HNWI satisfaction high despite HNWI wealth decline in 2018

After 7 years of growth, Global HNWI Wealth 3%
Slowing economies and equity market performance drove the decline

24% of global HNWI wealth decrease due in Europe

More than 25% of global HNWI wealth increase due to China

Ultra-HNWIs1

1% of HNWI population accounted for 75% of global HNWI wealth decline

Declining wealth caused a significant shift in asset allocation

Cash – 28%
Equities – 26%
Fixed income – 18%

Cash overtook equities, which decreased 5 percentage points from Q1 2018

Wealth management firms’ agility and technology improvements delivered a better customer experience

HNW clients have growing expectations

Wealth managers’ top 3 factors impacting the industry in near future

- Increased data and analytics innovation
- Entry of BigTechs
- Fee structures/pressures

Next-gen capabilities and enhanced personal connections between wealth managers and clients is vital

The way firms deliver value to clients will be crucial as the wealth industry evolves and HNWI expectations shift