The Sharegain Report | H1 2026

Retail is a structural force

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Market impact

Retail, the market’s new heavyweight

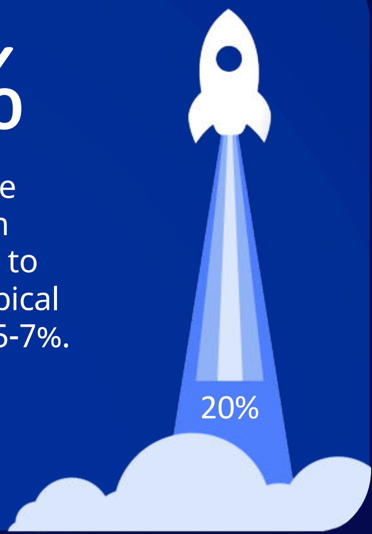
No longer just trading the market, but shaping how it works. Through H1's volatility, retail bought the dip and traded at record volumes, becoming a permanent source of demand that helps set share prices.

65%

higher retail cash-equity volumes in May and June compared to 2025. Double 2024.

Citadel Securities, 1H 2026 Market Structure & Flows, June 2026

20%



of SpaceX, the largest IPO in history, went to retail. The typical allocation is 5-7%.

WSJ, June 2026

9 of 10

of the most active retail trading days ever observed occurred in the past two months. 7 in June alone.

Citadel Securities, June 2026

3.5x

more retail buying on the S&P 500's down days than on normal days.

Citadel Securities, June 2026

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Product adoption

Retail investors want access to everything

Today's retail investor has outgrown the traditional menu. They want access to the full professional toolkit to grow their wealth, and their appetite is running ahead of what some platforms offer.

ETFs

$1.2T

Net ETF inflows in H1. 45% ahead of last year's record pace, and roughly 2.5x a normal full year's flows in six months.

Citadel Securities, June 2026

99%

of investors would consider buying private-market assets through an ETF wrapper..

Nasdaq, 2026

Tokenisation

75%

of retail investors would consider tokenised assets if their bank or trading platform offered them.

Strategy& (PwC), June 2026

AI

79%

of Gen Z and Millennials use AI tools as part of their investment platform or research strategy.

Finimize & Charles Schwab, June 2026

Derivatives

$6.8B/day

Record retail options premium in June, led by semiconductors at 6x their historical average.

Citadel Securities, June 2026

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Retail investors and securities lending

Global securities lending revenue hit a record $8.8bn in H1, up 33% year on year

S&P Global Securities Finance Snapshot, H1 2026

Top 3 highest-earning stocks for retail investors & their lending rates – H1 2026

Median Technologies SA

ALMDT FP

329%

Capital B

ALCPB FP

95%

Avantium N.V.

AVTX NA

48%

Top 3 highest-earning ETFs for retail investors & their lending rates – H1 2026

Invesco China Technology ETF

CQQQ US

2%

VanEck BDC Income ETF

BIZD US

2%

iShares MSCI China ETF

MCHI US

1%

The securities presented above are based on Sharegain's proprietary lending data, which may incorporate information from third-party securities financing data providers. The potential lending returns shown are an approximation derived from certain assumptions and estimations for the period between 1 January and 30 June 2026 and are for informational purposes only. The lending rates displayed represent the approximate 'price' borrowers are paying to borrow selected securities within the given date range and are subject to change. This is quoted as a percentage (annually). Investing in securities involves risk, and past performance or demand does not necessarily predict future results. The inclusion of specific securities on this list does not constitute an endorsement or recommendation to buy, sell, or hold any security. Investors should conduct their own research and consult with a qualified financial advisor before making any investment decisions.

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