# Top trends in asset management for 2025

January 14, 2025

Executive Summary:


The ascendency of private market strategies, an innovation boom in ETFs and the growing challenge of a trans-Atlantic divide on ESG are just some of the trends that will help define the global asset management industry in the year ahead. In this report, we draw on our research with institutional investors and intermediary distributors, and relationships with our asset manager and investment consultant clients around the world, to identify seven important trends to watch in 2025.

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