Foodtech on track to be worth $700bn in a decade
eToro launches new portfolio to help people invest in this fast-growing sector

eToro has launched a new global investment portfolio focused on the foodtech sector, one of the world's fastest growing and most innovative industries, on track to be worth $700 billion[1] by 2030.

Manufacturers and suppliers are investing $billions in developing new foods and services as the world grapples with multiple challenges. A surge in the global population is likely to increase food demand by 60%[1] in the next 30 years, requiring more sustainable agricultural production. Closer to home, the move towards plant-based diets and consumer demand for out of home dining options is opening up opportunities for manufacturers, retailers and even technology firms.

eToro's new foodtech investment portfolio is unique as it comprises a diverse range of companies working in the sector, from innovators through to established players. It includes well-known brands like Danone (BN.PA), which invests its own capital in foodtech disruptors[2], through to relative newcomers such as Beyond Meat (BYND), which quadrupled its stock value[3] in three months following its IPO in May.

Yoni Assia, CEO and Co-founder of eToro, says: *"We always say invest in your passions, and there is little that excites more passion and debate than food these days. Whether it is taking more interest in the food we consume and our own health, or the way it is produced and the impact it has on the environment.*

"But it is a fast moving industry and it can be confusing for the private investor to understand the factors that drive the performance of individual stocks. While there are well-established big brands like Danone and Nestle, start-ups like Beyond Meat and Blue Apron are also having an impact on the sector. eToro's foodtech portfolio has been designed to provide a diversified long-term investment option for investors."

As with all of eToro's ready made portfolios, the foodtech portfolio comes with a risk rating so people can ensure the investment is in keeping with their risk appetite. Initial investment in the portfolio starts at $2,000, and investors can access tools and charts to track the portfolio's performance, while the social feeds will keep them up to date on developments in the foodtech sector.

To help investors understand how the portfolio has been created, as well as the underlying trends driving the foodtech sector, eToro has created a guide and video. The guide explores the research and science behind some of the biggest food developments today, as well as a sobering analysis of the challenges businesses and consumers face.

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Notes to editors

(i) Source: UBS:

https://www.ubs.com/global/en/wealth-management/chief-investment-office/investment-opportunities/sustainable-investing/2019/food-revolution.html

(ii) Just-Food.com:

https://www.just-food.com/analysis/the-food-tech-landscape-the-investors-view_id142509.aspx

(iii) The Armchair Trader:

https://www.thearmchairtrader.com/facebook-revamp-and-beyond-meat-flotation/

About eToro
eToro was founded in 2007 with the vision of opening up the global markets so that everyone can invest in a simple and transparent way. The eToro platform enables people to invest in the assets they want, from stocks and commodities to cryptoassets. We are a global community of more than 12 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to the simplicity of the platform users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want. www.etoro.com

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