



Press release

Standard Chartered survey reveals three-quarters of affluent clients interested in digital assets investment

Crypto ETF trading service to be launched in November to meet clients' investment appetite

October 22, 2025, Hong Kong — Standard Chartered Bank (Hong Kong) Limited ("Standard Chartered Hong Kong") recently conducted a survey under the Hong Kong Monetary Authority's ("HKMA") "e-HKD+" project to understand affluent clients' engagement, investment motivations, and preferences on digital assets, uncovering related development potential. As a participant in the e-HKD Pilot Programme, Standard Chartered Hong Kong completed the testing of the offline payment capabilities of e-HKD in Phase 1 of the Programme last year, and would further explore the potential solution that could enable investors to purchase tokenised assets and settle the transaction using e-HKD or tokenized deposits this year.

The "Hong Kong Affluent Digital Assets Study 2025" interviewed over 500 affluent clients with liquid assets of HKD 1 million or more. The survey shows that as an emerging investment category, demand for digital assets is increasing among investors. Nearly 80% of respondents will consider investing in digital assets in the next 12 months. Additionally, over 30% of respondents already owned digital assets. The wealthier the clients are, the greater confidence they have in diversifying investments through digital assets. Respondents typically start investing with smaller amount, with most allocating 20% or less of their investment portfolio to digital assets. For those already investing in digital assets, they use an average of 2.5 digital asset trading platforms, showing an intention to diversify investments and reasonable sophistication in navigating different platforms. Price volatility, platform security, and insufficient knowledge about digital assets are the major challenges for investors.



Esther Mai, Head of Digital Banking, Client Experience and Analytics, Standard Chartered Hong Kong, said, " We are dedicated to staying at the forefront in driving fintech innovation. Through actively involving in various Central Bank Digital Currencies and tokenisation projects, we explore alternative business solutions and products to meet clients' demand for digital assets. Our survey finds that over 70% of respondents have more positive perception in digital assets offered by note-issuing banks in Hong Kong. We will continue to enhance our digital solutions and platforms to drive fintech innovation and support the development of Hong Kong's digital economy."

Alson Ho, Head of Wealth Solutions, Standard Chartered Hong Kong, said, " Standard Chartered is committed to being a leading wealth manager for affluent clients, providing comprehensive financial solutions for wealth accumulation and legacy planning while diversifying investments to balance risks. To meet the growing interest in digital assets among clients, we will launch crypto ETF trading service in November for clients to access to this emerging investment through our platform, providing more investment options for clients to diversify their asset allocation. "

[Click here](#) to view the full "Hong Kong Affluent Digital Asset Study 2025".

- Ends -

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.

For more stories and expert opinions please visit [Insights](#) at [sc.com](#). Follow Standard Chartered on [X](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).