

European Active ETFs: What You Need to Know

Insights across Retail, Wholesale & Institutional: 1000 investor interviews reveal adoption trends, motivations and growth opportunities

ACTIVE ETFS: THE MARKET IS MOVING, BUT ARE YOU READY?

Active ETFs are surging, with record flows, rapid launches and new players entering every month. But here's the challenge: **who's buying, why, and what's next?**

RIF GIVES YOU THE ANSWERS

We've spoken directly to 1000 investors across retail, wholesale and institutional segments to uncover the real drivers behind adoption. Plus, we've gone deeper into retail behaviour in three critical growth markets – the UK, Germany and Italy, where awareness and usage are accelerating among end investors.

WHY THIS MATTERS FOR YOU:

Target the right opportunities:

Understand which markets and channels offer the strongest potential.

Strengthen your sales narrative:

Understand the motivations, expectations and pain points influencing investor decisions.

Win the conversation:

Use clear, evidence-based insights to engage distributors and end investors with confidence.

YOUR KEY QUESTIONS ANSWERED: INSIDE THE REPORT

In a crowded and fast-evolving market, informed decisions win. This report gives product teams, sales and marketing the intelligence they need to accelerate conversations and capture growth by addressing the questions that matter most.

USAGE AND GROWTH

- Which markets and channels are using active ETFs the most?
- Where is growth expected to come from, and where will uptake be slower?
- Which asset classes do investors want to access via active ETFs?

DRIVERS, BARRIERS AND DEFINITIONS

- What are the drivers of active ETF use? And what is holding back non-users?
- How are active ETFs being defined?
- Is there an opportunity for both low and high-tracking-error products?

INFORMATION SOURCES AND EDUCATION

- Where do investors go for information on active ETFs?
- What further education is needed on active ETFs?



MARKETS COVERED
13

Benelux, France, Germany, Italy, Nordics, Switzerland, Spain and United Kingdom



INVESTORS ENGAGED
1000

Retail, wholesale and institutional



APPROACH
Quantitative

Methodology

DELIVERY

A comprehensive PDF report, followed by a one-hour presentation and discussion with the report authors, available in person or virtually.

NEED MORE?

Looking for tailored insights or additional analysis?

Join our international ETF study and help shape the future of investing. Your input will drive actionable insights and innovative strategies designed for tomorrow's markets.

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