

ASSET MANAGEMENT: THE INDUSTRY'S DATA-DRIVEN FUTURE HAS ARRIVED

May 2021

The asset management industry has reached a point of no return.

BNY Mellon's latest study of asset managers shows what's weighing on the industry's mind. Changing investor demographics, digitization of everything, innovation and disruption, increasing cost pressures, a global pandemic.

With insights from 200 asset managers in North America, Europe, Middle East and Africa and Asia, and AUM ranging from \$10 billion to over \$500 billion, our study helps asset managers understand how to survive and thrive.

Data determines destiny. Digital imperatives dominate. The product lineup is realigning. The distribution game has new rules. Focus on the core is key.

So, what will be the top trend in asset management over the next three to five years?

We also learned asset managers don't want to take this path on their own. Two-thirds of respondents in our research said they plan to increase their reliance on service providers.

To find out more about how this evolution will unfold, download the overview section of *Asset Management: The Transformation Is Already Here, The Industry's Data-Driven Future Has Arrived*, and watch for future chapters of our wide-ranging research and analysis.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may be used to reference the corporation as a whole and/or its various subsidiaries generally. Products and services may be provided under various brand names in various countries by duly authorized and regulated subsidiaries, affiliates, and joint ventures of The Bank of New York Mellon Corporation. Not all products and services are offered in all countries.

This material may not be reproduced or disseminated in any form without the express prior written permission of BNY Mellon. BNY Mellon will not be responsible for updating any information contained within this material and opinions and information contained herein are subject to change without notice. BNY Mellon assumes no direct or consequential liability for any errors in or reliance upon this material. Trademarks, service marks, logos and other intellectual property marks belong to their respective owners.

© 2021 The Bank of New York Mellon Corporation. All rights reserved.

[bnymellon.com](https://www.bnymellon.com)

