

**PRESS RELEASE**

## **BNP Paribas Asset Management survey reveals significant impact of demographic change on asset allocation**

BNP Paribas Asset Management ('BNPP AM') reveals the key findings of its latest survey conducted by Coalition Greenwich<sup>1</sup> on how demographic change has and continues to impact asset allocation decisions.

- 74% of respondents indicated that demographic change has already impacted asset allocation decisions.
- 95% cited new technologies as an important change shaping their investment strategies, closely followed by ageing populations (91%).
- 60% of investors viewed demographic change as an investment opportunity.

The survey found that demographic change has impacted asset allocation decisions for three-quarters (74%) of investors in the past three years and almost all (95%) believe it will have a greater influence on investment decision-making in the next decade. By region, 42% of US investors indicated demographic change has already impacted asset allocation, compared to 78% of those in Europe and 83% in Asia. The impact was most pronounced amongst intermediary investors, with 86% indicating it had already been factored into investment choices, compared with 69% of institutional investors.

### **Main demographic and societal changes set to impact investment strategies**

Almost all investors surveyed (95%) cited the acceleration of digital and new technologies as an important change shaping their investment strategies, closely followed by the impact of ageing populations (91%), changes in consumer spending habits (89%) and population growth in emerging markets (86%).

These findings also reflect the more appealing sectors identified by respondents. Healthcare was identified by almost all investors (91%) as significantly attractive, followed by Technology (84%), Energy (67%), Agrifood (63%), Leisure & Tourism (60%) and Real Estate (59%). Their growing attractiveness is also linked to the pandemic and climate change.

---

<sup>1</sup> The survey of 135 institutional and intermediary investors in Europe, Asia and the US was conducted by Coalition Greenwich on behalf of BNPP AM to understand investor perspectives on demographic change.



**BNP PARIBAS**  
**ASSET MANAGEMENT**

**The sustainable  
investor for a  
changing world**

Key regional differences:

- Healthcare was seen as more important in Europe and Asia (both 95%) compared to the US (75%).
- Technology, telecoms and IT were more important in Asia (93%) compared to Europe (81%) and the US (75%).
- For investors in Asia, emerging market population growth was deemed an 'extremely important' aspect of demographic change for investment strategy by half of respondents (51%), compared to 21% in Europe and 15% in the US.
- Diversity & Equality was deemed to be an 'extremely important' aspect by 30% of US investors, compared to 24% in Asia and 17% in Europe.

### Asset classes most likely to benefit

Institutional investors indicated that Equities (52%), Real Estate (50%) and Infrastructure (47%) were the asset classes indicated as most likely to benefit from allocations as a result of demographic change, while for intermediary investors, Thematic Investment was top (63%), followed by Equities (53%) and Infrastructure (47%). Results showed broadly equal preferences for changing allocations to active and passive strategies over the next 10 years, and across all regions.

### Risk or opportunity?

Demographic change was identified as an investment opportunity by almost 60% of the investors surveyed and as a risk by 20%, and as a result there was a mix of preferences for taking on increased and decreased investment risk in the future. Investor preference in Asia was for less investment risk (39%), compared with increased investment risk expected in the US and Europe (both 17%).

**Sandro Pierri, CEO of BNP Paribas Asset Management, comments:**

*"The results of the survey highlight the significance of demographic and societal changes, and their investment implications. The findings also show the extent to which demographic shifts and asset allocation considerations are interlinked with the ever-quickenning pace of technology and the focus on sustainability, which requires a fundamental re-allocation of capital. This will need deep transformation in the investment industry to cater for issues such as funding the pension gap, moving from wealth creation to wealth preservation adapted to clients' risk profiles, or providing for a more digital way of investing.*

*"While this presents challenges, it also creates new opportunities. Identifying the sectors set to solve these challenges and selecting the appropriate strategies can uncover long-term investment opportunities. At BNP Paribas Asset Management, we are already seeing a shift to thematic investment as our clients seek to address specific challenges and tap into longer-term trends as part of a diversified investment strategy."*

- ENDS -



**BNP PARIBAS**  
**ASSET MANAGEMENT**

**The sustainable  
investor for a  
changing world**

## PRESS CONTACT

### BNP Paribas Asset Management

Quentin Smith

+44 7827 356 890

[quentin.smith@bnpparibas.com](mailto:quentin.smith@bnpparibas.com)

### About BNP Paribas Asset Management

BNP Paribas Asset Management ('BNPP AM') is the investment arm of BNP Paribas, a leading banking group in Europe with international reach. BNPP AM aims to generate long-term sustainable investment returns for its clients, based on a unique sustainability-driven philosophy. BNPP AM's investment capabilities are focused around five key strategies: High Conviction Strategies, Private Debt & Real Assets, Multi-Asset, Quantitative & Solutions (MAQS), Emerging markets and Liquidity Solutions, with investment processes incorporating quantitative and fundamental analysis.

Sustainability is embedded within BNPP AM's strategy and investment decision-making. Among the leaders in thematic investment in Europe, BNPP AM contributes to the energy transition, environmental sustainability and the promotion of equality and inclusive growth. BNPP AM currently manages EUR 500 billion of assets (EUR 622 billion of assets under management and advisory) and benefits from the expertise of around 500 investment professionals and around 800 client servicing specialists, serving individual, corporate and institutional clients in 67 countries.

Source: BNPP AM, as at 30 June 2022

For more information please visit [bnpparibas-am.com](https://bnpparibas-am.com), see our [online newsroom](#) or follow us on



### About the survey

The survey was conducted by Coalition Greenwich on behalf of BNPP AM during May 2022. It canvassed the opinions of 135 institutional and intermediary investors in Europe, Asia and the US regarding the impact of demographic change on investment decision-making and asset allocation. The survey was the latest in a series of surveys conducted as part of BNPP AM's research partnership with Coalition Greenwich. Details of last year's survey on [thematic investing](#) and the 2020 survey on [the rise of social considerations](#) are available in our [online newsroom](#).

### About Coalition Greenwich

Coalition Greenwich, a division of CRISIL, an S&P Global Company, is a leading global provider of strategic benchmarking, analytics and insights to the financial services industry. It provides unique, high-value and actionable information to help clients improve business performance and offers a suite of analytics and insights encompassing all performance metrics and drivers. More information is available at [greenwich.com](https://greenwich.com).



**BNP PARIBAS**  
**ASSET MANAGEMENT**

**The sustainable  
investor for a  
changing world**

## Additional information

BNP PARIBAS ASSET MANAGEMENT UK Limited, 'the investment company', is authorised and regulated by the Financial Conduct Authority. Registered in England No: 02474627, registered office: 5 Aldermanbury Square, London, England, EC2V 7BP, United Kingdom.

This material is produced for information purposes only and does not constitute:

1. an offer to buy nor a solicitation to sell, nor shall it form the basis of or be relied upon in connection with any contract or commitment whatsoever or
2. investment advice.

This material is issued and has been prepared by the investment company. It contains opinions and statistical data that are considered lawful and correct on the day of their publication according to the economic and financial environment at the time. This document does not constitute investment advice or form part of an offer or invitation to subscribe for or to purchase any financial instrument(s) nor shall it or any part of it form the basis of any contract or commitment whatsoever.

This document is provided without knowledge of an investors' situation. Prior to any subscription, investors should verify in which countries the financial instruments referred to in this document are registered and authorised for public sale. In particular, financial instruments cannot be offered or sold publicly in the United States. Investors considering subscriptions should read carefully the most recent prospectus and Key Investor Information Document (KIID) agreed by the regulatory authority, available on the website. Investors are invited to consult the most recent financial reports, which are also available on the website. Investors should consult their own legal and tax advisors prior to investing. Given the economic and market risks, there can be no assurance that the financial instruments will achieve their investment objectives. Their value can decrease as well as increase. In particular, changes in currency exchange rates may affect the value of an investment. Performance is shown net of management fees and is calculated using global returns with time factored in, with net dividends and reinvested interest, and does not include subscription-redemption fees, exchange rate fees or tax. Any gross of fees performance included in this material do not reflect the deduction of commission, fees and other expenses incurred. Returns will be reduced after the deduction of such fees. Past performance is not a guarantee of future results.

This document is directed only at person(s) who have professional experience in matters relating to investments ('relevant persons'). Any investment or investment activity to which this document relates is available only to and will be engaged in only with Professional Clients as defined in the rules of the Financial Conduct Authority. Any person who is not a relevant person should not act or rely on this document or any of its contents.

All information referred to in the present document is available at [www.bnpparibas-am.com](http://www.bnpparibas-am.com).

This is a Marketing Communication for Professional Investors only. No assurance can be given that any forecast, target or opinion will materialise.

As at September 2022.



The sustainable  
investor for a  
changing world