



Press release

USD112 billion retail capital could be mobilised for sustainable investing in Hong Kong

18 October 2022, Hong Kong – Over USD100 billion capital could be mobilised in sustainable investment from retail investors in Hong Kong by 2030, according to Standard Chartered's *Sustainable Banking Report 2022: Mobilising retail investor capital*.

The report covers 10 growth markets and provides a view on the retail wealth that could potentially be channelled into sustainable investments by 2030.

Growth potential for capital mobilisation in Asia is huge as most sustainable investing are now concentrated in advanced economies and regions, with United States and Europe accounting for a combined share of 82 per cent in 2020.

Based on the assumption that by 2030, retail sustainable investing asset adoption in the 10 analysed markets could reach the same level as advanced economies in 2020, the report identifies a USD8.2 trillion potential for retail capital mobilisation, of which USD112 billion could be from Hong Kong, largely due to its rising domestic wealth.

This capital could play a critical part in reaching Hong Kong's carbon neutrality targets – investing USD 30 billion to support domestic green initiatives over the next two decades and achieving carbon neutrality by 2050.

In fact, retail investors in Hong Kong demonstrate a strong interest in sustainable investments in recent years. About 60 per cent of investors currently hold sustainable funds in their investment portfolio, the highest among key sustainable investment products. This is expected to increase to 74 per cent in the next two to three years. While green bonds adoption is relatively low, it is expected to be up 16 percentage points to 72 per cent in the next two to three years, the highest uptake among sustainable investment products.

However, investors in Hong Kong also identified some barriers, such as “too little information” and “difficult to compare sustainable investment opportunities”, preventing them from increasing their sustainable investment. These findings demonstrate how financial institutions can play a critical role in breaking down these barriers for retail investors.

Alson Ho, Head of Wealth Management, Hong Kong, Standard Chartered, said: “We have seen significant growth in demand for sustainable investing in recent years, ESG product sales and AUM contribution continue to increase over the years. At Standard Chartered, we are committed to meeting the growing client needs by making more solutions available via our digital platforms, providing clear and transparent information, as well as offering data-led advice by our wealth specialists to help clients to match their ESG priorities with the right solutions. In addition, we offer green bond and ESG related structured products, providing more channels for customers to participate in green financial market.”

To meet our clients’ need for sustainable investment, Standard Chartered Hong Kong had onboarded two sustainable funds in the first half of this year, and plan to further enrich its ESG fund suite.

Find out more about the report [here](#).

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