

# **Unleashing the gold investment market potential**

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# WORLD GOLD COUNCIL

*The market development organisation for the gold industry*



# Agenda

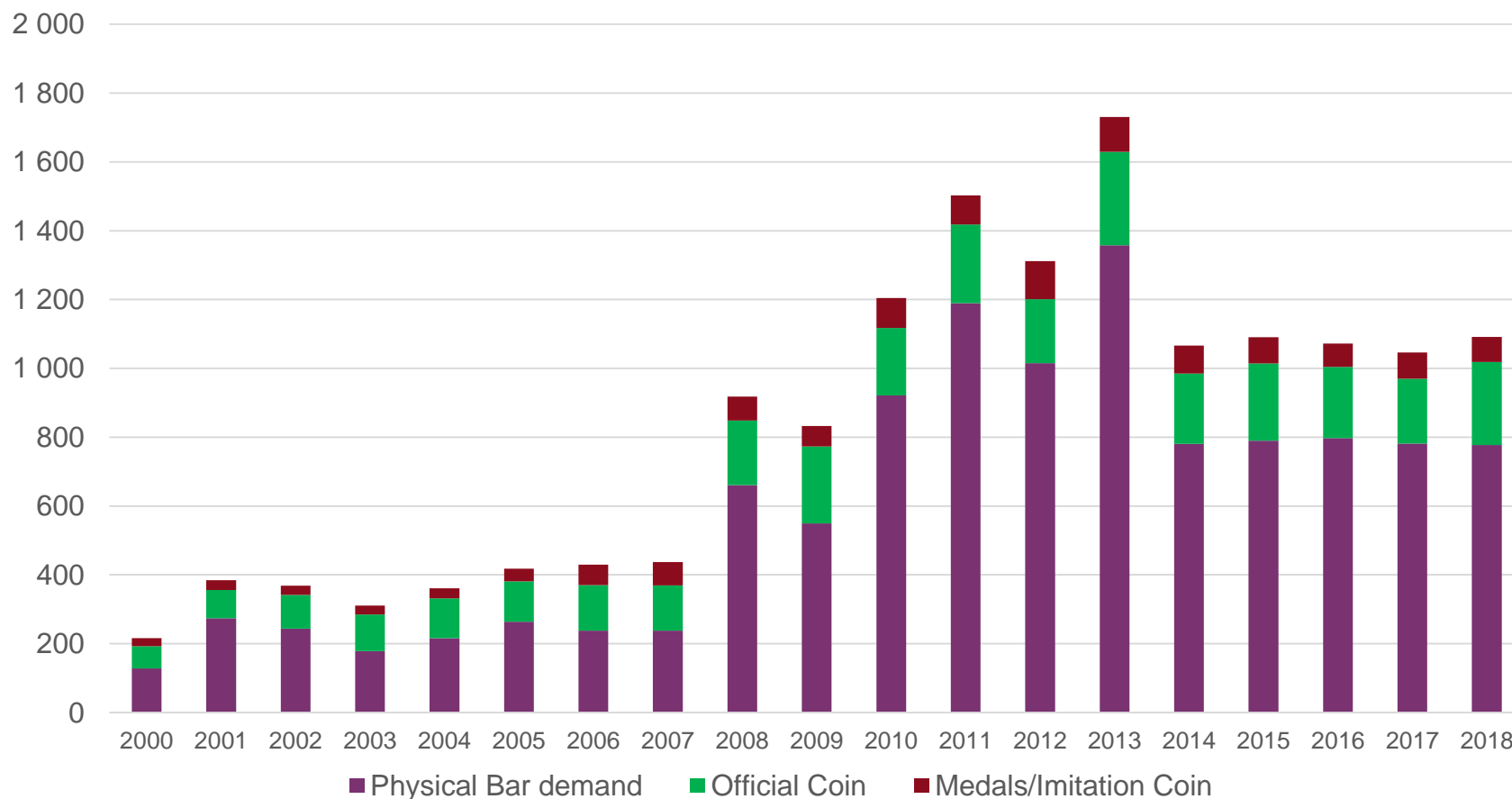
1. The importance of a transparent and accessible gold market: a global view
2. Why do people invest in gold?



# Global private investment demand structurally higher

## Global private investment demand

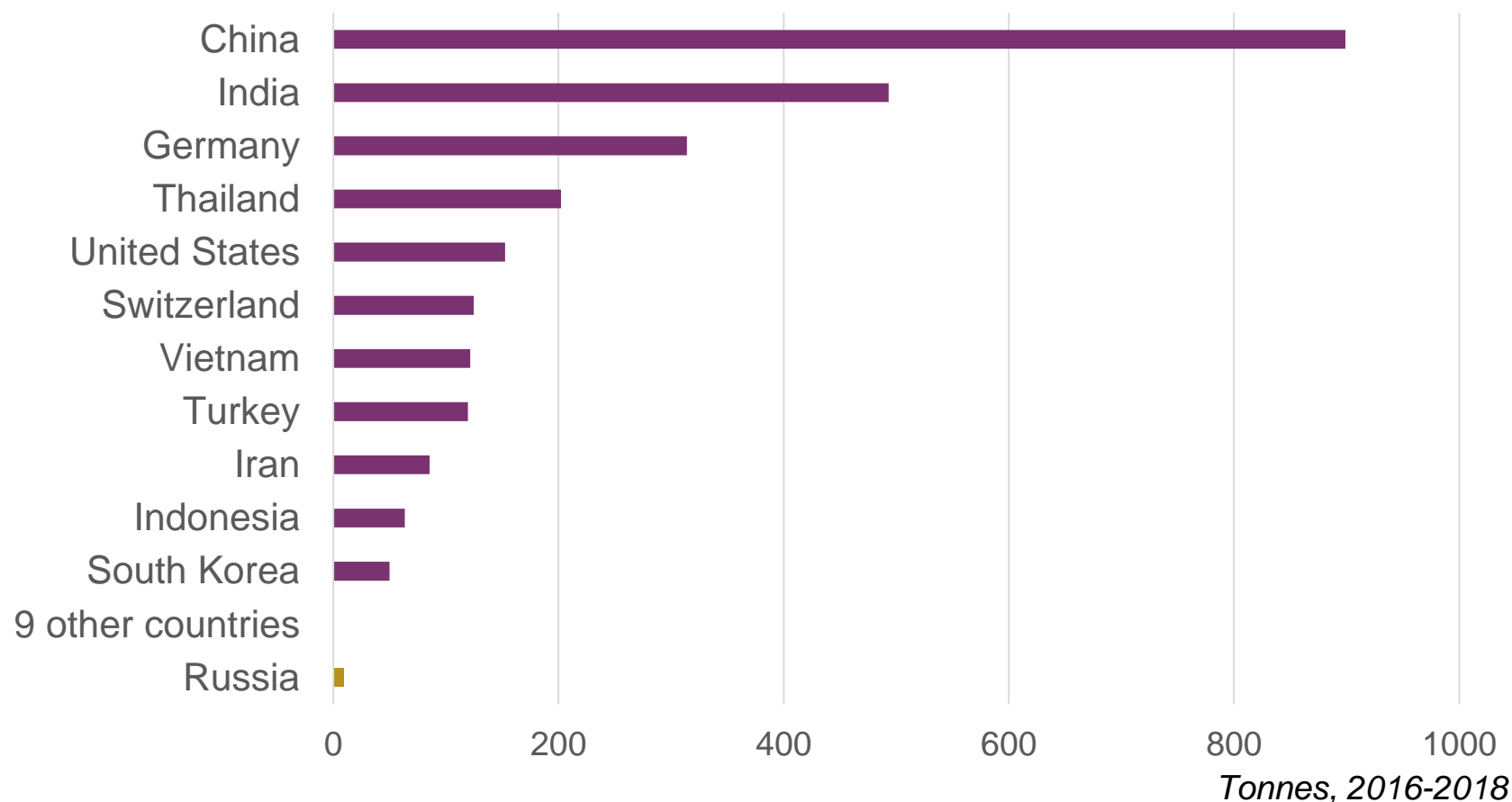
Tonnes



Gold bars constitute about 75% of global private investment demand for physical gold

# Private investment demand

## Private investment demand 2016-2018



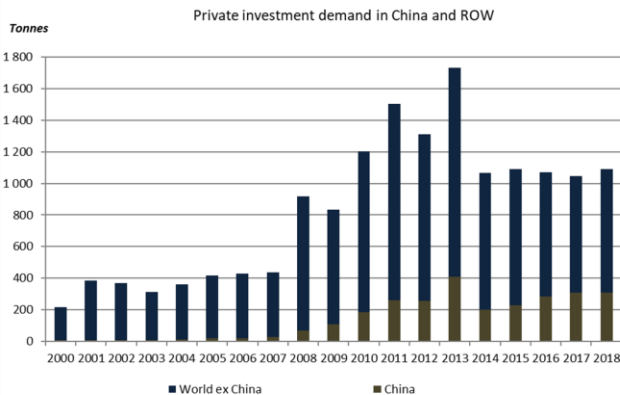
Russian private investment demand constitutes less than 0.3% of the world total – despite Russia being the largest official purchaser and one of the largest producers of gold.

# VAT rates on gold bullion bars



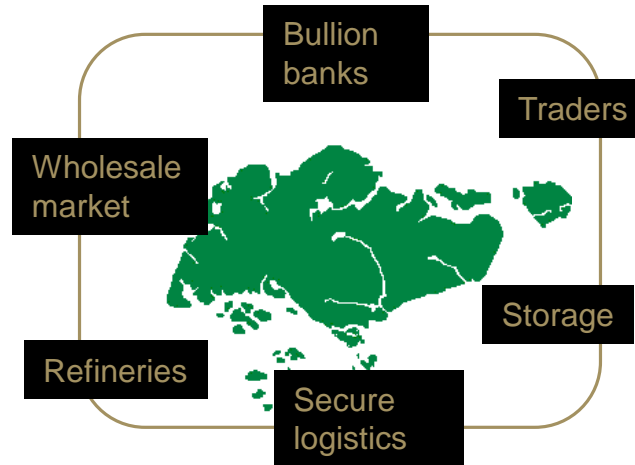
# Benefits of a barrier-free market

China – an anchor in global investment market



Singapore – regional gold hub

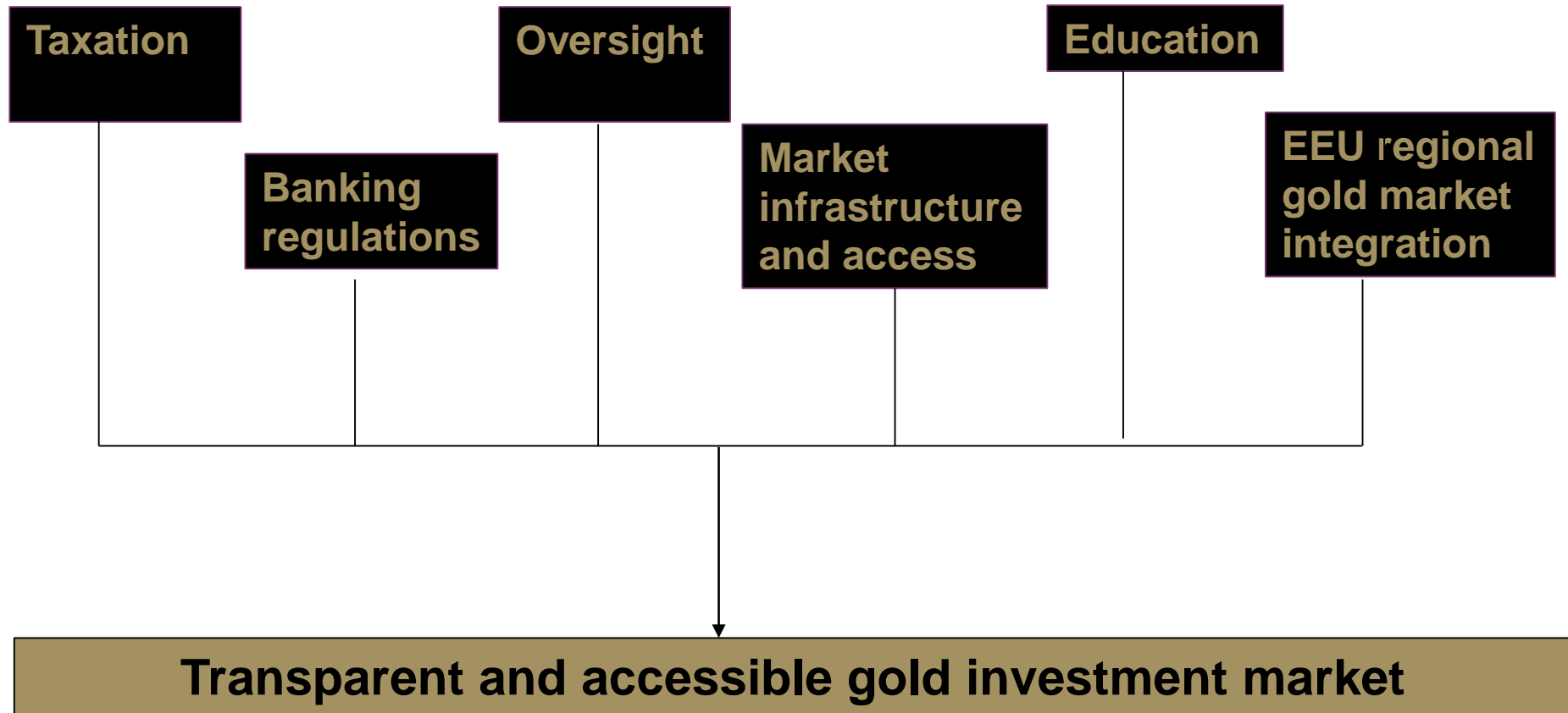
Gold trading ecosystem



Germany – tackling VAT fraud via VAT reform



# Unleashing the potential of the gold investment market

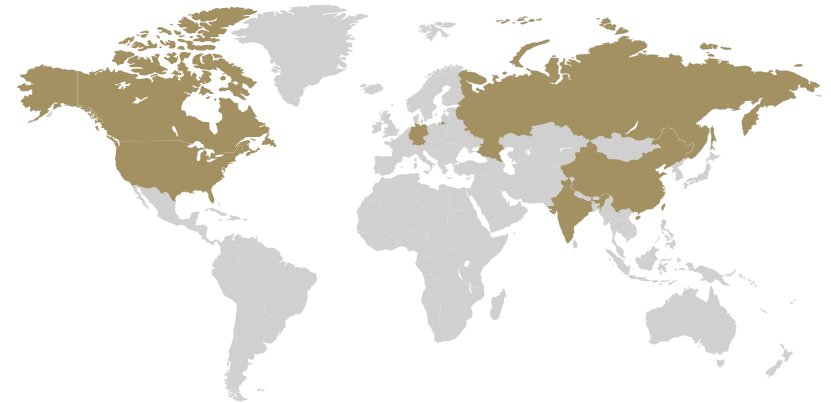
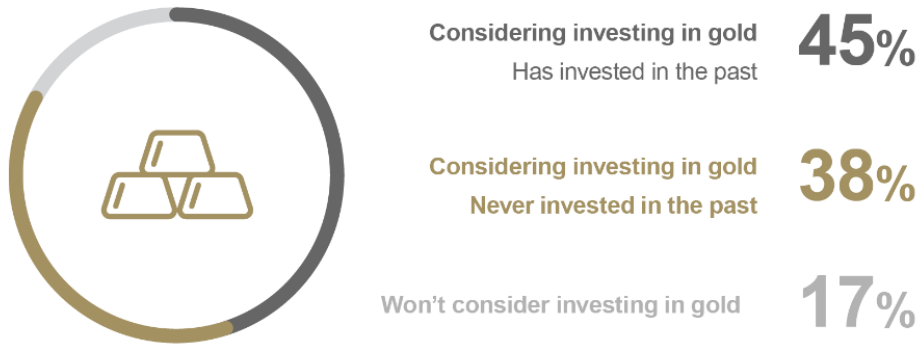




# More than 80% of retail investors are considering investing in gold – although almost 40% have never invested in gold

## Global retail investor

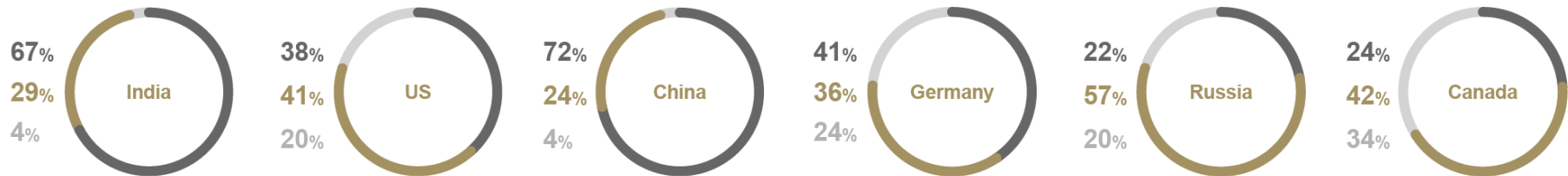
Gold purchase consideration



18,000 strong sample

covering a range of markets which affords us unique insights into people attitudes and perceptions of gold, how they buy it and why/why not?

Gold purchase consideration by country



# Thank you

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