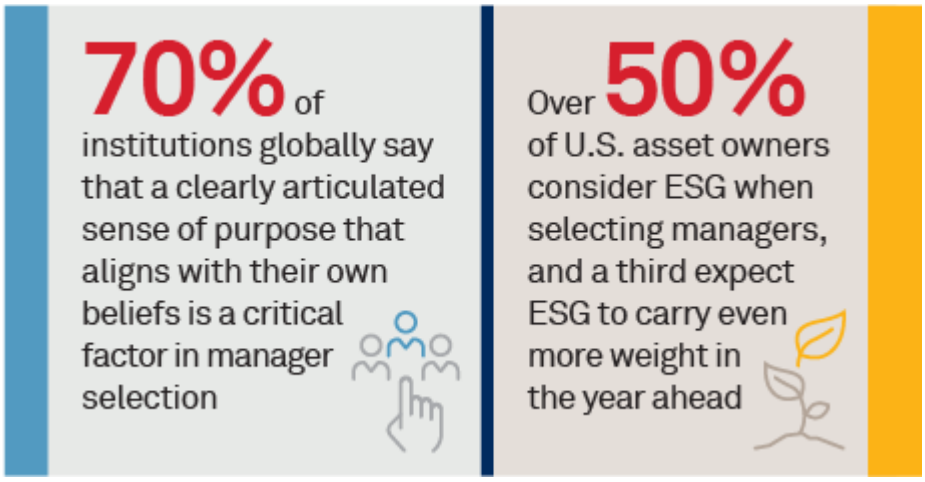
Top Trends in Institutional Asset Management for 2023

March 14, 2023
Executive Summary:



Institutional investors and asset managers in 2023 are facing a host of challenges and changes in a market that is evolving rapidly. In this report, Coalition Greenwich examines the top trends impacting institutional asset management in 2023.

Among the influential trends covered in the report are:

Enhancing the Client Experience—Elevating engagement to build strategic partnership

Customization and Personalization—Meeting client demands; building an advantage

Projecting Purpose in Branding—Beyond the money

Separating the Wheat from the Chaff in OCIO—A trend at an inflection point

ESG Evolution—Opportunities and headwind

Coalition Greenwich analyzed data from its research with over 2,000 asset owners in North America, Europe and Asia, and insights from conversations with our asset manager clients around the world to identify these and the additional Top Trends in Institutional Asset Management for 2023.

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