

# North America ETF Industry - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The North America ETF Industry in terms of assets under management value is expected to grow from USD 7.07 trillion in 2023 to USD 13.61 trillion by 2028, at a CAGR of 14% during the forecast period (2023-2028).

The ETF (exchange-traded fund) industry has achieved tremendous growth since its inception in 1993. The ETF market has become increasingly crowded, particularly in North America. The North American ETF market dominates in terms of sheer size, but it also continues to have significant momentum. In the United States, the number of ETFs has observed a continuous increase over the years existing at more than 2,700 in number last year. Black Rock, Vanguard, and State Street are among the market players occupying a major share of the ETF market in the United States, with a continuous rise in their ETF assets under management.

The level of income in North America has observed a continuous increase over the years with an increasing number of income earners searching for alternative forms of investments for which ETF has emerged as an option which are having features similar to mutual funds but is traded like stock in the market. Post covid, stock market indices in the North American region and the United States are observing a continuous increase, leading to an increase in return on ETF investment.

California, New York, Texas, and Florida are among the wealthiest cities in the region, providing a growth opportunity for the ETF market players with an increase in assets under management. Equity index ETF and Fixed income ETF are among the ETF investment products in Canada observing a continuous increase in investor interest. These trends are leading to North America emerging as a major ETF market globally.

## North America ETF Industry Market Trends

### Rising Investment on Equity ETF

Equity ETFs have characteristics of mutual funds and the high return potential of stock investment. They are traded on the stock exchanges with the flexibility of buying and selling anytime within the trading sessions. Almost 45% of the investors in Canada have expressed an increase in interest in Equity Index ETF. In addition rising value of total net assets under the management of exchange-traded funds in the United States is creating a positive externality for the investment in Equity ETFs as well. Post COVID-19, the performance of stock market indices in the United States and Canada are observing a continuous increase, leading to a rise in interest among the population for investing in the products having a segment of investment in shares as well, for which Equity ETF has emerged as a major option.

### United States Leading the Region

The number of ETFs in the United States has observed a continuous increase over the years existing at more than 2,700 in number with a continuous increase in assets under management. Last year more than 400 new ETFs were created in the country, helping in continuously driving the ETF market. Median household income in the country has observed a continuous increase over the years at more than USD 75,000 per year, driving the population to search for emerging investment products in the market. The types of ETFs existing in the United States include Index ETFs, International ETFs, Sector ETFs, thematic ETFs, and dividend ETFs, providing investors with a wide range of ETF products. Post Covid share share of Americans investing in stock markets had observed a continuous increase with more than 60% of the population investing in and driving the market for ETF linked with stocks and equities.

### North America ETF Industry Industry Overview

The North American ETF Industry is moderately fragmented, with a continuous increase in the number of players entering the market. The adoption of digital technologies for investments is driving the asset under the management of the ETF market. Some of the

major players in the North America ETF market include Invesco, JP Morgan, Vanguard, i-shares - BlackRock, and WisdomTree Investments.

Additional Benefits:

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