

Media Release

Swiss Sustainable Investments Market Study 2026: Sustainable investments are holding their ground

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The latest figures from the 'Swiss Sustainable Investment Market Study 2026' show growth again this year: the total volume of sustainability-related investments as of 31 December 2026 rose to CHF 1,940 billion (+3%). This demonstrates that Switzerland is particularly resilient in a global comparison. Further findings are noteworthy: for many respondents, the use of artificial intelligence (AI) has made the leap from the pilot phase to full-scale production. The greatest financial impacts relating to nature-related risks are now attributed to extreme weather events. Swiss Sustainable Finance (SSF) is conducting this study for the ninth time.

The authors of the SSF study "Swiss Sustainable Investments Market Study 2026" surveyed, for the ninth time, a representative group of financial market participants (asset owners 30%, asset managers 35%, banks 35%) who manage a total volume of CHF 1,940 billion in sustainability-related investments in Switzerland. Contrary to expectations, sustainable investments are holding their ground: whilst numerous international financial centres are recording net outflows, the Swiss financial centre is again reporting a growth of +3%.

Actions speak louder than words

Caution prevails in product marketing. CHF 870 billion of funds and CHF 735 billion of discretionary management sector are managed sustainably, with 64% and 27% of these assets respectively being marketed as 'sustainable'. Hence a significant portion of these volumes are managed in accordance with sustainable investment approaches, without this being explicitly stated. Sabine Döbeli, CEO of SSF, offers two explanations for this: "One important factor is that sustainable investment approaches have now become mainstream. In many cases, investment products are no longer specifically marketed as sustainable, even if they take relevant factors into account. This may be due to demanding reporting requirements or positioning decisions."

Re-evaluated natural risks – extreme weather events

Another notable finding is the shift in the weighting of nature-related risk factors. Respondents now regard extreme weather events as the greatest risk, now reported across all sectors as a key factor

driving profit volatility, impairment losses, supply chain vulnerability and valuation risks. Various sectors that were once considered less vulnerable are now reassessing their exposure.

New investment opportunities

There is a growing awareness that the need for resilient infrastructure, stable supply chains and climate-friendly operating models also creates opportunities for new business models. A reallocation of capital may help to increase funding for resilience and adaptation finance. However, the survey data suggests that capital allocation has so far remained concentrated in sectors where market structures and investment projects are already well established.

Artificial Intelligence as a Growth Accelerator

The use of artificial intelligence (AI) has taken a giant leap forward. Many use cases that were still in development last year are now ready for production. Romain Leroy-Castillo, Director of AI and Education at SSF, backs this up with figures: "Last year, around a fifth (19%) of asset managers had not implemented AI in their daily work; this year this figure has fallen to 4%. The figures speak for themselves among asset owners too. Last year, only 4% of them had fully implemented AI solutions; whereas in 2025, this figure increase to 20%." A fundamental shift is also evident in the areas of application: compliance-oriented applications declined, whilst AI applications in core value-creation processes increased considerably: investment due diligence reviews, sustainability and risk assessments, and product development, to name a few.

Long-term-oriented asset owners

A majority of asset owners have their own sustainability guidelines for property investments – unlike asset managers. Several factors are responsible for this: the greater materiality of real estate as an asset class (25% of AuM) and the long-term nature of their fiduciary responsibility. This long-term focus is also evident in other areas: compared to asset managers, a higher proportion of asset owners has net-zero targets and transition plans, and more ambitious climate scenarios.

Outlook

Resilience, sovereignty and innovation are the key themes emerging from this year's survey, and the authors expect these to increasingly shape sustainable investment strategies in the coming years. The crucial question for investors is how quickly capital can be channelled into the infrastructure, technologies and business models that will define structural leadership over the next generation.

Full "[Swiss Sustainable Investments Market Study 2026](#)" by Swiss Sustainable Finance (SSF)

Charts

- Figure 17: Average materiality of nature-related risk factors identified by asset managers and asset owners in 2024 and 2025 (scale from 1, least material, to 9, most material) (n=27)
- Figure 3: Sustainability-related investments in Switzerland in 2024 and 2025 for funds, mandates and asset owners (in CHF billion)

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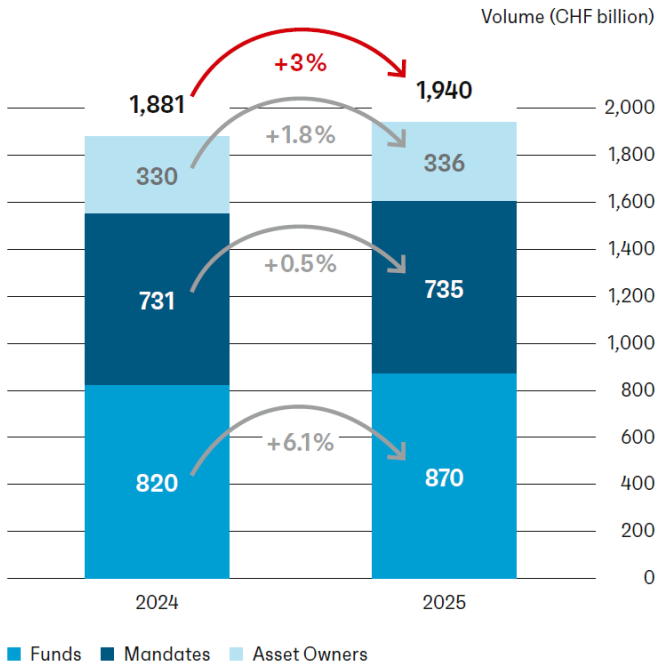
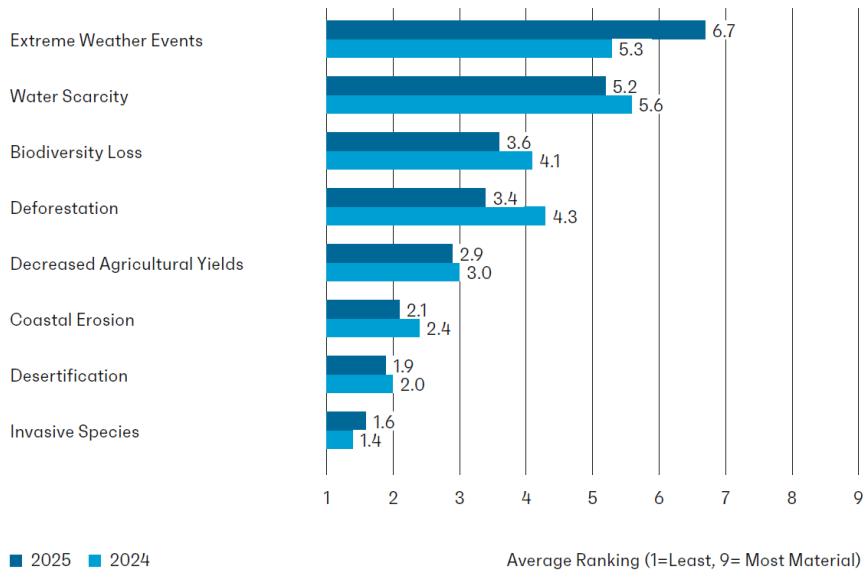


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Swiss Sustainable Finance (SSF) strengthens Switzerland's position as a global market for sustainable finance through information, education and the promotion of growth. Founded in 2014, the organisation has offices in Zurich and Geneva. SSF currently brings together over 250 members and network partners, including financial service providers, investors, universities and colleges, government agencies and other organisations. You can find an overview of Swiss Sustainable Finance's current members and network partners [here](#).