



Press release

Standard Chartered reveals growing appetite for transition investing in latest Sustainable Banking Report

Data shows that 84% of high-net-worth investors are interested in transition investing in Hong Kong

6 August 2025, Hong Kong – Standard Chartered has released its latest [Sustainable Banking Report](#) which reveals growing interest in transition investing,¹ with 84% of high-net-worth investors surveyed in Hong Kong demonstrating appetite for this emerging area of investment. The data points to interest in financing high-emitting sectors to support their transition and help align their business with a net zero trajectory.

The research this year, titled “Transition investing: the next wealth frontier?”, looks at investor sentiment towards transition investing and its potential to become the next wealth frontier. The report is based on a survey of 1,600 high-net-worth individuals across eight markets – Hong Kong, Mainland China, India, Malaysia, Singapore, South Korea, Taiwan and the United Arab Emirates.

The report revealed investor interest in a range of transition themes that have the potential to support the transition towards a low-carbon economy. Focusing on the results from Hong Kong, green hydrogen (49%), carbon capture and storage (47%) and electric vehicles (47%) are the top three themes of interest. Personal values (61%) stood out as the leading driver for investors, which is also the highest proportion among all markets surveyed. Improve returns (61%) and having a positive social and environmental impact (54%) are the two other reasons that motivate investors in Hong Kong.

Despite growing interest, the data highlighted that investors face several barriers when it comes to transition investing. The perception of higher risks (52%) was a top consideration among investors, followed by scepticism as to whether it will make a difference (40%) and the perception of low returns (36%).

¹ Transition Investing is a sub-set of Sustainable Investing. It refers specifically to investing with the ambition of supporting and enabling the transition to a low carbon economy. This expands impactful investments to those outside of traditional climate solutions (e.g. renewable energy), to include companies in high-carbon sectors which have credible plans to align or maintain alignment of their business with a net zero trajectory. This can include organisations in sectors such as steel, and cement, but also companies which enable the transition of these sectors (e.g. scrap steel producers).

Alson Ho, Head of Wealth Solutions, Standard Chartered Hong Kong said: “Over the years, our Sustainable Banking Reports have shown that sustainable investing has consistently been a key area of interest for investors in Hong Kong. As transition investing gains traction, there is growing interest from our affluent clients to integrate transition investing into their portfolio. As a leading international wealth manager, we remain committed to supporting our clients, and empowering them with the knowledge and tools they need to be frontrunners in the transition journey through their investments.”

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Note to editors:

About the Sustainable Banking Report 2025

The [Sustainable Banking Report 2025](#) surveyed high-net-worth individuals with assets under management of USD1 million or more across eight key markets – Hong Kong, Mainland China, India, Malaysia, Singapore, South Korea, Taiwan and the United Arab Emirates. A total of 1,600 respondents, aged 25 to 66 years old, participated in the survey in Q4 2024.

Transition Finance at Standard Chartered

We align ourselves to our [Transition Finance Framework](#), which sets out the assets and activities that qualify under a ‘transition’ label when we undertake Transition Finance. Our Transition Finance Framework defines Transition Finance as any financial service provided to clients to support them aligning their business and / or operations with a 1.5-degree trajectory and is informed by the 2023 International Energy Agency Net Zero Emissions 2050 scenario.

Standard Chartered

We are a leading international banking group, with a presence in 54 of the world’s most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong stock exchanges.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR’s three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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