

ASSET MANAGEMENT: NEW PRODUCTS, NEW CHANNELS, AND NEW FOCUS

February 2022

Shifting market forces in the asset management industry call for operational changes. BNY Mellon's latest study of asset managers shows how and why.

43% of asset managers plan to restructure and rationalize their product offerings as a strategic priority. They see new talent and investors coming into the market, like younger millennials and Gen Z clients who bring more savvy and greater expectations for digital experiences. They want new products, new ways to manage their investments. As a result, new strategies and asset classes are moving mainstream, making sophisticated features more accessible.

40% of asset managers expect to add green bond offerings, 72% foresee an increase in alternatives. These new classes and products call for new skills from front- to back- office, such as data science and analytic insights.

New investors, skills, and products also mean asset managers need a different set of distribution channels. 83% of asset managers plan to deploy digital capabilities for product distribution.

91% of asset managers currently distribute via advisors and brokers, but new channels will soon be growing. Supported by a range of enhancements.

External market changes also require asset managers to make internal, operational changes to serve clients better while they focus on their core.

52% of asset managers plan to introduce operating model changes, such as additional outsourcing.

Platform integration across all functions becomes nearly universal for front, middle, and back office to enable seamless collaboration with trusted third parties and across the organization.

We heard again and again: there is no going back

For more research findings and to learn more about what's driving asset managers' renewed focus on the core, visit bnymellon.com

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.

© 2022 The Bank of New York Mellon Corporation. All rights reserved.

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