HSBC

Press Release

For immediate release

HSBC's latest study reveals Indonesian affluent investors remain confident but cautious amid economic jitters

Indonesia's affluent investors allocate 25% of their portfolio to gold – twice than global average

JAKARTA, 20 August 2025 – A major new report from HSBC, called **HSBC Affluent Investor Snapshot 2025**, reveals a surprising trend among Indonesia's affluent investors. While they are feeling positive about reaching their financial goals, the way they are investing tells a different story – one of deep caution. Their investment strategy reveals a defensive move: they are holding double the amount of gold compared to their global peers.

The study surveyed affluent individuals – those with between USD 100,000 and USD 2 million (about 1.5 billion to 30 billion Rupiah) in money available to invest. The study was conducted across 12 countries, including Indonesia.

It found that this Indonesian affluent group is most worried about the *rising cost of living* (a concern for 84%) and an *uncertain economy* (a worry for 79%). Despite this, they are much more confident than their peers in other countries. A high 87% believe they will meet their financial goals in the next few years. For their retirement, this group estimates they need an average of USD 565,000 (roughly 8.8 billion Rupiah).

The Big Bet on Safety: Gold becomes priority

For these affluent investors, the biggest trend is a major shift into safe haven assets. Gold is now their number one investment, making up a huge 25% of their total portfolios. That's a big jump from last year.

Adding the money they keep in cash (19%), it means nearly half (44%) of their investment money is in these "safe" options. These assets don't pay out regular income like bond coupon, but they are popular when people feel the economy is jittery.

Lanny Hendra, International Wealth and Premier Banking Director, HSBC Indonesia, explained, "We're seeing a classic case of 'cautious optimism. These investors are hopeful about the future, but they are making very careful moves with their money right now because of worries about rising prices, or inflation. Gold is a traditional favorite for those with significant wealth, it's seen as a core way to protect their money's value if the Rupiah weakens. It's like insurance for their portfolio."

However, she gave a friendly warning, "Even for wealthy investors, putting too much in gold and cash can slow them down. To make wealth grow, they need the power of compounding – where their earnings start earning their own money. Gold and cash don't do that. The trick is to find a balance: protect the money but also make sure it grows faster than the cost of living."

A look at the end of 2025

The study also shows that investors are ready to move beyond just holding physical assets and are planning to buy managed products like mutual funds. **James Cheo, Chief Investment Officer for Southeast Asia and India**, said, “Rising hopes for Fed rate cuts, easing trade tensions, an AI-driven investment boom, and resilient corporate earnings are providing a supportive backdrop for risk assets. As we head into 2026, reduced tariff risks and the prospect of Fed policy easing are likely to give Asia’s central banks greater confidence to cut rates, setting the stage for a more accommodative monetary environment across the region.”

“Capital expenditure, which was held back for much of 2025 amid uncertainty, is poised to resume in 2026, reinforcing growth momentum. We remain constructive on Emerging Asia, supported by resilient domestic demand, improving trade flows, and a renewed investment cycle.”

“Global markets are adjusting to a new phase in the policy cycle. We expect US rate cuts to begin before year-end, with other major central banks following suit. This shift should underpin demand for quality assets, from investment-grade bonds to diversified equity portfolios. In Asia, opportunities span across technology, green energy, and domestic consumption sectors, as structural reforms and digital adoption continue to gain traction,” he concluded.

The Value of Professional Guidance

In addition, Lanny stressed the importance of professional partnership in navigating today's market.

"The survey clearly shows that in a world of information overload, having a trusted partner is more critical than ever. It's no surprise that 63% of affluent investors rely on their wealth specialists and Relationship Managers for guidance," said Lanny.

"We always encourage our clients to treat their portfolio like their health—it needs regular check-ups. A periodic financial health check allows us to review goals, adjust for life changes, and ensure the investment strategy is still on track. Markets move fast, so our role is to provide clients with continuous, first-hand insights and help them decide how to act – whether it's seizing an opportunity or protecting their assets."

She concluded, "It is this commitment to personalized guidance and proactive communication that is core to our philosophy. We are honored that this approach has been consistently recognized by The Asset Triple A, naming HSBC Indonesia as The Best Wealth Manager in Indonesia for eight consecutive years, since 2017"

For more information about HSBC Affluent Investor Snapshot 2025, visit: https://lnkd.in/gMr9h9ES

***END**

Media Contact

Ariavita Purnamasari
ariavita.purnamasari@hsbc.co.id
Head of Communications and Corporate Sustainability
PT Bank HSBC Indonesia

About PT Bank HSBC Indonesia

HSBC has operated in Indonesia since 1884 and currently serves customers throughout Indonesia. PT Bank HSBC Indonesia is a member of the HSBC Group that provides Corporate and Institutional Banking services to corporate and institutional customers, as well as International Wealth and Premier Banking for individual customers. PT Bank HSBC Indonesia is licensed and supervised by the Financial Services Authority (OJK), Bank Indonesia (BI) and is a participant of the deposit insurance program from the Indonesia Deposit Insurance Corporation (LPS).

About HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 57 countries and territories. With assets of US$3,214bn at 30 June 2025, HSBC is one of the world's largest banking and financial services organizations.

About The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 57 countries and territories. With assets of US$3,214bn at 30 June 2025, HSBC is one of the world's largest banking and financial services organizations.