2025 Key Trends in Institutional Asset Management – Asia

2025 Asian Institutional Investors Study

November 18, 2025

Executive Summary:

Review key industry trends for the institutional investors market in Asia. Topics include current asset mix and expected allocation shifts, usage of ETFs, management fees, return expectations, key issues facing investors, product demand, influences on manager selection decisions, ESG usage, investment consultants, and more.

Methodology:

On an annual basis, from January to August, Crisil Coalition Greenwich conducts in-person interviews in detail with the largest institutional investors in Asia. Senior fund professionals were asked to provide detailed information on their investment strategies, quantitative and qualitative evaluations of their investment managers, and qualitative assessments of those managers soliciting their business. Secondary research: In addition, several investors are included in this study based on information collected through secondary research and top-line interviews.

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