

The Evolution of the European Market: Opportunities and Trends for Asset Managers

Competitive Challenges Conference Presentation

October 18, 2024

Executive Summary:

To approach the European asset management sector as a simple extension of its North American cousins – subject to the same trends, challenges, and preferences – has long been a reductive failure in corporate strategy. Au contraire, the European market is unique and formidable, and it takes fresh, impartial perspective to succeed within it. But by no means does it sit idle either. It continues to grow and evolve in ways that are distinctively European, influenced by an increasingly active and centralized regulator, as well as regional- and country-level considerations. For foreign managers working in Europe, understanding and mastering these idiosyncrasies can expose a whole new opportunity set and cement a firm's global footprint. Coalition Greenwich is pleased to share a selection of leading trends observed in our institutional and intermediary investor research studies to demonstrate paths to success in this market.



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