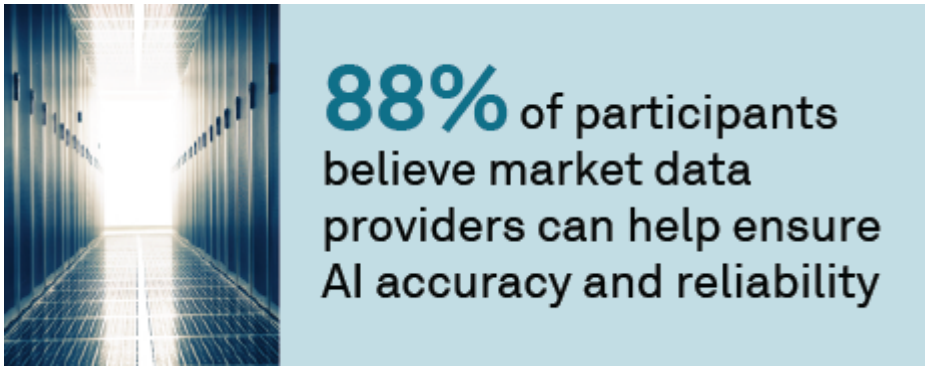
Market data 2026: Emerging technologies demand trusted data

October 7, 2026

Executive Summary:

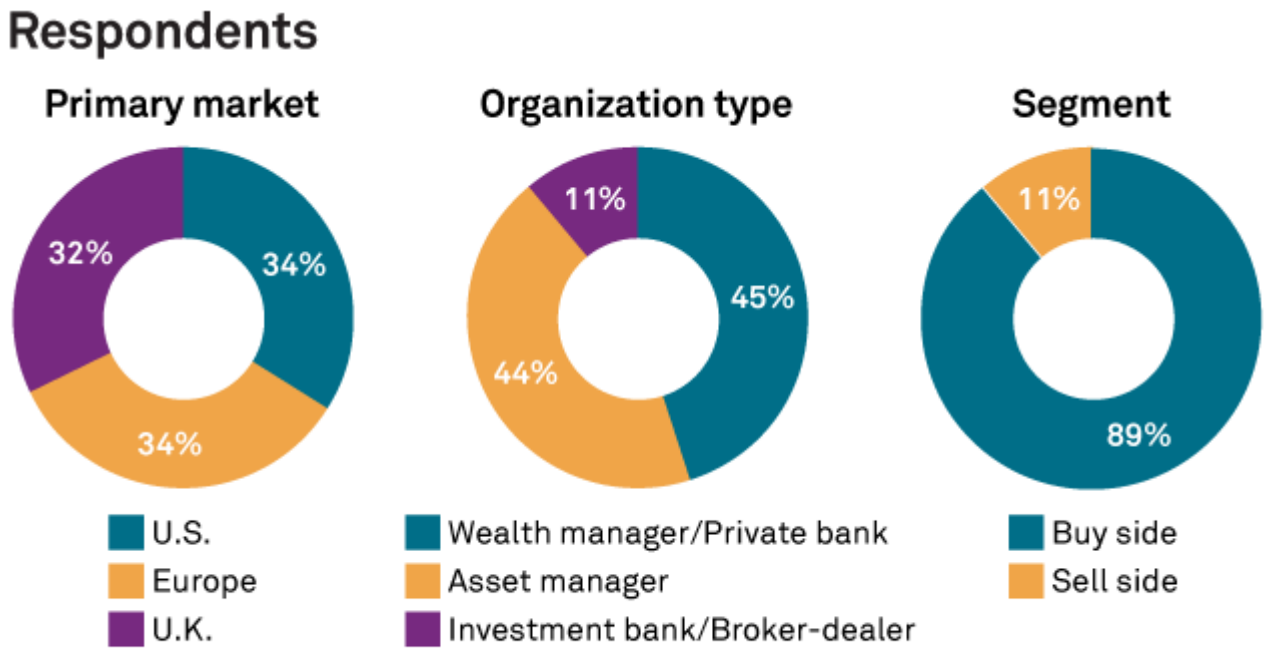


Crisil Coalition Greenwich, in partnership with SIX for the fourth consecutive year, gathered responses from 73 global buy-side and sell-side firms to understand how market data consumption, sourcing and delivery needs are changing.

The research provides a snapshot of the evolving market data landscape, including demand for real-time data, tick data, reliable delivery, and high-quality data services. The report also examines how artificial intelligence/machine learning (AI/ML), cloud infrastructure and application programming interfaces (APIs) are changing market data requirements, with firms placing greater emphasis on accuracy, reliability, latency, accessibility, and ease of integration. As we move toward 2027, market data needs continue to evolve, driven by changing user workflows, emerging technologies and shifting market structure, including the European consolidated tape.

Methodology:

This report is a continuation of our annual research series designed to better understand the trends and challenges of market data consumption by the buy side (asset managers and wealth managers/private banks) and sell side (investment banks and broker dealers) in the United States, the United Kingdom and Europe. Between May and June 2026, Crisil Coalition Greenwich gathered responses from 65 buy-side and 8 sell-side firms. The majority of responses were from professionals in front-office and middle-office roles, including portfolio management, trading, research, and market data specialists.



Note: Based on 73 respondents.
Source: Coalition Greenwich 2026 Market Data Study

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