

# Demand for Investment Consulting in Institutional Asset Management – Cont. Europe

## 2019 Continental European Institutional Investors

August 21, 2019

### Executive Summary:

This report provides detailed information from institutional investors in Continental Europe on demand and hiring of investment consultants.

### Methodology:

During the 1st quarter of 2019, Greenwich Associates conducted in-depth interviews with 736 key decision-makers at the largest continental European institutional investors.

The 21th annual research study covers the largest continental European corporate, public, and industry-wide defined benefit, defined contribution and hybrid pension funds, banks (including Sparkassen in Germany), foundations and churches, insurance and reinsurance companies, sovereign pension reserve funds and other nonpension institutional investors including official institutions, central banks, monetary authorities, sovereign wealth funds, and supra-nationals.

For all markets, interviewed institutional investors have externally-managed assets of over €150 million. This includes larger markets such as Germany, Netherlands, Switzerland and France and smaller markets such as the Nordics, Italy, Iberia, Belgium, Austria, and Ireland.

Total assets captured in Greenwich Associates' Continental Europe research are just under €5 trillion.

Of the 736 institutions interviewed, 94% allowed disclosure of their participation and 57% allowed attribution of their individual responses.

business performance.

Our suite of analytics and insights encompass all key performance metrics and drivers: market share, revenue performance, client relationship share and quality, operational excellence, return on equity, behavioral drivers, and industry evolution.

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