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Decoding the new retail investor

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The tide is turning

As we are during the pandemic, retail investors are by a wide margin the most active and influential investors and have accumulated wealth, tools, knowledge and time unlike prior cohorts, of a sea-change scale influence over markets.

Institutional investors, particularly hedge funds and asset managers, have long been the dominant force in markets. But now it is the turn for the so-called Wall Street Bets crowd to make a lasting impact on the markets.

The trade research firm Investing.com estimates that retail investors have:

- Increased accumulation of tech holding, adding to market momentum
- Contributed to the "meme stock" phenomenon, including GameStop, AMC, Bed Bath & Beyond, Blackberry, Nokia, Koss, Express, Sundial Growers, Tilray, Aurora, Canopy Growth, Cronos, Hexo