2017 Key Trends in Fund Distribution - Europe and Asia

2017 Intermediary Distributors

November 30, 2017
Executive Summary:

This report includes market trends covering client assets invested exnternally and internally, fund managers on platform versus those marketed to clients, product flows, and ETFs.

Methodology:

Greenwich Associates conducted in-depth interviews between May and August 2017 with regional and local fund selection decision-makers at leading intermediary distributors.

Interviews covered quantitative and qualitative evaluations of investment managers, qualitative assessments of those managers soliciting their business, and detailed information on important market trends.

The 2017 research included conversations with 149 gatekeepers in Asia and 189 gatekeepers in Europe.

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