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New market conditions: new names make top 10 debut in eToro's most popular monthly ranking

- Five new firms enter eToro's list of 10 most popular stocks in January
- But big and ever-popular names such as Apple and Tesla remain in the top 10, suggesting investors are focused on long-term goals
- eToro urges investors to stick to the basics during recent market volatility

Some new names entered the vocabulary and portfolios of retail investors in January, according to the latest monthly data from global investment platform eToro.

Five new companies broke into the list of 10 most popular global stocks last month. The list represents the most bought stocks for that month rather than the most held stocks for users on eToro.

Healthcare firm BioNano Genomics was the second most popular stock in January, improving on seventh place the month before.

Medical device maker TransEnterix leapt into fourth place after winning approval to sell its robotic surgery AI units in the European Economic Area.

But the name on everyone's lips is GameStop, which sits squarely at the top of the table for January. A flurry of retail activity pushed the electronics retailer, alongside underwear company Naked and software company Blackberry, into the top 10 for the first time – leapfrogging enduring favourite Apple.

However, these new entrants failed to push familiar names too far down the list. Amazon still remained a popular stock with retail investors, down from 8th in December to 18th in January. Chinese tech giant Alibaba also took a tumble from 5th but remained the 17th most popular stock with eToro investors globally in January.

Gil Shapira, Chief Investment Officer at eToro, commented, “We are navigating unprecedented market conditions and we have seen some users on eToro add some ‘new’ names to their portfolios. We continue to emphasise to all retail investors that it is vital to remember the basic tenets of investing: diversify and only invest in markets and instruments you are familiar with.

“Pharmaceutical and tech stocks have remained popular with eToro investors month-on-month. The companies many of us use regularly continuously appear in this list, highlighting the value of investing in the firms you know and understand. Apple has delivered a return of nearly 75% over the last year, Amazon is up nearly 69% for the same period.

“This point is very important as long-term investors nearly always have more resilient portfolios and are therefore much better placed to ride out volatile conditions.”

Most popular stocks among eToro clients globally – January 2021	
Rank	Stock
1	GameStop Corp
2	BioNano Genomics Inc
3	Nio Inc
4	TransEnterix Inc
5	Jaguar Health Inc
6	Tesla Inc
7	Naked Brand Group Ltd
8	BlackBerry Ltd
9	Palantir Technologies Inc
10	Apple Inc

Source: eToro

Commenting on the top ten for January, Gil Shapira, adds: “Markets were incredibly volatile towards the end of January, and that is reflected in the top ten most popular stocks for the month, which includes some names related to the latest events in the market.

“However, we continue to see eToro investors adding big names such as Amazon, Facebook and Microsoft to their current holdings in sufficient volumes to place these stocks among the most popular on the platform month-on-month.

“While it is always important to invest responsibly, investors should pay particular attention to their actions now, when share prices are so frothy. This is the time to stick to the basics and ensure your portfolio is properly diversified.”

-Ends-

Notes to editors

The data in the table represents the top 10 most bought stocks by global investors on the eToro platform in January 2021. Data accurate as of 01.02.2021.

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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 18 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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