2025 Key Trends in Institutional Asset Management - United States

2025 United States Institutional Investor Research

January 9, 2026

Executive Summary:

This report covers a wide array of topics on institutional investment management, including key challenges facing investors, funding levels and expected returns, attributes impacting manager selection, investor expectations around manager customization and private markets servicing, current and projected impact of ESG and DEI, consultant usage, OCIO adoption, current asset mix and expected allocation shifts, product demand, and more.

Methodology:

Crisil Coalition Greenwich's 54th annual research with U.S. Institutional Investors is based on in-depth interviews conducted between February and September 2025.

Respondents include 698 decision makers at 573 of the largest institutional funds in the United States. These U.S.-based institutional investors include corporate, public, union, endowment and foundation funds among others, with investment pool assets greater than $150 million.

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