

SINGAPORE ONLINE INVESTING REPORT | KEY HIGHLIGHTS

2023 Edition

MARKET SIZE:

264,000

Singaporean active online investors were recorded in 2023. The market size has declined by -11% (previously 298,000 in 2022).

MARKET DYNAMICS:

27%

Of investors express interest in opening new online investing accounts within the next 12 months.

MARKET PREFERENCES:

318,000

Of Singaporean investors have invested via a remisier (down 4.5% from a year ago).

MARKET OUTLOOK:



On a global comparison, Singapore now has the highest proportion of new online investors starting because of recommendations.

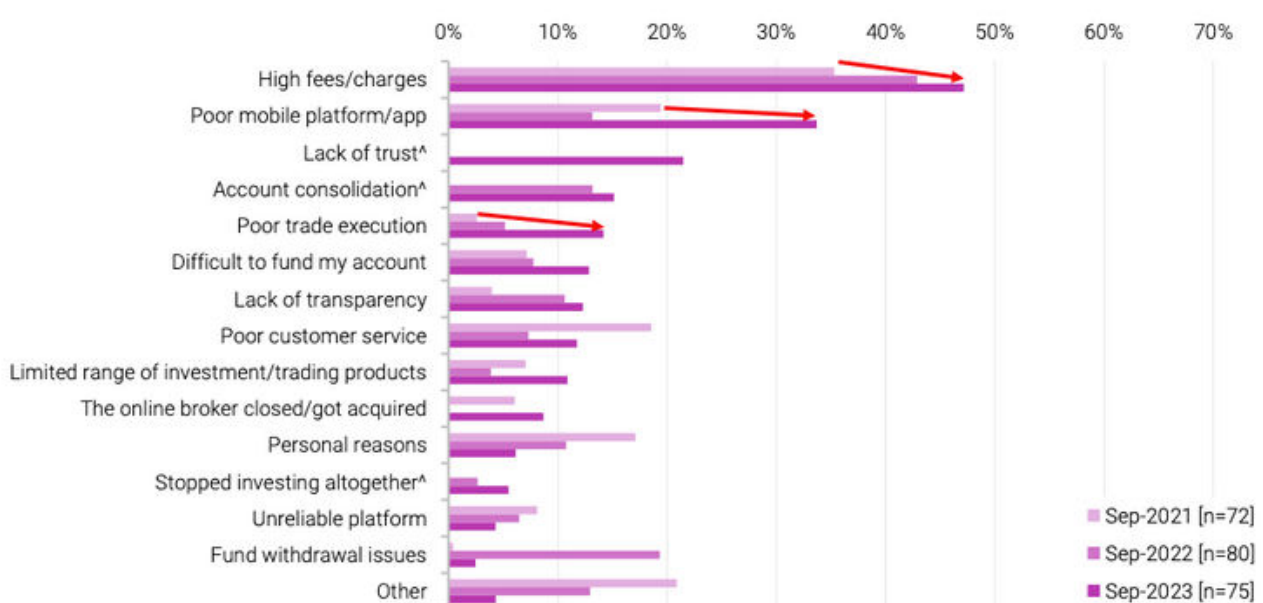


One in four online investors believe investing responsibly will yield better long-term returns than investing in non-ESG equivalent products. A third of investors do not know how ESG investing will impact their portfolio – a client outreach opportunity.

DEEP DIVE INTO SWITCHING ACTIVITY OVER THE LAST 12 MONTHS:

Recent switchers are increasingly pointing to high fees, poor mobile platform and poor trade execution as the reasons for leaving a broker to continue with another.

Why did you stop using this online broker? (Multiple responses permitted) Among recent switchers



[^]New option added

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REFERENCES

The material in this infographic is sourced from the **Investment Trends 2023 Singapore Online Investing Report: Industry Analysis**. A quantitative online survey of 2,329 online investors conducted between August and September 2023. To access the full report or for further information, please contact Brian Chong on b.chong@investmenttrends.com.