

Gen Z investors top switching propensity in weak mkts

TIMES BUSINESS

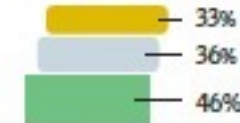
India's mutual fund investors are increasingly relying on external trust signals. These patterns indicate that while access to investing has scaled, confidence, comprehension, and decision-making maturity remain largely uneven

Source: Eminence Reputation Drivers Shaping Investor Trust in Mutual Funds 2025

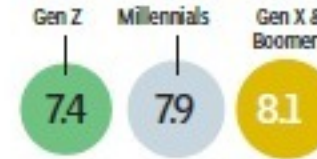
How investors primarily invest (By age group)

	Gen Z	Millennials	Gen X & Boomers
Digital Platforms	75	52	31
Advisor	18	14	42
AMC Direct	17	33	34
Bank	14	21	24

Switching propensity on negative news



Mutual Fund industry trust



1 in 3 women investors lack confidence in their understanding of mutual fund products

