



(UBS)

Europe: Six ways to invest

24 March 2025, 2:15 pm CET, written by UBS Editorial Team US Editorial Team

European equities have had a strong year, outperforming other developed markets, owing to a number of potential tailwinds ahead. While we remain Neutral on the region overall, we see single-stock opportunities emerging from these potential macro and structural catalysts.

As Europe navigates a complex economic and geopolitical landscape, we see select single-stock opportunities emerging against the backdrop of the following key catalysts: (1) a likely more pro-growth German government, (2) a potential Russia/Ukraine ceasefire or peace deal, (3) an improving outlook for manufacturing activity, and (4) evolving trade tariff discussions between the US and the EU.

We have identified six key drivers that form our “[Six ways to invest in Europe](#)” investment theme, identifying sectors and companies best positioned for this environment:

- 1: Cyclical economic recovery ahead in Europe,
- 2: Post-election beneficiaries in Germany,
- 3: Rising security investments (defense and cyber),
- 4: Rebuilding Ukraine and recovery in Eastern Europe,
- 5: Beneficiaries of lower energy costs in Europe,
- 6: Globally active European companies with limited global trade risks

We estimate exposures of all equities in the MSCI Europe based on systematic measures and discretionary assessments versus our stock selection's exposure. Our analysis shows that our stock selection enjoys higher exposure to the respective six sub-themes compared to the broader European market.

While uncertainties persist—ranging from geopolitical risks to prolonged coalition negotiations in Germany—a targeted approach focusing on companies aligned with our key drivers can present attractive investment opportunities, in our view.

While investors can opt to pick single stocks related to selective drivers mentioned in this report, we recommend investing in a diversified way for a risk-return optimized portfolio return.

We see the EMU industrial sector as attractive. Relative valuations are appealing, and the sector offers structural growth exposure to our power and resources theme, while it benefits from the reshoring of manufacturing trend and materially higher European defense equipment spending. We also see attractive value Eurozone small- and mid-caps, and believe that supportive inflections are starting to emerge in the macroeconomic backdrop.

Disclaimer

This document is prepared and published by the Global Wealth Management business of UBS Switzerland AG (regulated by FINMA in Switzerland), its subsidiaries or its affiliates ("UBS"), part of UBS Group AG ("UBS Group"). UBS Group includes former Credit Suisse AG, its subsidiaries, branches and affiliates. In the USA, UBS Financial Services Inc. is a subsidiary of UBS AG and a member of FINRA/SIPC. Additional Disclaimer relevant to Credit Suisse Wealth Management follows at the end of this section.

This document and the information contained herein are provided solely for your information and UBS marketing purposes. Nothing in this document constitutes investment research, investment advice, a sales prospectus, or an offer or solicitation to engage in any investment activities. This document is not a recommendation to buy or sell any security, investment instrument, or product, and does not recommend any specific investment program or service.

Information contained in this document has not been tailored to the specific investment objectives, personal and financial circumstances, or particular needs of any individual client. Certain investments referred to in this document may not be suitable or appropriate for all investors. In addition, certain services and products referred to in the document may be subject to legal restrictions and/or license or permission requirements and cannot therefore be offered worldwide on an unrestricted basis. No offer of any product will be made in any jurisdiction in which the offer, solicitation, or sale is not permitted, or to any person to whom it is unlawful to make such offer, solicitation, or sale.

Although all information and opinions expressed in this document were obtained in good faith from sources believed to be reliable, no representation or warranty, express or implied, is made as to the document's accuracy, sufficiency, completeness or reliability. All information and opinions expressed in this document are subject to change without notice and may differ from opinions expressed by other business areas or divisions of UBS Group. UBS is under no obligation to update or keep current the information contained herein. **The views and opinions expressed in this material by third parties are not those of UBS.** Accordingly, UBS does not accept any liability over the content shared by third parties or any claims, losses or damages arising from the use or reliance of all or any part thereof.

All pictures or images ("images") herein are for illustrative, informative or documentary purposes only and may depict objects or elements which are protected by third party copyright, trademarks and other intellectual property rights. Unless expressly stated, no relationship, association, sponsorship or endorsement is suggested or implied between UBS and these third parties.

Any charts and scenarios contained in the document are for illustrative purposes only. Some charts and/or performance figures may not be based on complete 12-month periods which may reduce their comparability and significance. Historical performance is no guarantee for, and is not an indication of future performance.

Nothing in this document constitutes legal or tax advice. UBS and its employees do not provide legal or tax advice. This document may not be redistributed or reproduced in whole or in part without the prior written permission of UBS. To the extent permitted by the law, neither UBS, nor any of its directors, officers, employees or agents accepts or assumes any liability, responsibility or duty of care for any consequences, including any loss or damage, of you or anyone else acting, or refraining to act, in reliance on the information contained in this document or for any decision based on it.

Additional Disclaimer relevant to Credit Suisse Wealth Management: Except as otherwise specified herein and/or depending on the local entity from which you are receiving this document, this document is distributed by UBS Switzerland AG, authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA). Your personal data will be processed in accordance with the Credit Suisse privacy statement accessible at your domicile through the official Credit Suisse website <https://www.credit-suisse.com>. In order to provide you with marketing materials concerning our products and services, UBS Group AG and its subsidiaries may process your basic personal data (i.e. contact details such as name, e-mail address) until you notify us that you no longer wish to receive them. You can optout from receiving these materials at any time by informing your Relationship Manager.

Please visit <https://www.ubs.com/global/en/wealth-management/insights/chief-investment-office/marketing-material-disclaimer.html> to read the full legal disclaimer applicable to this document.

© UBS 2025. The key symbol and UBS are among the registered and unregistered trademarks of UBS. All rights reserved.