

Media release

DDV trends survey June 2020:

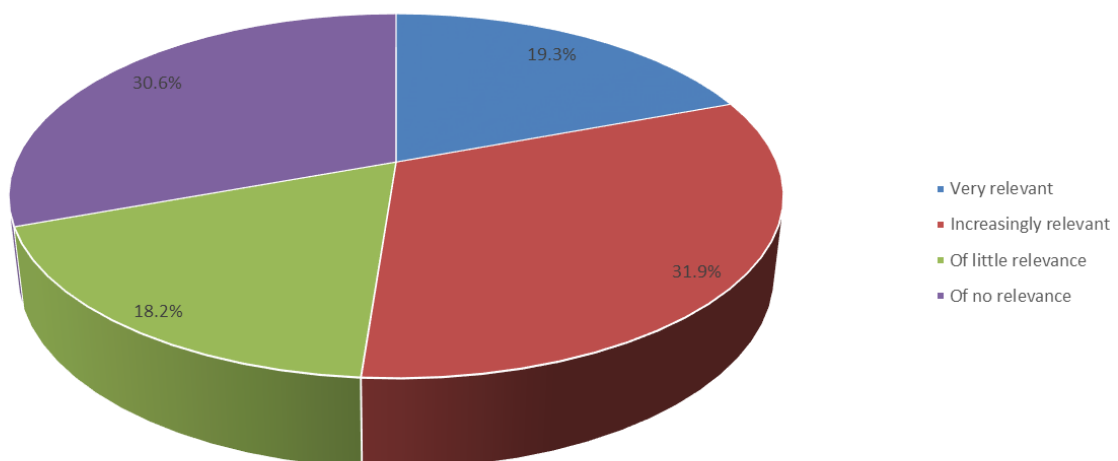
Future-oriented investment Sustainability requires clear definitions

Frankfurt am Main, Germany, 15 June 2020

The share of investors that attach importance to ethical and ecological aspects in their investment decisions is growing slowly but steadily. This is one of the conclusions of the DDV trends survey for June. Just over half the participants (51.2 percent) expressed an active interest in sustainable financial products, up from 46.9 percent in the same survey conducted two years ago. However, the remaining 48.8 percent of the respondents expressed little to no interest in these aspects. Some 3,862 participants took part in the survey, who were predominantly well-informed self-directed investors.

“Interest in the topic of sustainability in financial investments is becoming increasingly relevant. Not least, the policy measures in the European Union’s Green Deal are bringing about changes, as is the growing range of products offered by issuers. Nevertheless, it remains somewhat of a niche area for investors. The lack of clear, uniform definitions and issues with comparability remain problems for open-minded investors,” says Lars Brandau, Managing Director at the DDV.

How relevant are ethical and environmental aspects in your investment decisions?



A total of 3,862 individuals took part in this online survey. The survey, which was conducted jointly with the finance portals Finanzen.net, finanztreff.de, Guidants, Onvista, and wallstreet:online, is available on the DDV website at <http://www.derivateverband.de/ENG/Statistics/TrendOfTheMonth>.

Deutscher Derivate Verband (DDV), the German Derivatives Association, is the industry representative body for the leading issuers of structured products in Germany, who represent more than 90 percent of the German structured products market: BayernLB, BNP Paribas, Citigroup, DekaBank, Deutsche Bank, DZ BANK, Goldman Sachs, Helaba, HSBC Trinkaus, HypoVereinsbank, LBBW, Morgan Stanley, Société Générale, UBS, and Vontobel. Furthermore, the Association's work is supported by 17 sponsoring members, which include the Stuttgart and Frankfurt Exchanges, Baader Bank, the direct banks comdirect bank, Consorsbank, DKB, flatex, ING-DiBa, maxblue and S Broker, as well as finance portals and other service providers.

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