

# FRANCE ONLINE INVESTING REPORT | KEY HIGHLIGHTS

2023 Edition

## MARKET SIZE:

**360,000**

French active online investors were recorded in 2023. The market size has declined by -17% (previously 430,000 in 2022).

## MARKET DYNAMICS:

**27%**

Of dormant investors state that improved market conditions and spare time would encourage them to re-enter the market.

## SOCIAL MEDIA USAGE:

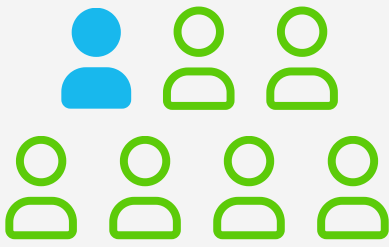
**66%**

Of younger online investors use YouTube as a tool to inform their investment decisions.

## CUSTOMER SATISFACTION:

**80%**

Of online investors rated their main broker as 'very good' or 'good'.

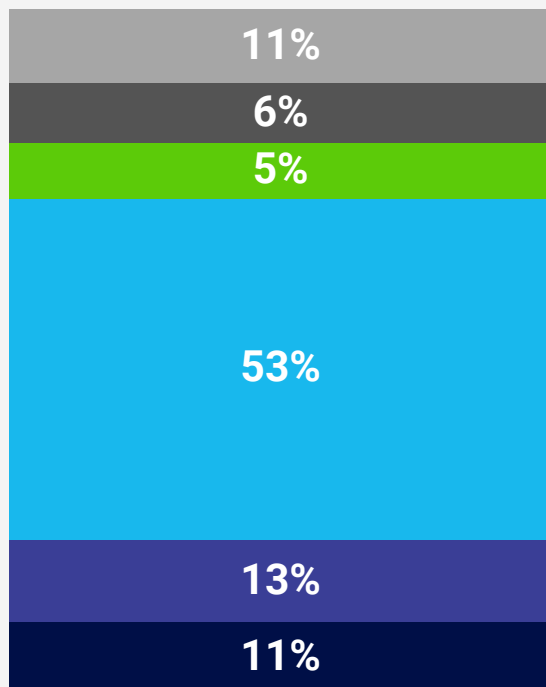


**One in seven (14%) online investors report noticing a recent innovation** from their main online broker they found useful.

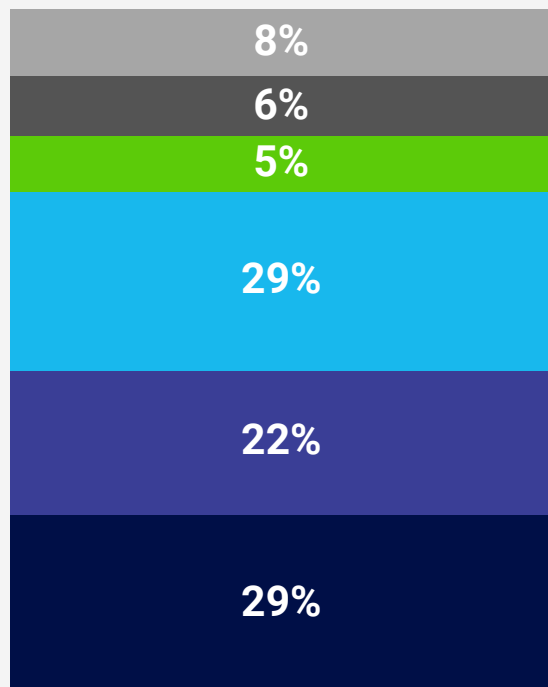
## MARKET PERFORMANCE OVER THE LAST 12 MONTHS:

Online investors say their portfolios have seen better year-on-year performance than the previous 12-month period (29%, up from 11%). This is also the case for reactivated investors (26%, up from 5%).

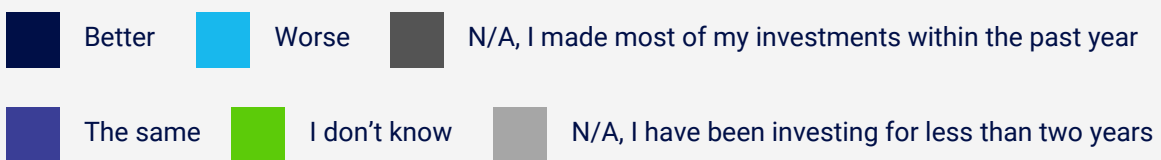
**How does this performance compare to the previous 12 month period, from 12 to 24 months ago?**



June 2022 [n=1743]



June 2023 [n=2697]



## REFERENCES

The material in this infographic is sourced from the **Investment Trends 2023 France Online Investing Report: Industry Analysis**. A quantitative online survey of 9,342 online investors conducted between May and June 2023. To access the full report or for further information, please contact Brian Chong on [b.chong@investmenttrends.com](mailto:b.chong@investmenttrends.com).