The rise of autocallables in Europe: A growing role in modern portfolios

Published September 10, 2026

Tom May
Global Chief Investment Officer, Outcome and Derivative Strategies

Key Takeaways

- Autocallables allow investors to participate in equity markets through predefined risk and return parameters, with a degree of conditional protection against market declines.
- By accessing both volatility risk premium and equity risk premium, autocallables can generate returns that are not solely dependent on strong equity market performance.
- Their growing use across European wealth portfolios reflects a broader shift from tactical allocations towards strategic, outcome-based investing.

Over the past two decades, outcome-based investment strategies have evolved from a niche corner of the market into an increasingly important component of portfolio construction. Across the UK and Europe, autocallable investments have been at the forefront of this trend, offering investors a way to access equity markets through clearly defined risk and return parameters.

Their growth reflects a broader shift in investor priorities. Rather than focusing solely on maximising returns, investors are increasingly seeking solutions that balance growth potential with risk management. In an environment characterised by periodic market volatility, geopolitical uncertainty and changing interest rate expectations, autocallables have emerged as a compelling tool for achieving these objectives.

At their core, autocallables are designed to provide predefined outcomes. Investors receive the opportunity to earn defined returns, typically contingent on a reference index remaining above specified levels, while also benefiting from a degree of capital protection against market declines. The risk to the investor is the market falling beyond that pre-determined level at maturity, which is where the bespoke nature of these products becomes important. Investors may set the risk at their own discretion, and although the precise terms may vary between structures, the underlying principle remains consistent: creating a more predictable investment experience than traditional equity exposure.

This feature has proven particularly attractive in recent years. Many investors remain committed to long-term equity investing but are increasingly conscious of the risks associated with sharp market corrections. Autocallables offer an alternative way to participate in equity markets without assuming the full downside risk of direct ownership.

One of the most significant advantages of autocallables is their ability to harness the volatility risk premium. In simple terms, these structures typically benefit from selling market volatility through embedded option strategies. This mechanism can be thought of as similar to the economics of insurance. Just as insurers collect premiums in exchange for providing protection, investors in autocallable strategies receive compensation for assuming the risk in the event of market drawdowns.

Historically, this has been an attractive source of return. Market participants often pay a premium for downside protection, when in reality, those outcomes are historically less common. As a result, implied volatility tends to exceed realised volatility over time. By systematically accessing this premium, autocallables can generate returns that are not solely dependent on strong equity market performance.

This can be particularly valuable in markets that move sideways or experience only modest growth. Traditional equity investments generally rely on rising share prices to generate returns. Autocallables, by contrast, can deliver attractive outcomes even when markets fail to produce substantial capital appreciation, provided predefined conditions are met.

The autocall feature itself is another reason for the product's enduring appeal. Many structures include annual observation dates that allow the investment to mature early if the reference index exceeds a specified level. This can enhance portfolio efficiency by returning capital sooner than expected, enabling investors to reinvest in new opportunities and potentially compound returns over time.

Importantly, the appeal of autocallables extends beyond their return potential. They can also play a valuable role in portfolio diversification. Because returns are driven by a combination of market performance, volatility conditions and structured payoff mechanics, they introduce different sources of return compared with traditional equity and bond allocations.

As a result, autocallables have become increasingly common within discretionary portfolios, private banking mandates and wealth management solutions across Europe. Their popularity reflects not only advances in product design but also a growing recognition that investors value certainty and defined outcomes alongside return potential.

Looking ahead, the factors that have supported the rise of autocallables remain firmly in place. Market volatility is unlikely to disappear, return expectations for traditional asset classes remain uncertain, and investors continue to seek strategies that offer a more balanced approach to risk and reward.

For many portfolios, autocallables have evolved from a tactical allocation to a strategic tool. Their continued growth across Europe demonstrates the increasing importance of outcome-based investing and highlights how investors are redefining the relationship between risk, return and portfolio resilience.

Autocallables involve risks. Any downside protection is conditional rather than guaranteed and depends on the terms of the individual structure. In rising markets, predefined returns may also mean investors do not participate fully in gains in the underlying asset. The risk and return profile can vary significantly between structures depending on features such as barriers, observation dates, maturity and the underlying exposure.

IMPORTANT INFORMATION

This material is prepared by WisdomTree and its affiliates and is not intended to be relied upon as a forecast, research or investment advice, and is not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. The opinions expressed are as of the date of production and may change as subsequent conditions vary. The information and opinions contained in this material are derived from proprietary and non-proprietary sources. As such, no warranty of accuracy or reliability is given and no responsibility arising in any other way for errors and omissions (including responsibility to any person by reason of negligence) is accepted by WisdomTree, nor any affiliate, nor any of their officers, employees or agents. Reliance upon information in this material is at the sole discretion of the reader. ***Past performance is not a reliable indicator of future performance.***