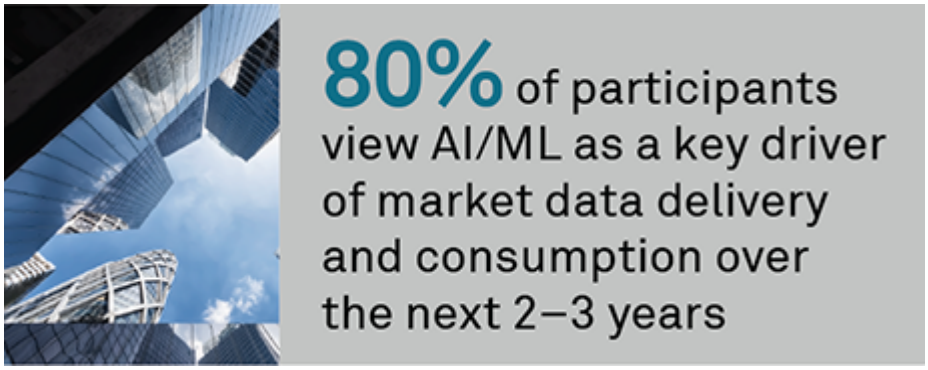
Market data in the age of AI

September 23, 2025

Executive Summary:

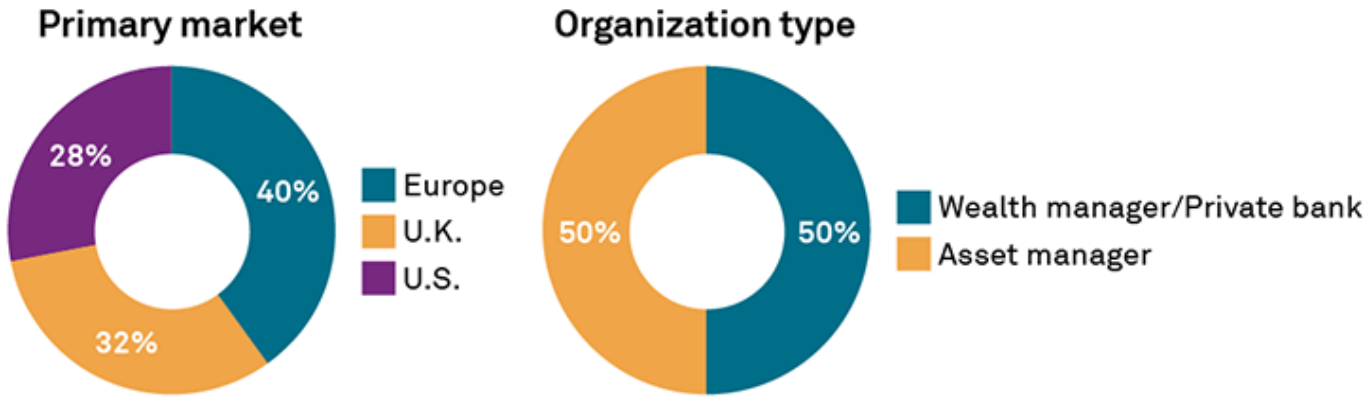


Crisil Coalition Greenwich, in partnership with SIX for the third consecutive year, conducted an in-depth study of 50 global buy-side firms to uncover the latest trends and innovations in market data consumption, distribution and technology adoption. The research provides a comprehensive snapshot of the evolving market data landscape, examining the types and frequency of data usage, including the growing demand for real-time and historical tick data. With a particular focus on the transformative impact of emerging technologies, this report delves into the adoption and applications of artificial intelligence and machine learning (AI/ML), as well as the strategic role of cloud infrastructure and application programming interfaces (APIs) in shaping the future of market data delivery and consumption.

Methodology:

This study is an update to our series of annual studies designed to better understand the trends and challenges of market data consumption by asset managers and wealth managers/private banks in the United States, the United Kingdom and Europe. Between June and July 2025, Crisil Coalition Greenwich employed a detailed questionnaire to gather responses from 50 buy-side firms. The majority of insights stem from professionals in both front-office and middle-office roles, including portfolio management, trading and research, and market data specialists.

Respondents



Note: Based on 50 respondents.
Source: Coalition Greenwich 2025 Market Data Study

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