

23rd Annual Global CEO Survey | Key graphics

Asset and wealth management trends 2020: Are managers ready for stormier seas?

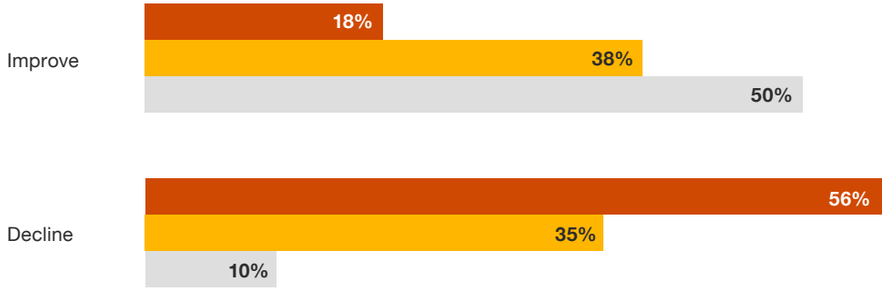
www.pwc.com/2020asset-and-wealth-management-trends

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With investor expectations shifting and uncertainty over market conditions increasing, 2020 will test asset and wealth management (AWM) firms. Managers might become more cautious, but prudence has to be balanced with the need to deliver investment yield.

Question

Do you believe global economic growth will improve, stay the same or decline over the next 12 months? (Showing only “Improve” and “Decline” responses.)

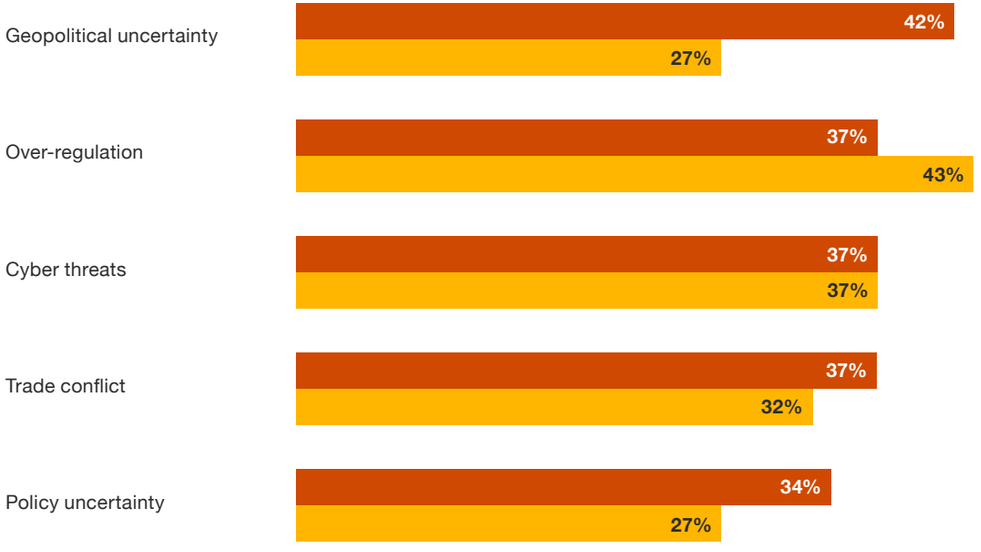


Source: PwC, 23rd Annual Global CEO Survey
Base: Asset and wealth management respondents (2020=153; 2019=164; 2018=126)

Question

How concerned are you about the following economic, policy, social and environmental threats to your organisation’s growth prospects? (Showing only “Extremely concerned” responses.)

Top five concerns

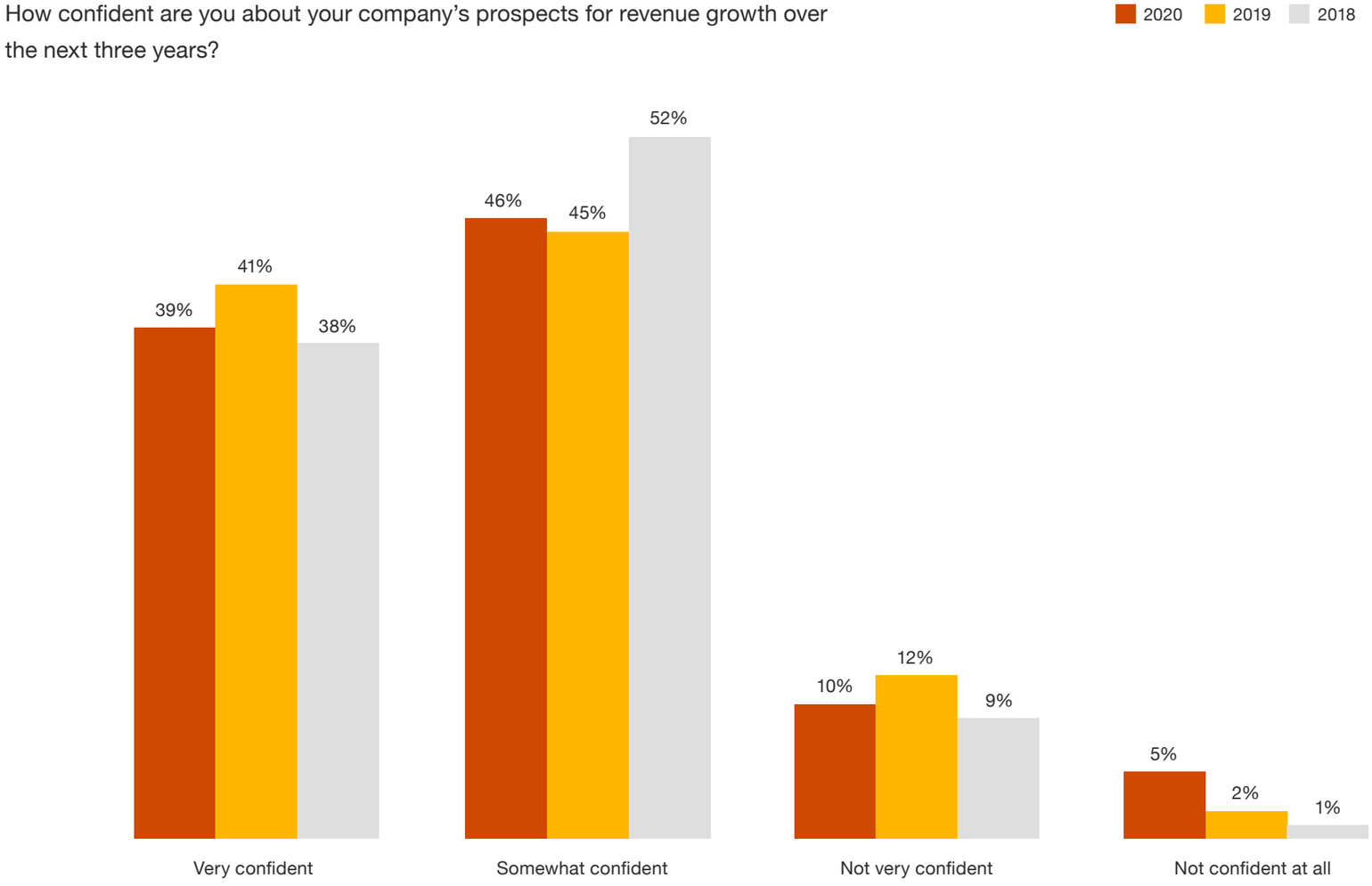


Source: PwC, 23rd Annual Global CEO Survey
Base: Asset and wealth management respondents (2020=153; 2019=164)

Despite pessimism about the global economy, AWM CEOs' confidence in their own companies' growth prospects over the next three years is holding up remarkably well.

Question

How confident are you about your company's prospects for revenue growth over the next three years?



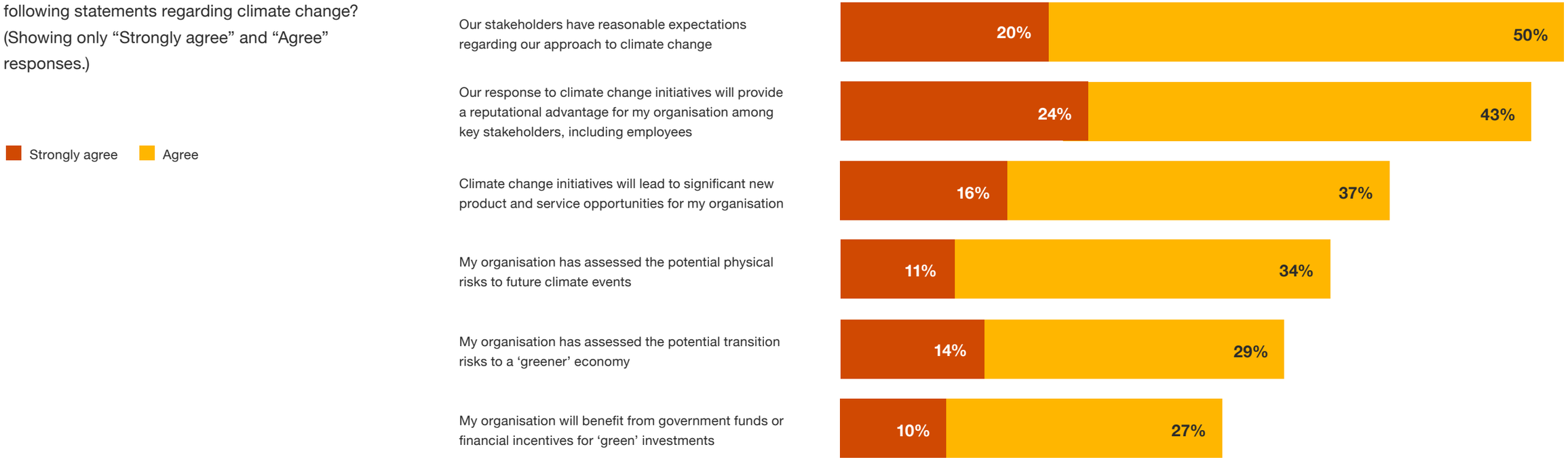
Source: PwC, 23rd Annual Global CEO Survey
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ESG into the mainstream

Investment focused on environmental, social and governance (ESG) factors is setting new benchmarks in a number of markets, but AWM CEOs primarily see it as a reputational issue.

Question

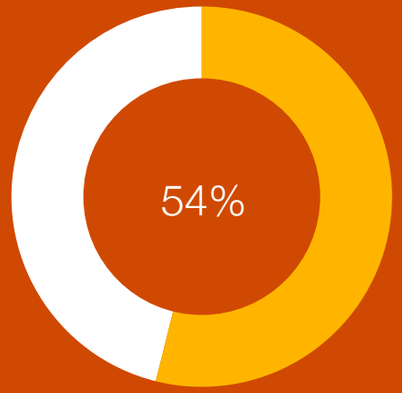
How strongly do you agree or disagree with the following statements regarding climate change? (Showing only “Strongly agree” and “Agree” responses.)



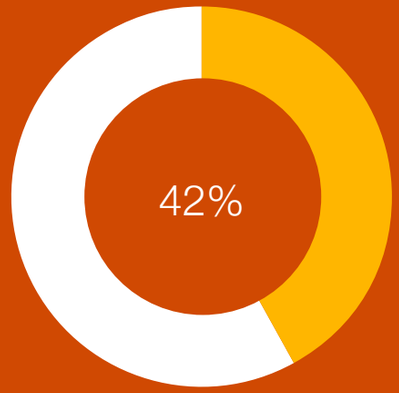
Source: PwC, 23rd Annual Global CEO Survey
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The capabilities needed to succeed

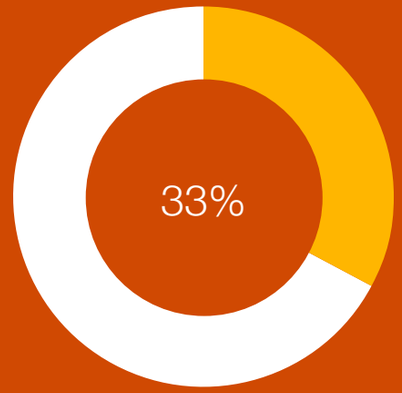
Customer experience tops asset and wealth management CEOs' list of investment priorities, and technology is critical in meeting expectations.



Customer experiences (including user interfaces)



Cybersecurity



Cloud technology (including application programming interfaces and third-party integration)

Question
Which of the following opportunities in the financial services industry will you be prioritising and/or investing in over the next 12 months?

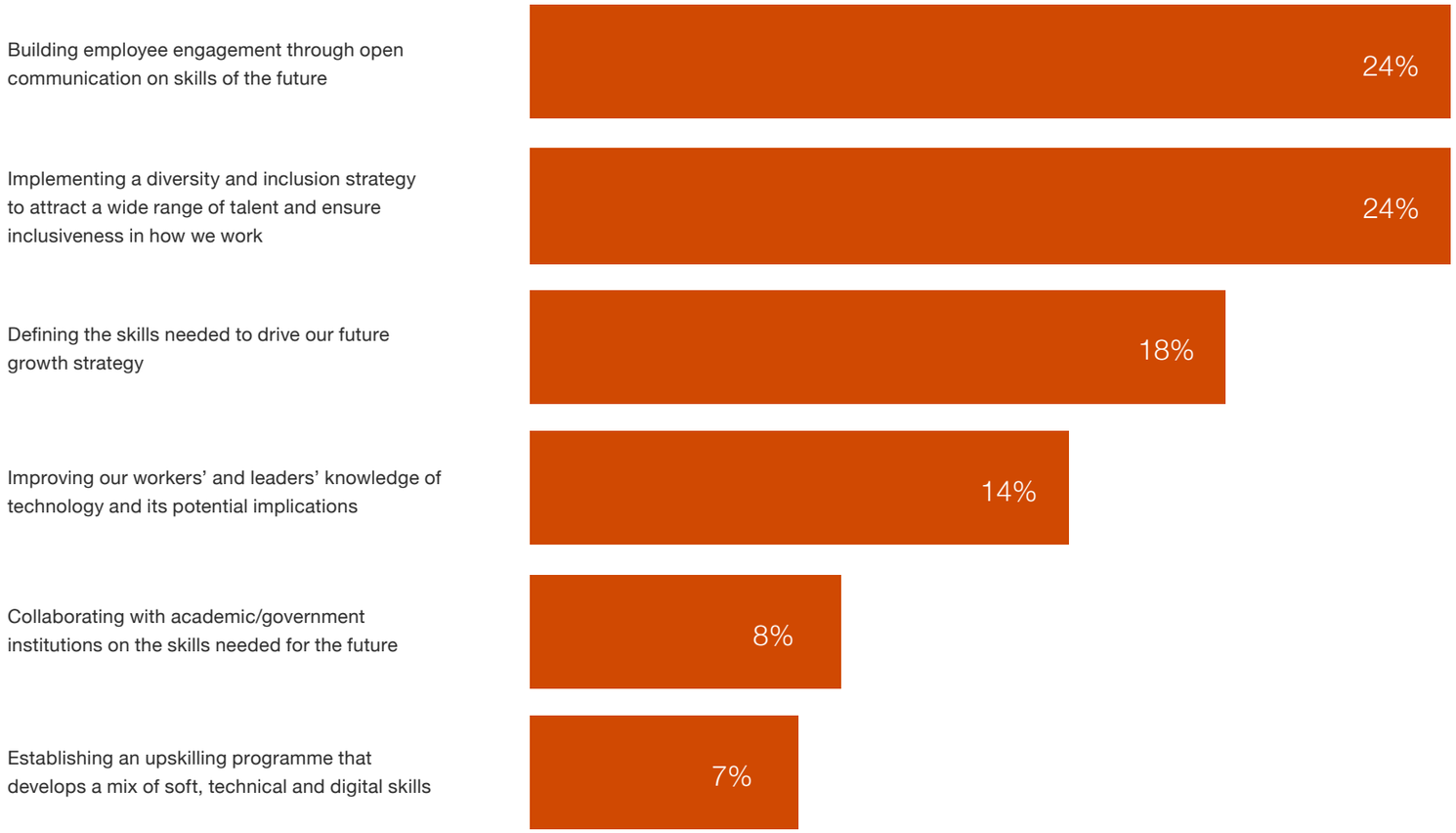
Source: PwC, 23rd Annual Global CEO Survey
Base: Asset and wealth management respondents (2020=153)

Scale will become even more important within this economic climate, driving continued consolidation within the AWM industry. More than a third of AWM CEOs (34%) are planning new M&A to drive revenue growth in 2020; 37% anticipate that they will enter into a new strategic alliance or joint venture.

With constrained funds for recruiting top talent, upskilling within the workforce offers a cost-effective solution. AWM firms are making some headway here, but are lagging in key areas.

Question

How much progress has your organisation made in the following areas related to upskilling? (Showing only “Significant progress” responses.)



Source: PwC, 23rd Annual Global CEO Survey
Base: Asset and wealth management respondents (2020=153)

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