Private Markets in North America: Opportunities & Challenges in a Changing World

2023 Summary Report – North America

January 23, 2024

Executive Summary:

This report provides detailed information on Global Private Markets in North America. The study focuses on how institutional investors' practices and preferences are evolving in a much-changed environment and what asset managers can do to better address investors' needs in product, distribution, and servicing.

Methodology:

Between June and September 2023, Coalition Greenwich conducted the Global Private Markets study. Results for the North America portion of the study were based on 104 telephone interviews (78 in the United States and 26 in Canada) with key decision makers at large institutional investors who have current allocations, target allocations, or have considered investing in Private Markets.

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