

For release: 3 November 2020

Chinese electric car maker Nio knocks rival Tesla off top spot to become retail investors' most popular stock

- 50% uptick in investors buying its shares in October sees Nio leapfrog Tesla to become most popular stock among retail investors globally
- Tesla trades plunge 55% as stimulus package delay drags down US stocks
- Investors in Rolls-Royce surged 319% after approval for £2bn rights issue.

Chinese electric car maker Nio knocked rival Tesla off the top spot to become the most popular stocks by retail investors globally in October.

Nio's popularity with investors has surged over the past year as it has emerged as a key player in the high-end electric car market.

Data from multi-asset investment platform eToro shows the number of investors buying its shares popped 50% last month and its price has shot up by an astonishing 13,000% year-on-year.

Most popular stocks among eToro clients globally – October 2020			
Rank	Stock	Percentage change in trading activity MoM	September rank
1	Nio	50%	3
2	Tesla	-55%	1
3	Apple	-33%	2
4	Amazon	4%	4
5	Microsoft	-23%	6
6	Advanced Micro Devices	40%	10
7	Fastly Inc	357%	38
8	Rolls-Royce Holdings	319%	36
9	Facebook	-23%	7
10	Zoom Video Communications	-18%	9

On the other hand, Tesla seems to have been a victim of the US's inability to agree to a fresh stimulus package, which has dragged down US shares across the board. Despite posting what CEO Elon Musk described as Tesla's "best quarter in history" in Q3, the number of investors buying its shares on eToro plunged 55% last month.

Elsewhere, retail investor interest in Rolls-Royce rocketed after it secured approval to tap up investors for around £2bn to see it through the coronavirus crisis. The engineering giant, which also has a large car division, witnessed a whopping 319% monthly increase in the number of investors buying its shares in October.

US cloud computing firm Fastly also surged into the top 10 most popular global stocks as retail investors looked to buy in on its recent share price dip. Trading in its shares was up 357% last month.

Adam Vettese, analyst at eToro, commented: *“Nio’s rise in the past year has been nothing short of phenomenal, particularly given the fact it was perilously close to running out of cash at the start of the year.*

“A year ago, many would have never heard of the Shanghai-based firm, but now it is making a serious tilt at taking Tesla’s crown in this rapidly-growing part of the automotive sector.

“China has made no secret of its ambition to become a world-leading producer of electric vehicles and the fact it has backed Nio to the tune of more than \$1bn to achieve that has probably got the Tesla boardroom collectively sweating.

“Tesla’s share price has stagnated since reaching a high point at the end of August, despite distributing a record number of cars in Q3.

“Unfortunately for the firm, it has been held back by the US government’s delay in agreeing a fresh coronavirus stimulus package, which has acted as a drag on the country’s shares.

“Longer term, Tesla and Nio are emerging as the electric vehicle sector’s major players, although it’s perhaps too early to tell which of these behemoths will triumph in their bid to become top dog.”

-Ends-

Notes to editors

The data represents the top 10 most bought stocks by global investors on the eToro platform in October 2020. Accurate as of 02.11.2020.

eToro has changed the methodology this month to strip out the positions of investors who copy the platform’s Popular Investors.

[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 16 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.



Disclaimer:

eToro is regulated in Europe by the Cyprus Securities and Exchange Commission, by the Financial Conduct Authority in the UK and by the Australian Securities and Investments Commission in Australia.