

Executive Summary

Europe's ETF market has entered a new phase. Retail investors drive most of the growth. ETF savings plans rose 42 percent year on year in 2024. ETF assets rose 33 percent.

Three forces sit behind this surge. Financial literacy is improving. Digital brokers now deliver simple, low-cost access. Policy makers push toward harmonization.

European ETF Market at a Glance:

- ETF savings plans up 42% YoY in 2024
- ETF assets up 33% YoY
- 9.5M savings plans in Germany
- €650B projected savings plan assets by 2028
- €3T total European ETF AUM as of Oct 2025

