

PRESS RELEASE

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AI adoption among Luxembourg investors nearly doubles as confidence in technology grows, Swissquote Bank Europe reveals

- AI use in investment decisions rises from 31% to 58% in one year
- Research, sentiment and fundamentals analysis are the top AI applications
- Investor confidence rises 6 points to 32%, while pessimism falls 8 points to 25%
- Sentiment towards US markets rebounds, while the outlook for Europe deteriorates
- Luxembourg property sentiment remains cautious, with 41% seeing the market as overvalued

The latest edition of Swissquote Bank Europe's annual Investment Survey, conducted in partnership with ILRES, reveals a sharp rise in the use of artificial intelligence among Luxembourg investors.

The proportion of retail investors using AI tools to inform their financial strategies has nearly doubled, climbing from **31% in 2025 to 58% in 2026**. Rather than relying on technology for superficial tasks, local investors are adopting it for deep-dive quantitative analysis.

Top AI Applications Among Luxembourg Investors:

- **Research & Sentiment Analysis:** 23%
- **Analysis of Stock Fundamentals:** 19%
- **Portfolio Analysis & Risk Assessment:** 18%

"The near-doubling of AI adoption among Luxembourg investors in just one year is striking, and reflects a broader shift in how people are engaging with their wealth," said Jeremy Laurent, Chief Commercial Officer at Swissquote Bank Europe. "What is particularly notable is that investors are not just using AI for surface-level research. Nearly one in five are now turning to it to analyse portfolio risk, suggesting that AI tools are increasingly being used for more advanced investment-related tasks."

On AI's long-term economic benefits, respondents expressed cautious optimism about its growth potential. **23%** believe AI will drive a significant economic boom over the next five to ten years, while **43%** expect more moderate, sector-specific growth. Conversely, a meaningful minority (**14%**) remain wary of the disruption it could bring, noting that AI could contribute to an economic slowdown or recession due to job displacement and structural corporate shocks.

Investor confidence rebounds, with US markets back in favour

Luxembourg investors are displaying significantly steadier hands this year. Overall confidence in the market outlook rose 6 percentage points to **32%**, while those expressing little or no confidence fell to **25%** (down 8 points). Despite this improved mood, **56%** of respondents do not intend to alter their current investment plans, choosing long-term consistency over rapid portfolio repositioning.

Equities have firmly regained favour, with **54%** expecting stocks to be the best-performing asset class (up from 47% last year), while defensive interest in precious metals slipped 10 points to **31%**.

The survey also caught a dramatic geographic reversal in investor sentiment regarding where that outperformance will occur:

Region	2025 Outlook (Expected to Outperform)	2026 Outlook (Expected to Outperform)
United States	18%	31%
Asia	28%	33%
Europe	28%	11%

“The complete inversion of sentiment between US and European markets reflects a pragmatic, macro-driven assessment by local investors,” added Jeremy Lauret. “The US continues to benefit from structural insulation—most notably domestic energy independence and an unyielding lead in the global AI infrastructure race—which naturally fuels higher growth expectations. Europe, by contrast, faces tougher headwinds from persistent energy cost volatility and a widening technological gap. That said, this divergence has driven relative valuations further apart. While predicting the timing of a rotation from Growth to Value is notoriously difficult, this historic valuation gap means Europe shouldn’t be entirely counted out of a disciplined, well-diversified long-term asset allocation.”

Defence and energy join AI as top themes, while interest in cryptos cool

AI and automation remain the absolute top theme investors want exposure to in 2026, cited by **42%** (up from 39%). Energy and natural resources follow closely at **38%**. Significantly, **defence and aerospace** emerged as a major new entrant at **33%**, reflecting a pragmatic shift toward sectors seen as strategically critical amid ongoing global geopolitical fragmentation.

Concurrently, enthusiasm for digital assets is cooling. The share of investors who say they would never invest in cryptocurrencies rose to **43%** (up 2 points), while the segment of historical crypto investors who have completely exited the asset class nearly doubled, jumping from 7% last year to **11%** in 2026.

Caution grows over Luxembourg’s property market

While confidence in liquid financial markets has rebounded, sentiment toward Luxembourg’s domestic property market has softened to historical lows.

- **Only 18%** of respondents believe now is the right time to invest in local real estate, down from 24% in 2025.
- **21%** suggest waiting until at least 2027 to reassess macro conditions.
- **41%** now view the local market as fundamentally overvalued, advising investment only if significant price corrections occur.

The findings suggest that despite stabilising interest rates, deep-seated concerns over local affordability and stretched valuations continue to weigh heavily on investor sentiment

Methodology

These findings are drawn from the 2026 Investment Survey conducted by Swissquote Bank Europe in partnership with Luxembourg-based market research firm ILRES. The survey reflects the responses of 1,256 Luxembourg residents interviewed between 25 May and 8 June 2026, including ILRES panels and Swissquote Bank Europe clients.

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About Swissquote Bank Europe

Swissquote Bank Europe is Luxembourg's leading online bank for investors, and has been at the forefront of digital investing for over 20 years. Swissquote Bank Europe combines the trust and security of a Luxembourg bank with the ease of use and transparent pricing that are traditionally the reserve of fintechs.

The Swissquote group employs more than 1,000 people globally, with 35% working in technology roles. With over 600,000 clients worldwide and over 80 billion euros in client assets, the bank offers a wide range of digitally-enabled banking and investing solutions to private, professional and institutional clients.

For more information about Swissquote Bank Europe, visit www.swissquote.lu

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