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Nordnet enters the ETF market – launching a series of Nordnet-branded ETFs

Nordnet will take the next step in its fund business through the launch of a series of proprietary exchange-traded funds (ETFs) early next year. The initiative is being made against the backdrop of a strong, long-term trend in which savers increasingly choose exchange-traded funds over traditional funds.

Nordnet's fund company, Nordnet Fonder, was established in 2022 and today nearly SEK 120 billion is managed under Nordnet's own brand across 15 different funds. The latest addition, "Nordnet Germany", was launched this past summer and has quickly attracted SEK 220 million. Nordnet Germany is an index fund investing in the 90 most traded German companies. Since its inception, the fund has risen by just over six percent.

Nordnet will now initiate the next phase of its fund offering. Launching early next year, the new ETF series will reflect Nordnet's fund strategy of delivering cost-effective and well-diversified savings products.

“We see a clear long-term structural shift in saver behavior. More and more savers choose exchange-traded funds over traditional funds thanks to high liquidity, flexibility, and a low-cost structure. 2025 was the first year when our customers' savings in ETFs grew faster than in traditional funds, both in percentage and in absolute terms," says Rasmus Järborg, CEO of Nordnet.

The new exchange-traded funds will be launched across all markets where Nordnet operates – Sweden, Norway, Denmark, and Finland – as well as in the soon-to-launch market, Germany. The ETFs will be managed by Nordnet's own fund company, Nordnet Fonder, in collaboration with J.P. Morgan.

“As a leading platform for savings and investments, we want to offer the most competitive and modern building blocks for a successful portfolio. By offering our own ETFs directly to our more than 2.5 million customers in the Nordic region and Germany, we combine a strong product offering with a simple and intuitive user experience," concludes Rasmus Järborg, CEO of Nordnet.

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