

# Shining Through: Global Investors Appear Confident in Multi-Faceted Use of ETFs

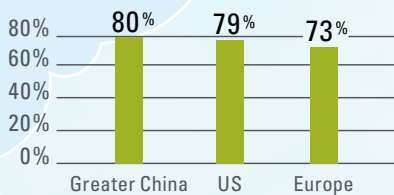
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Brown Brothers Harriman, in partnership with ETF.com, recently surveyed 300 institutional investors, financial advisers, and fund managers from around the US, Europe, and Greater China.\* Here's what they had to say.



All signs

## A MATURING GLOBAL ETF MARKET



■ Surveyed investors with more than 10% of AUM in ETFs

FOR THE FIRST TIME, INVESTORS  
GIVE HISTORIC RETURNS  
EQUAL CONSIDERATION TO COST

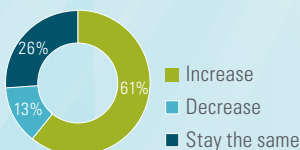


Results suggest investors are willing to **pay a premium** for products that can either **mitigate risk** or generate outsized returns – particularly during periods of heightened volatility.

## GLOBAL HOLDINGS IN ETFs SET TO RISE

61%

plan to increase ETF investments  
in the next 12 months.



## INVESTORS ARE WILLING TO ENGAGE WITH NEWER PRODUCTS

40% are comfortable  
buying a new ETF

with  
AUM under **\$24** million

## SMART BETA SETTLES IN

29%

purchased a smart  
beta ETF to replace  
an actively-managed  
mutual fund.

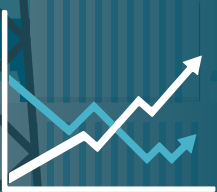
86%

say their exposure to smart  
beta ETFs will increase  
or stay the same over  
the next year.

## ESG DEMAND VARIES REGIONALLY

Respondents in the **US** and **Greater China** ranked **ESG** in the **top 3** strategies they want more of.

In **Europe**, ESG tied for **5th place**.



Volatile markets  
produce **more**  
**interest in defensive**  
**asset class ETFs.**

49%

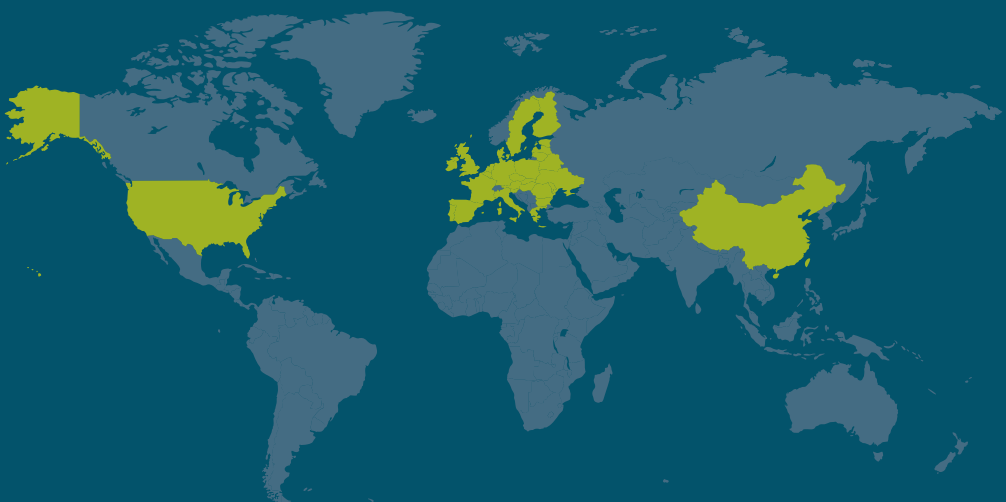
of investors  
said they'd buy **fixed**  
**income ETFs** during  
periods of volatility.

Visit [bbh.com/etfsurvey](http://bbh.com/etfsurvey) for a full report of our findings



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\* Unless otherwise indicated, data sources for all results are BBH surveys and all numbers are in US dollars. Survey respondents are broken out as follows: 100 US, 100 Europe, and 100 Greater China including Mainland China, Hong Kong, and Taiwan.

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