The three winning choices in APAC wealth management

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Executive Summary:



Asia-Pacific's largest growth opportunity is not where most international firms are focusing. APAC remains one of the world's largest and most dynamic wealth management markets, with ~USD 56 trillion in financial assets held by wealth management client segments in 2025. While industry attention often centers on offshore wealth, the vast majority of assets remain onshore—particularly in mainland China, which accounts for nearly half of the region's financial assets.

Methodology:

Crisil Coalition Greenwich maintains proprietary wealth management market intelligence and analytics across major global and regional wealth management franchises. This paper combines proprietary analytics, Voice of Client research and public disclosures to assess the strategic choices shaping APAC wealth management.

Sources:

- Coalition Greenwich Wealth Management Market Sizing
- Coalition Greenwich Wealth Management Competitor Analytics
- Coalition Greenwich Voice of Client research
- Public domain information including financial disclosures, investor presentations, and media articles
- Independent research and industry publications
- On-going validation by an extensive network of market participant

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