



Volatility shapes Asia Pacific investor sentiment in 2025

Market volatility has emerged as the defining theme for Asia Pacific investors in 2025. Trade tensions, persistent uncertainty around sector-specific tariffs, shifting policy timelines, and the evolving US–China relationship continue to unsettle markets. Coupled with diverging central bank strategies and uneven regional growth, investors are navigating a landscape marked by sharp swings rather than steady trends.

Fidelity International's Asia Pacific Investor Study 2025, which surveyed over 6,500 individual investors across mainland China, Hong Kong, Taiwan, Singapore, Japan, and Australia, reveals a cautious yet engaged investor base. While long-term goals such as retirement and financial independence remain top priorities, many investors are adopting short-term strategies to weather the turbulence.

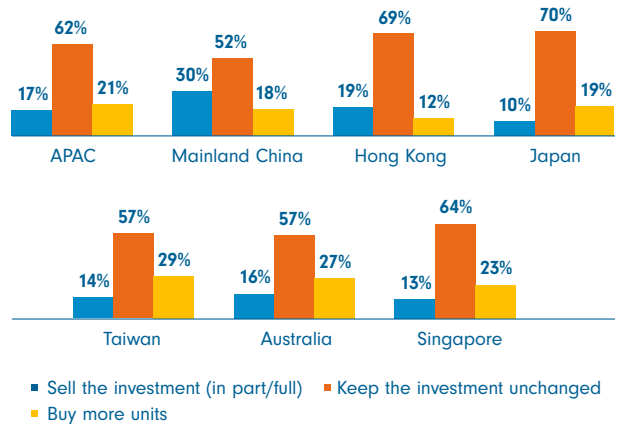
Caution amidst uncertainty

In response to ongoing volatility, 43% of APAC investors have increased their cash savings, compared to 39% who have boosted investments. Notably, 19% have reduced their investment exposure, with Hong Kong and Taiwan showing the highest levels of caution.

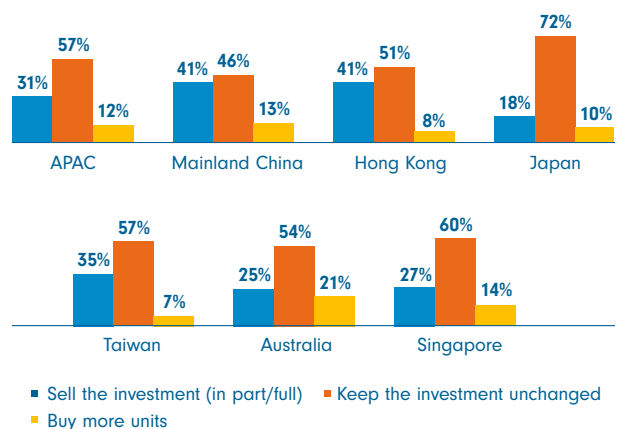
When faced with a hypothetical 10% one-day drop in an investment, 62% of respondents said they would hold steady, demonstrating resilience. Japanese and Hong Kong investors were the most likely to stay the course, while 30% of mainland Chinese investors indicated they would sell. Conversely, Taiwanese (29%) and Australian (27%) investors showed a greater tendency to "buy the dip," reflecting confidence in long-term value.

In the event of a hypothetical 10% one-day gain, 57% of investors would hold, while 31% would sell to lock in profits. Regional differences again emerged, with Japanese (72%) and Singaporean (60%) investors more inclined to hold, and those in mainland China and Hong Kong (41% respectively) more likely to take profits.

Imagine one of your investment products drops 10% within one day



Imagine one of your investment product increases 10% within one day



Contributed by





Short-term horizons vs. long-term goals

Despite retirement (52%) and financial independence (50%) ranking as top financial goals, only 53% of investors expressed confidence in achieving them. Confidence levels varied significantly, with Australia (79%) and mainland China (69%) leading, while Japan (38%) and Taiwan (40%) lagged behind.

Interestingly, 55% of investors reported investment horizons of less than three years, and only 31% are investing with a time frame beyond five years. This disconnection between long-term aspirations and short-term planning highlights the need for more robust financial strategies.

Expected long term annual returns averaged 8.1%, with Australian investors projecting the highest (10.1%) and Japanese investors the lowest (6.8%). Yet, with many investors holding excess cash, achieving these returns may prove challenging.

Expected annual return for long term investments	
APAC	8.1%
Australia	10.1%
Taiwan	9.0%
Singapore	8.6%
Hong Kong	7.4%
Mainland China	6.9%
Japan	6.8%

Staying the course is key

Investors are clearly engaged, but many are losing sight of the big picture. Holding excess cash may feel safe, but it's unlikely to deliver the outcomes they expect. Staying invested through market cycles and maintaining diversified portfolios will be key.





About Asia Pacific Investor Study 2025

The survey was conducted by YouGov in six markets between 15 - 28 May 2025. Investors aged between 18 to 69 with 1,004 in Australia, 1,500 in mainland China, 1,006 in Hong Kong, 1,005 in Japan, 1,005 in Singapore and 1,005 in Taiwan, to a total of 6525. Respondents have a minimum personal income of AUD45,000 annually, RMB 5,000 monthly, HKD15,000 monthly, JPY3,000,000 annually, SGD 2,000 monthly and NTD30,000 monthly.

About Fidelity International

Fidelity International offers investment solutions and services and retirement expertise to more than 2.8 million customers globally. As a privately-held, purpose-driven company with a 50-year heritage, we think generationally and invest for the long term. Operating in more than 25 locations and with over \$1 trillion in total assets, our clients range from central banks, sovereign wealth funds, large corporates, financial institutions, insurers and wealth managers, to private individuals.

Our Global Platform Solutions business provides individuals, advisers and employers with access to world-class investment choices, third-party solutions, administration services and pension guidance. Together with our Investment Solutions & Services business, we invest \$692.5 billion on behalf of our clients. By combining our asset management expertise with our solutions for workplace and personal investing, we work together to build better financial futures. Data as at 30 June 2025. Read more at fidelityinternational.com

Important information

Investment involves risks. This material contains general information only. It is not an invitation to subscribe for shares in a fund nor is it to be construed as an offer to buy or sell any financial instruments. The information contained in this material is only accurate on the date such information is published on this material. Opinions or forecasts contained herein are subject to change without prior notice. Reference to specific securities mentioned within this material (if any) is for illustrative purpose only and should not be construed as a recommendation to the investor to buy or sell the same. Any person considering an investment should seek independent advice. FIL Limited and its subsidiaries are commonly referred to as Fidelity or Fidelity International. Fidelity, Fidelity International, and the Fidelity International logo and F symbol are trademarks of FIL Limited. This material is issued by FIL Investment Management (Hong Kong) Limited and has not been reviewed by the Securities and Futures Commission.

About Pension Schemes Association

Pension Schemes Association (the "PSA") was established in February 2018. As the most prominent MPF sponsor association in the industry, the PSA assumes the bridging role among stakeholders as to ensure our MPF system can fulfil public and industry interests, and acts as a consultative body in liaising with relevant policy makers and regulatory bodies on matters related to the development of the MPF system in Hong Kong.

Mission & Vision

Representing the MPF Community - To act as the representative body for all MPF Scheme Sponsors and industry stakeholders in Hong Kong.

Providing thought leadership - To act as a consultative body in liaising with relevant policy makers and regulatory bodies on matters related to the development of the MPF system in Hong Kong.

Enhancing Trust in the system - To enhance the trust and confidence in the MPF industry by partnering with industry stakeholders to cultivate public awareness of MPF.

Disclaimer (for PSA):

This document is intended to be for information purposes only and is not intended as promotional material in any respect. It does not constitute any solicitation and offering of investment products. The views and opinions contained herein are those author(s), and do not represent views of Pension Schemes Association (the "PSA"). The material is not intended to provide, and should not be relied on for, investment advice or recommendation. Information contained herein is believed to be reliable, but the PSA makes no guarantee, representation or warranty and accepts no responsibility for the accuracy and/or completeness of the information and/or opinions contained in this document, including any third-party information obtained from sources it believes to be reliable but which has not been independently verified. In no event will the PSA be liable for any damages, losses or liabilities including without limitation, director in direct, special, incidental, consequential damages, losses or liabilities, in connection with your use of this document or your reliance on or use or inability to use the information contained in this document. This document has not been reviewed by the Securities and Futures Commission. Any link to other third-party websites does not constitute an endorsement by the PSA of such websites or the information, product, advertising or other materials available on those websites and the PSA accepts no responsibility for the accuracy or availability of any information provided by linked websites.

Contributed by

