

Press Release BlackRock

New BlackRock survey: 39% of Swiss investors say outperforming cash was a top reason to start investing; Investors driven by desire for control over financial future and FOMO

- 39% of Swiss investors say a top reason they began investing was after realising it could grow their money more than cash savings
- 32% of investors started to gain control over financial future; 30% of investors feared missing out on a great opportunity or the investing success they saw others have
- Swiss ETF ownership surges to 1.17 million, nearly doubling since 2022, driven by female investors
- 46% of Swiss adults report at least a basic level of ETF knowledge, among the highest in Europe
- Swiss investors say the key appeals of ETFs are diversification, low fees, and ease of trading

Geneva, 27 November 2025 – New findings from the third edition of **BlackRock’s People & Money study**, conducted with YouGov in 2025, show that the desire to beat cash savings rates and seize more control over their financial futures are the key drivers for people across Europe to start investing. The survey offers an in-depth look into the motivations and financial behaviors of more than 40,000 people across 15 European countries, whilst tracking the evolution of ETF ownership, up by 69% across Europe since the survey started in 2022.

Top motivations to start investing

The study reveals that 39% of Swiss investors began investing because they realized it could grow their money more effectively than cash savings, highlighting a shift in investors’ focus on long-term financial security. This is followed by 32% saying they got started because they wanted to gain more control over their financial future. Additionally, 30% Swiss investors point to a fear of missing out as a reason to start investing. This is either because they saw others grow their wealth and did not want to miss out (15%), or they saw a great entry opportunity (stated by 19% of Swiss investors, compared to 12% Europe-wide).

Younger millennials (25–34) are 75% more likely than all other age groups to say that seeing others grow their money and not wanting to miss out motivated them to start investing. Gen Z (18–24-year-olds), on the other hand, are most likely to start because they realized they could easily invest via their phones (28% vs. 16% average across all age groups).

Timo Toenges, EMEA Head of Digital Wealth at BlackRock said: “Around four in ten chose to invest after realizing their cash savings were not delivering the best return for them, and around a third started because they wanted to gain more control over their financial future. This reflects a growing recognition that investing can be an avenue to help build long-term financial security. Yet €14 trillion is sitting in cash deposits across European households¹. These findings highlight the enormous potential for people to make their money work much harder for them.”

The next wave of ETF growth

The research shows that ETFs have seen an impressive surge in popularity with an annualized growth rate of 19% since 2022 and are now the third most-owned investment vehicle in Europe. There are now 32.8 million

¹ EFAMA puts European household deposits at €13.944 trillion as of 2022.

ETF investors across Europe, an increase of over 13 million since the launch of the BlackRock *People & Money* research in 2022.

Switzerland is home to 1.2 million of ETF investors, nearly doubling since 2022 (+89%), representing nearly 4% of Europe's total number. ETF adoption is among the highest in Europe, with 35% of investors using them already. ETF growth is driven by female investors, who increased their adoption by 133% since 2022.

Like adoption, awareness of ETFs is strong: 46% of Swiss adults report at least basic ETF knowledge, among the highest in Europe.

Looking ahead, ETFs are projected to keep up their momentum: 850,000 Swiss adults say they are very likely to invest in ETFs in the next twelve months, 310,000 of whom are predicted to be new ETF investors (a 26% increase compared to the current ownership base). Among this group of current non-ETF investors, 60% are under the age of 44, reinforcing the generational shift already underway.

Timo Toenges added: *“The research shows ETFs are fast becoming the investment product of choice for younger generations. Their simplicity, low cost and ease of access make them ideal for first-time investors—especially those driven by seeing others grow their wealth and not wanting to miss out.”*

ETF appeal and interest in ETF-based investing solutions

When asked the reasons for choosing ETFs, 39% of Swiss ETF investors point to diversification, making it their top reason. This is followed by low fees (37%), ease of trading (35%) and, in line with wanting to make one's wealth grow more effectively, the potential for better returns than cash rates or other investments (34%).

18–34-year-olds prioritize convenience, with 30% saying that having to only buy one fund is why they invest in ETFs, compared to 16% of investors aged 35 years and above.

Consideration for ETF-based savings solutions, which let people invest small amounts regularly (e.g. monthly), is above the European average, with 45% of all Swiss adults saying they are interested in a regular ETF savings plan and 40% interested in goal-based investing within the next two years.

The top behaviors of a successful investor

When asked which key behaviors make a confident and capable investor, Swiss investors are most likely to say that one of the most important behaviors is staying calm through market movements (43%), followed by diversification of investments (40%). Non-investors, on the other hand, point to regular saving (36%) and understanding the risks involved (28%), closely followed by learning the basics of how investing works (27%).

Laura Jalabert *“We know that building wealth is about consistency, not timing the market. Making investing a regular habit, even with small amounts, is one of the most effective ways to achieve long-term financial well-being. Our research shows that ETFs are opening the door for millions of new investors, even those starting out with just a few Euros. With more people choosing ETF savings plans for their simplicity and flexibility, it's never been easier to take the first step towards long-term financial security.”*

Education and Resources for Every Stage of Investing

BlackRock is committed to equipping individuals with accessible education and practical tools to support informed decision-making.

- Our [Investment Education Hubs](#) offer educational and market update videos,
- Our [ETF Savings Calculator](#) provides an estimate of the return for a savings plan in 4 easy steps, empowering more people to make informed, confident investment decisions.
- Our collaboration with [UMushroom](#) in Switzerland, which is a financial education platform offering educational tools, a virtual portfolio challenge, and a social network.

-ENDS-

Press Contacts:

Nabila Bouzouina

Nabila.bouzouina@open-up.ch

Tel : 078 900 10 79

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About iShares

iShares unlocks opportunity across markets to meet the evolving needs of investors. With more than twenty years of experience, a global line-up of 1400+ exchange traded funds (ETFs) and \$3.7 trillion in assets under management as of March 31, 2024, iShares continues to drive progress for the financial industry. iShares funds are powered by the expert portfolio and risk management of BlackRock.

About the Research:

All figures, unless otherwise stated, are from YouGov Plc as part of the BlackRock People & Money programme, in its 3rd edition for the year 2025. Total sample size: approximately 40,314 adults across 15 European markets (Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the UK). Fieldwork was conducted online between 4th August - 9th September and 17 - 24 October 2025. Data for Italy was re-run following the identification of a missing answer option. Fieldwork was undertaken between 7 - 8 October 2025. Combined UK, Germany, France, Italy and Spain average was updated with this revised data. Figures are evenly weighted to produce a European average; all calculations by BlackRock. When the release refers to Europe, this is defined as the surveyed markets. The sample size in Switzerland was 2,032.

Definition of an investor: a respondent who currently holds any of the following – stocks and shares; mutual funds; bonds; ETFs; a managed portfolio via a digital investment platform/robo-adviser; private markets assets (i.e., private equity, private credit, infrastructure); crowdfunding/venture investments; or cryptocurrency. When asked about the top five behaviours of a capable and confident investor, respondents could select five out of many more options.

Gen Z	Those aged 18 -24
Younger Millennials	Those aged 25 - 34

Notes to editors: Local market breakdowns and additional datapoints available on request.

Important Information

Risk Warnings

Capital at risk: The value of investments and the income from them can fall as well as rise and are not guaranteed.

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