

2H AUSTRALIA ONLINE INVESTING REPORT | KEY HIGHLIGHTS

2023 Edition

MARKET SIZE:

1.22m

Active online investors in Australia, down 5% in the past 6 months (1.28 recorded in May 2023).

MARKET DYNAMICS:

1 in 2

Investors identify as novice or advanced beginner, underscoring the critical role of education in supporting participation.

INVESTMENT PRODUCTS:

29%

Of reactivated online investors hold international shares in their portfolio, up from 25% in May 2023.

PORTFOLIO INSIGHTS:

23%

Of online investors keep 23% of their cash in term deposits (up from 20% in the past six months).



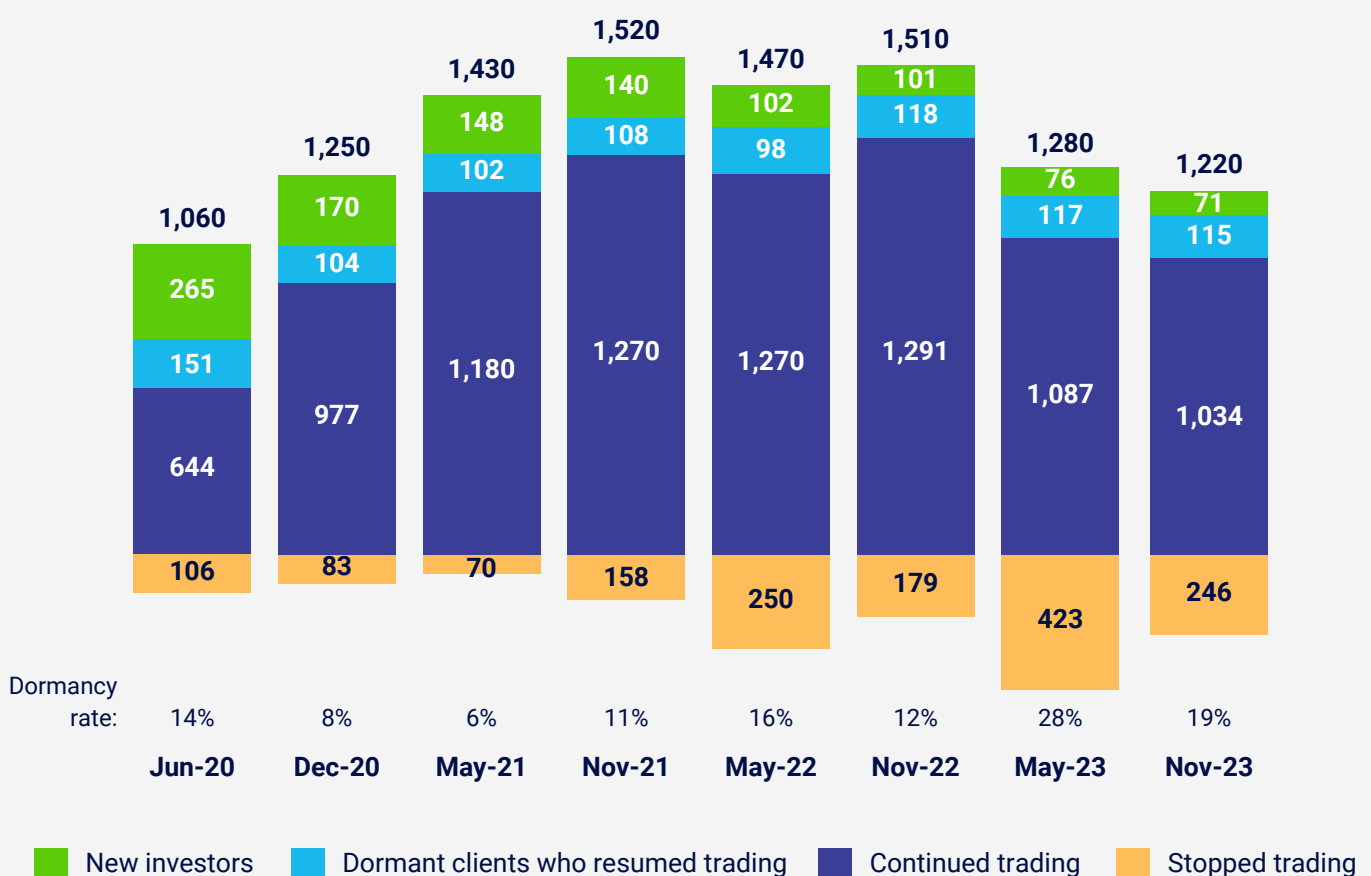
There are opportunities for brokers to better attract and retain the **2 in 5 online investors that identify with a multicultural background.**

For instance, secure mobile trading and access to the 'home' market are important drawcards for some groups.

MARKET PERFORMANCE OVER THE LAST 12 MONTHS:

Active online investor numbers have continued to decline, albeit at a slower rate. There are now 1.22 million active online investors in Australia, down 5% in the past six months. Meanwhile capital gain expectations for Australian equities are steady at +1.3%.

Number of active online investors, in thousands



REFERENCES

The material in this infographic is sourced from the **Investment Trends 2023 2H Australia Online Investing Report: Industry Analysis**. A quantitative online survey of 8,084 online investors conducted between October and November 2023. To access the full report or for further information, please contact Allison Macfarlane on a.macfarlane@investmenttrends.com.