

The figures: CHF 1,881 billion

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The scale of the phenomenon is measured by the annual market study of Swiss Sustainable Finance. For 2024, sustainability-related investments in Switzerland reached CHF 1,881 billion, an increase of 13 per cent over one year. Institutional investors were the main driver of growth, while the share of private investors rose from about 28 per cent to 33 per cent.¹ Thematic approaches grew by 16 per cent, climate alignment by 33 per cent and impact investments by 27 per cent, with shareholder engagement ranking second among the approaches used.² These figures call for two remarks. They rest on the declarations of the participants in the study and on definitions that have varied. They also aggregate approaches of very different stringency, from simple exclusion to impact investing. They show nonetheless that sustainability now concerns a major share of the assets managed in Switzerland.

Geneva's share of these volumes is not isolated in the national statistics. The structure of the financial centre, dominated by private wealth management and independent asset managers, suggests that private clients carry more weight there than in Zurich, where pension funds and insurers dominate. This difference has consequences. Sustainable finance aimed at private clients is more exposed to accusations of greenwashing, because private clients are less well equipped to verify the promises made, and more sensitive to individual preferences, which the Financial Services Act and self-regulation now require to be collected.

Key points. Sustainability-related investments in Switzerland reached CHF 1,881 billion in 2024, up 13 per cent, with a growing share of private investors. Although these figures aggregate approaches of very unequal stringency, their growth confirms that sustainability has become an ordinary dimension of asset management, but also a source of greenwashing risk.

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1 Notes

1. Union Bancaire Privée, “Swiss sustainability-related investments rise, defying headwinds”, ubp.com, 3 July 2025, presenting the Swiss Sustainable Investment Market Study 2025 of Swiss Sustainable Finance: CHF 1,881 billion in 2024, up 13 per cent. ↩
2. Union Bancaire Privée, 3 July 2025, cited above. ↩

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