

# Great expectations for AI in equity trading

July 8, 2025

Executive Summary:

**24%** of buy-side desks plan on leveraging AI in equity trading in the next 12 months



Enthusiasm for artificial intelligence (AI) among buy-side equity traders is no longer a whisper but a growing roar. Data from our 2024 Market Structure and Trading Technology Study shows that about a quarter (24%) plan on incorporating internal AI technologies into their trade execution workflow in the coming year, with 15% claiming to do so already. To be clear, AI use in this context is specific to trade execution and excludes third-party tools, such as algo wheels and analytics platforms provided by vendors and brokers.

This eagerness to harness AI's transformative potential to optimize performance and automate button-clicking is understandable, given the promise of improved trading outcomes and reduced costs. However, as traders seek to leverage AI, they must be mindful of the challenges and pitfalls that lie ahead. Its implementation will require careful consideration of the complexities and nuances of equity trading.

## Methodology:

From July through September 2024, Coalition Greenwich interviewed 40 buy-side equity traders in North America. The study was conducted over the phone, online and in-person. Respondents answered a series of qualitative and quantitative questions about their daily workflow, broker selection and evaluation, technology platforms used, commissions, technology budgets, and business practices in the U.S. cash equity space.

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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