EMEA ISHARES INVESTMENT STRATEGY

GLOBAL ETP FLOWS



Flows moderate: flows into global ETPs slowed to \$65.3B in August, down from \$90.1B in July, amid a drop in both equity and fixed income (FI) buying.

Cross-asset slowdown: equity flows fell to \$45.7B in August from \$60.5B in July, while Fl buying waned to \$22.3B from \$32.1B previously. Commodity flows stayed in negative territory (-\$3.2B).

Rates pickup: rates buying drove the majority of flows into fixed income ETPs in August, with \$18.5B added, notching up the exposure's largest inflow month since March this year (\$35.2B).

Rates rule August

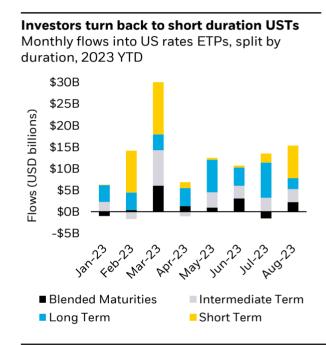
Rates drove 83% of fixed income ETP buying in August, with \$18.5B added, up from the three-month average of 46% from May to July. As usual, US exposures led the way (\$15.3B). Digging deeper into US rates flows, August saw a notable slowdown in duration buying: allocations shifted sharply in favour of short-term tenors, with \$7.6B added – nearly 4x July levels. Bund buying has also been in favour through the summer: August (\$0.8B) saw the highest inflows since March 2020, adding to July's net buy of \$0.5B. Beyond developed markets (DM), emerging market (EM) debt ETPs registered \$0.3B of net outflows after four months of inflows from April to July (\$7.3B).

Elsewhere in fixed income, August saw strong selling pressure, with high yield credit (-\$1.6B) and inflationlinked bonds (-\$1.9B) in the red, and flat flows into investment grade (IG) credit. Yet these flows have merely dented strong credit buying this year, with \$30.5B added to IG exposures from January to July.

Defensive sectors lead the way

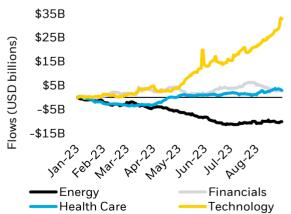
August sector flows showed a defensive tilt, led by tech and healthcare. Tech drove inflows over the summer, with \$17.2B added from May to July and a further \$12.2B in August. With a cumulative \$33B of inflows YTD, tech sector flows have already surpassed the \$26B added over 2022 – putting the sector on track to be the most popular for the fifth year running. Healthcare buying also returned in August (\$1.8B).

Cyclical flows continued to shift in August. Financials outflows (-\$3.3B) more than reversed July's inflows (\$2.4B), suggesting it may be too soon to call a turn in sentiment.



Tech flows trump all sector buying

Cumulative flows into select sector ETPs, 2023 YTD



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Energy saw muted outflows (-\$0.1B), after July inflows (\$1.2B) signalled investors might be returning to the exposure following seven months of selling. In the factor space, value was well-bid, with \$1.3B of inflows in August on top of the cumulative \$1.5B added in June and July. In line with the trend seen in sectors, quality gathered \$2.6B of inflows after recording outflows in July (-\$0.4B). Quality remains the most popular factor exposure this year, with \$23.5B added YTD – on track for the highest inflow year on record.

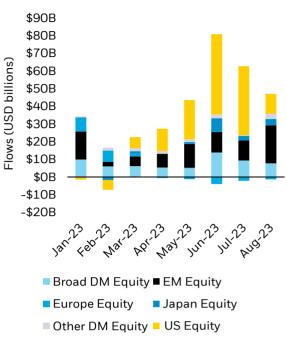
DM equity flows make way for EM

US equity buying drove regional flows across June (\$45.4B, representing 60% of regional flows) and July (\$39B, 65%), but dropped sharply in August (\$11.1B, 24%), giving way to strong EM equity buying (\$21.5B). August marked the third largest inflow month on record for EM equity ETPs, following December 2019 (\$23.1B) and January 2022 (\$21.7B). EM equity inflows have been remarkably persistent in 2023 so far, with \$88.7B added YTD and five out of the eight calendar months seeing more than \$10B of net inflows.

Flows into DM equities, in contrast, have been relatively choppy this year: Japanese equity flows edged higher in August (\$3.6B vs. \$2.6B in July), but momentum has abated since June (\$7.8B). US-listed Japanese equity ETPs gathered \$0.6B, while EMEA-listed exposures saw a trickle of nearly \$0.1B. European equities remained unloved, with a fifth consecutive month of outflows (-\$1.3B), adding to the \$7.4B of outflows from April to July; this has reversed c.60% of the inflows seen in Q1.

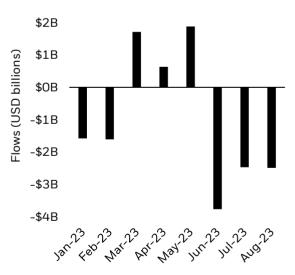
Gold loses its lustre

Commodity ETPs recorded a third consecutive outflow month in August (-\$3.2B), after a total of \$8.8B of net outflows across June and July. Precious metals remained a key outflow driver in August, with net selling in gold (-\$2.5B) and silver ETPs (-\$0.4B). From June through August, gold ETPs shed \$8.7B. As a result, 2023 so far appears to be another weak year for gold buying, with net flows now at -\$7.6B YTD. Elsewhere, other commodity exposures also saw outflows, with \$1.8B exiting crude oil ETPs. Broad market commodity exposures were an August bright spot, with \$0.3B of inflows. **EM flows have been consistent through 2023** Monthly flows into regional equity ETPs, 2023 YTD



Gold has been a key outflow driver for commodities

Monthly flows into gold ETPs, 2023 YTD



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