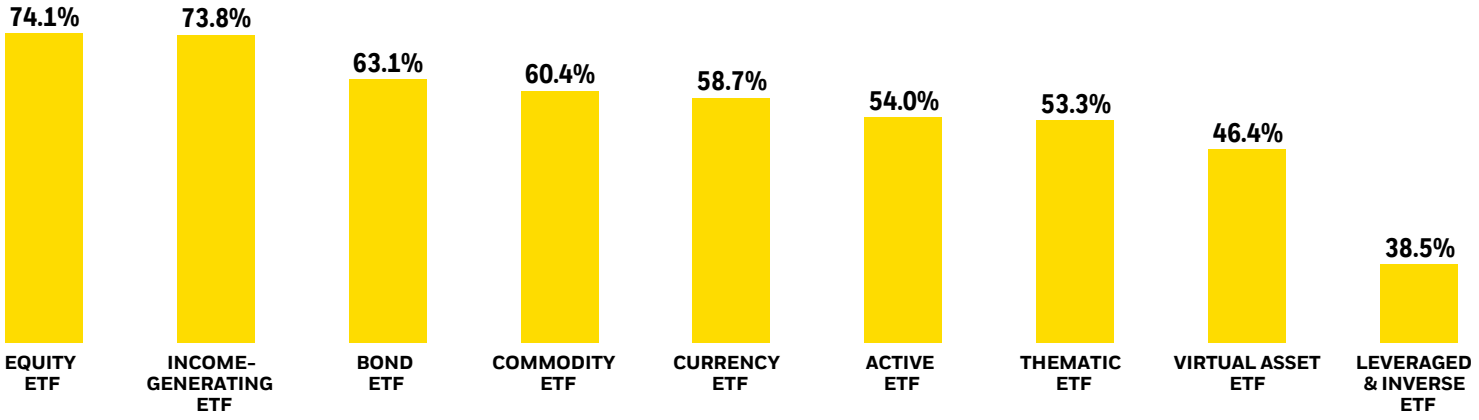
TOP FACTORS MAKING ETF INVESTING HARDER

1	LIMITED CLARITY ON PERFORMANCE	37.8%
2	HARD TO COMPARE ETFS	37.4%
3	LACK OF ETF INVESTING KNOWLEDGE	36.0%
4	EXCESSIVE JARGON	32.7%
5	PREFER SINGLE STOCKS	29.4%

Base: Current or prospective ETF investors (1,040).

General familiarity also does not necessarily carry through to making an informed selection across ETF types. Confidence varies considerably by category, with current ETF considerers feeling most assured when investing in equity ETFs and income-generating ETFs, at around 74% each, but far less so with leveraged and inverse ETFs (39%).

CONFIDENCE TOWARDS ALLOCATING TO DIFFERENT TYPES OF ETFs



Base: All ETF considerers (1,009).

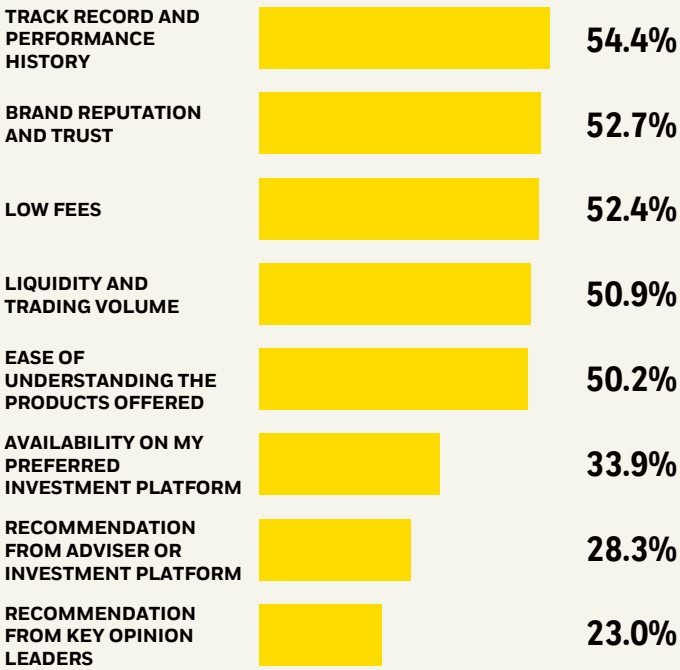
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Trust matters – not just track record and cost

Brand trust carries almost as much weight as track record and fees when investors choose an ETF provider. Brand reputation and trust is cited by 53% of current and prospective ETF investors, compared with 54% for track record and performance history and 52% for low fees. This suggests that provider selection is not driven by cost alone: investors also value confidence in the brand, evidence of performance and clarity about the products available. Liquidity and trading volume (51%) and ease of understanding the products offered (50%) also feature prominently.

Together, the findings suggest that investors assess ETF providers through a combination of performance credibility, brand trust, cost, liquidity and product clarity. Clear communication can help investors make more informed choices about how different ETF approaches may fit their objectives.

TOP FACTORS THAT DRIVE ETF PROVIDER SELECTION



Base: Current or prospective ETF investors (1,040).

Turning access into informed choices

Hong Kong investors are not starting from scratch. They have access to a dynamic ETF market, many already invest regularly, and their goals are clear. The next step is to give them the clarity and confidence to understand the choices available and identify the approaches that may best support their needs.

With clearer choices and the right guidance, more Hong Kong investors can move from simply accessing markets to investing with confidence, purpose and progress towards the goals that matter to them.



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Methodology

All figures, unless otherwise stated are from YouGov Plc. Total sample size was 2,007 Hong Kong adults. Fieldwork was undertaken between 26th March – 21st April 2026. The survey was carried out online. The figures have been weighted and are representative of all Hong Kong adults (aged 18+). Percentages are shown to one decimal place where applicable. Figures ending in .0 are displayed as whole numbers.

Respondent groups
Current ETF investors (N=622): Respondents who currently hold ETFs.
Next-wave ETF investors (N=418): Respondents who do not currently hold ETFs but intend to invest in ETFs in the next 12 months.
Current and prospective ETF investors (N=1,040): Current ETF investors and next-wave ETF investors combined.
All ETF considerers (N=1,009): Respondents who intend to start investing in or invest more in ETFs in the next 12 months. This includes both existing ETF investors and individuals who do not currently own ETFs.

1. Source: YouGov, iShares ETF Investor Insights Survey, 2026. Based on current ETF ownership among adults surveyed in Australia, Hong Kong, Japan, Singapore and Taiwan.
2. Source: Hong Kong Stock Exchange, August 2026.

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