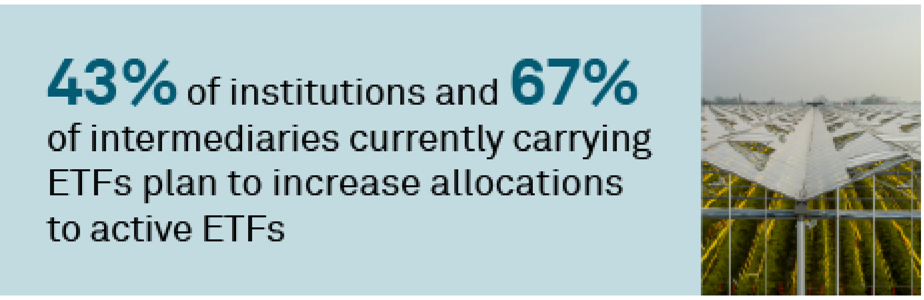
Creating and Capturing ETF Demand

European Institutional Investor and Intermediary Distributor Research

August 12, 2026
Executive Summary:



Crisil Coalition Greenwich’s study on Creating and Capturing ETF Demand focuses on understanding investors’ ETF practices and expectations so as to help managers differentiate their offerings and optimize distribution.

Methodology:

Results for the Institutional Investors portion of the study are based on interviews with key decision makers at 45 large European institutions that use ETFs. Results for the Intermediary Distributors portion of the study are based on interviews with key decision makers at 35 large European intermediaries that use ETFs. Interviews took place from December 2025 to February 2026.

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