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Microsoft and Amazon lose their lustre with investors despite the giants hitting fresh highs

- eToro data shows double-digit fall in number of investors buying shares in Microsoft and Amazon in August
- Falling interest comes as the the two tech giants post fresh share price highs
- Big jump in demand for Apple and Tesla shares after both firms announce stock splits

Investor demand for Microsoft and Amazon shares slumped in August as the tech giants posted fresh share price highs, multi-asset investment platform eToro can reveal.

New figures show the number of investors on eToro buying shares in Microsoft and Amazon plunged 14% and 16%, respectively, between the end of July and end of August. The drop in the number of people buying Microsoft and Amazon shares on the eToro platform coincides with both firms hitting new share price highs.

The fact investors are more reluctant to back some major tech stocks at the moment suggests they believe the firms could be overvalued.

Meanwhile, demand for Apple and Tesla shares spiked after both firms announced they were splitting their shares in a bid to make them more affordable for investors. The number of people buying Apple shares in August popped 32%, while the number of people purchasing Tesla shares ticked up 18% compared with July.

Elsewhere, a forecast beating second quarter saw AMD jump from seventh to second in eToro's top 10 list of the most popular global stocks. AMD's chips are used in many home computers and last year it fended off competition from rivals to produce key components for next-generation games consoles PlayStation 5 and Xbox Series X.

Energy technology firm Solaredge Technologies Inc rose from the 28th most popular stock on the platform in July, to ninth in August following a strong second quarter earnings announcement. The number of investors buying its shares jumped 149% last month.

Adam Vettese, analyst at eToro, commented: "Big tech stocks, particularly those based in the US, have been on a phenomenal run since the big market sell-off in mid-March. We have seen the major tech firms post outstanding results of late, which has added to their popularity with investors.

"However, there comes a time when shares hit a point where they are overpriced for some potential shareholders, which could be what we are seeing here with Microsoft and Amazon.

“While it’s far too early to call the peak for Microsoft and Amazon, it looks as though investors have paused for breath while they weigh up the prospects for both firms.”

Top stocks invested in globally by eToro clients – August 2020			
August rank	Stock	Percentage change in trading activity MoM	July rank
1	Apple	32%	4
2	Advanced Micro Devices	45%	7
3	Microsoft	-14%	1
4	Tesla	18%	3
5	Facebook	5%	5
6	Nio Inc	0%	8
7	Amazon	-16%	2
8	Alphabet (Google)	7%	9
9	NVIDIA	39%	13
10	Solaredge Technologies Inc	149%	28

-Ends-

Notes to editors

The data represents the top most bought stocks by global investors on the eToro platform in August 2020. Accurate as of 01.09.2020.

[About eToro](#)

eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and 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 14 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.

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