

Wealth Management Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Wealth Management Market Summary

Introduction

Wealth Management involves financial advisory and investment services tailored for individuals and enterprises, encompassing portfolio management, tax planning, and estate planning. The market is characterized by its role in wealth preservation and growth, driven by rising high-net-worth individuals (HNWIs), digital transformation, and demand for personalized services. Trends include robo-advisors, sustainable investing, and AI-driven analytics, with growing adoption in emerging markets due to increasing wealth accumulation.

Market Size and Growth Forecast

The global Wealth Management market was valued at USD 650–750 million in 2024, with an estimated CAGR of 6.0%–8.0% from 2025 to 2030, propelled by wealth growth and digitalization.

Regional Analysis

North America grows at 5.5%–7.5%; the U.S. leads due to a high concentration of HNWIs, with trends focusing on robo-advisors.

Europe achieves 5.8%–7.8% growth; Switzerland and the UK drive demand through private banking, emphasizing sustainable investing.

Asia Pacific records 6.5%–8.5% growth; China and Singapore are key markets, with trends toward digital platforms.

Rest of the World grows at 5.0%–7.0%; Brazil and the UAE show potential, with trends centering on personalized services.

Application Analysis

Personal expands at 6.3%–8.3%; it serves HNWIs, with trends favoring digital tools and ESG investing.

Enterprise grows at 5.8%–7.8%; it supports corporate wealth, emphasizing tax-efficient strategies.

Type Analysis

Direct Channel expands at 6.0%–8.0%; it offers personalized advisory, with trends focusing on AI analytics.

Distributor Channel grows at 5.5%–7.5%; it leverages third-party platforms, emphasizing scalability.

Key Market Players

UBS, based in Zurich, Switzerland, is a leader in private banking, known for global reach. UBS is integrating digital platforms and targeting Asia.

Morgan Stanley, headquartered in New York, USA, offers wealth management for HNWIs, emphasizing robo-advisors. Morgan Stanley is expanding in Europe.

Bank of America, from Charlotte, North Carolina, USA, provides comprehensive services, focusing on ESG investing. Bank of America is targeting Latin America.

RBC, based in Toronto, Canada, offers wealth management for enterprises, known for reliability. RBC is developing AI analytics and targeting India.

J.P. Morgan, headquartered in New York, USA, specializes in HNWIs, emphasizing personalized advisory. J.P. Morgan is expanding in China.

Goldman Sachs, from New York, USA, provides wealth management for enterprises, focusing on innovation. Goldman Sachs is targeting the Middle East.

HSBC, based in London, UK, offers global wealth services, emphasizing digitalization. HSBC is expanding in Southeast Asia.

Citigroup, headquartered in New York, USA, provides wealth management for HNWIs, known for scalability. Citigroup is targeting Africa.

BNP Paribas, from Paris, France, offers private banking, focusing on sustainable investing. BNP Paribas is expanding in North America.

Julius Baer, based in Zurich, Switzerland, specializes in HNWIs, emphasizing personalized services. Julius Baer is targeting Latin America.

Porter's Five Forces Analysis

The threat of new entrants is moderate; high regulatory barriers deter entry, but digital platforms attract fintechs.

The threat of substitutes is moderate; self-directed investing competes, but professional advisory retains preference.

Buyer power is moderate; HNWIs demand personalized services, but large clients negotiate fees.

Supplier power is low; financial data and technology are widely available, reducing supplier leverage.

Competitive rivalry is high; firms differentiate through digitalization, ESG investing, and global reach.

Market Opportunities and Challenges

Opportunities

Rising HNWI population drives demand for wealth management services.

Digital platforms and AI analytics enhance service delivery and market growth.

Emerging markets offer expansion as wealth grows in Asia and Africa.

Challenges

Regulatory complexity increases compliance costs.

Intense competition from fintechs pressures traditional firms.

Market volatility impacts client confidence.

Growth Trend Analysis

The Wealth Management market is growing steadily, driven by wealth accumulation and digitalization. UBS's merger with Credit Suisse on May 31, 2024, strengthens its global presence. Julius Baer's sale of its Brazil wealth business to BTG Pactual on January 8, 2025, refocuses its strategy. Nomura's acquisition of Macquarie's U.S. and European asset management business on April 22, 2025, enhances its offerings. Modern Wealth Management's acquisition of Petso Financial on October 24, 2024, surpasses \$6 billion in AUM, aligning with a projected CAGR of 6.0%–8.0% through 2030.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 ABBREVIATION AND ACRONYMS

CHAPTER 3 PREFACE

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

CHAPTER 5 MARKET TREND ANALYSIS

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

CHAPTER 6 INDUSTRY CHAIN ANALYSIS

6.1 Upstream/Suppliers Analysis

6.2 Wealth Management Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

CHAPTER 7 LATEST MARKET DYNAMICS

7.1 Latest News

7.2 Merger and Acquisition

- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

CHAPTER 8 HISTORICAL AND FORECAST WEALTH MANAGEMENT MARKET IN NORTH AMERICA (2020-2030)

- 8.1 Wealth Management Market Size
- 8.2 Wealth Management Market by End Use
- 8.3 Competition by Players/Suppliers
- 8.4 Wealth Management Market Size by Type
- 8.5 Key Countries Analysis
 - 8.5.1 United States
 - 8.5.2 Canada
 - 8.5.3 Mexico

CHAPTER 9 HISTORICAL AND FORECAST WEALTH MANAGEMENT MARKET IN SOUTH AMERICA (2020-2030)

- 9.1 Wealth Management Market Size
- 9.2 Wealth Management Market by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Wealth Management Market Size by Type
- 9.5 Key Countries Analysis
 - 9.5.1 Brazil
 - 9.5.2 Argentina
 - 9.5.3 Chile
 - 9.5.4 Peru

CHAPTER 10 HISTORICAL AND FORECAST WEALTH MANAGEMENT MARKET IN ASIA & PACIFIC (2020-2030)

- 10.1 Wealth Management Market Size
- 10.2 Wealth Management Market by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Wealth Management Market Size by Type
- 10.5 Key Countries Analysis
 - 10.5.1 China
 - 10.5.2 India
 - 10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

CHAPTER 11 HISTORICAL AND FORECAST WEALTH MANAGEMENT MARKET IN EUROPE (2020-2030)

- 11.1 Wealth Management Market Size
- 11.2 Wealth Management Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Wealth Management Market Size by Type
- 11.5 Key Countries Analysis
 - 11.5.1 Germany
 - 11.5.2 France
 - 11.5.3 United Kingdom
 - 11.5.4 Italy
 - 11.5.5 Spain
 - 11.5.6 Belgium
 - 11.5.7 Netherlands
 - 11.5.8 Austria
 - 11.5.9 Poland
 - 11.5.10 Russia

CHAPTER 12 HISTORICAL AND FORECAST WEALTH MANAGEMENT MARKET IN MEA (2020-2030)

- 12.1 Wealth Management Market Size
- 12.2 Wealth Management Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Wealth Management Market Size by Type
- 12.5 Key Countries Analysis
 - 12.5.1 Egypt
 - 12.5.2 Israel
 - 12.5.3 South Africa
 - 12.5.4 Gulf Cooperation Council Countries
 - 12.5.5 Turkey

CHAPTER 13 SUMMARY FOR GLOBAL WEALTH MANAGEMENT MARKET (2020-2025)

- 13.1 Wealth Management Market Size
- 13.2 Wealth Management Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Wealth Management Market Size by Type

CHAPTER 14 GLOBAL WEALTH MANAGEMENT MARKET FORECAST (2025-2030)

- 14.1 Wealth Management Market Size Forecast
- 14.2 Wealth Management Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Wealth Management Type Forecast

CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS

15.1 UBS

- 15.1.1 Company Profile
- 15.1.2 Main Business and Wealth Management Information
- 15.1.3 SWOT Analysis of UBS
- 15.1.4 UBS Wealth Management Revenue, Gross Margin and Market Share (2020-2025)

15.2 Credit Suisse

- 15.2.1 Company Profile
- 15.2.2 Main Business and Wealth Management Information
- 15.2.3 SWOT Analysis of Credit Suisse
- 15.2.4 Credit Suisse Wealth Management Revenue, Gross Margin and Market Share (2020-2025)

15.3 Morgan Stanley

- 15.3.1 Company Profile
- 15.3.2 Main Business and Wealth Management Information
- 15.3.3 SWOT Analysis of Morgan Stanley
- 15.3.4 Morgan Stanley Wealth Management Revenue, Gross Margin and Market Share (2020-2025)

15.4 Bank of America

- 15.4.1 Company Profile
- 15.4.2 Main Business and Wealth Management Information
- 15.4.3 SWOT Analysis of Bank of America
- 15.4.4 Bank of America Wealth Management Revenue, Gross Margin and Market Share (2020-2025)

15.5 RBC

15.5.1 Company Profile

15.5.2 Main Business and Wealth Management Information

15.5.3 SWOT Analysis of RBC

15.5.4 RBC Wealth Management Revenue, Gross Margin and Market Share
(2020-2025)

15.6 J.P. Morgan

15.6.1 Company Profile

15.6.2 Main Business and Wealth Management Information

15.6.3 SWOT Analysis of J.P. Morgan

15.6.4 J.P. Morgan Wealth Management Revenue, Gross Margin and Market Share
(2020-2025)

15.7 Goldman Sachs

15.7.1 Company Profile

15.7.2 Main Business and Wealth Management Information

15.7.3 SWOT Analysis of Goldman Sachs

15.7.4 Goldman Sachs Wealth Management Revenue, Gross Margin and Market
Share (2020-2025)

15.8 HSBC

15.8.1 Company Profile

15.8.2 Main Business and Wealth Management Information

15.8.3 SWOT Analysis of HSBC

15.8.4 HSBC Wealth Management Revenue, Gross Margin and Market Share
(2020-2025)

15.9 Citigroup

15.9.1 Company Profile

15.9.2 Main Business and Wealth Management Information

15.9.3 SWOT Analysis of Citigroup

15.9.4 Citigroup Wealth Management Revenue, Gross Margin and Market Share
(2020-2025)

15.10 BNP Paribas

15.10.1 Company Profile

15.10.2 Main Business and Wealth Management Information

15.10.3 SWOT Analysis of BNP Paribas

15.10.4 BNP Paribas Wealth Management Revenue, Gross Margin and Market Share
(2020-2025)

Please ask for sample pages for full companies list

Tables and Figures

Table Abbreviation and Acronyms

Table Research Scope of Wealth Management Report

Table Data Sources of Wealth Management Report

Table Major Assumptions of Wealth Management Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Wealth Management Picture

Table Wealth Management Classification

Table Wealth Management Applications

Table Drivers of Wealth Management Market

Table Restraints of Wealth Management Market

Table Opportunities of Wealth Management Market

Table Threats of Wealth Management Market

Table Covid-19 Impact For Wealth Management Market

Table Raw Materials Suppliers

Table Different Production Methods of Wealth Management

Table Cost Structure Analysis of Wealth Management

Table Key End Users

Table Latest News of Wealth Management Market

Table Merger and Acquisition

Table Planned/Future Project of Wealth Management Market

Table Policy of Wealth Management Market

Table 2020-2030 North America Wealth Management Market Size

Figure 2020-2030 North America Wealth Management Market Size and CAGR

Table 2020-2030 North America Wealth Management Market Size by Application

Table 2020-2025 North America Wealth Management Key Players Revenue

Table 2020-2025 North America Wealth Management Key Players Market Share

Table 2020-2030 North America Wealth Management Market Size by Type

Table 2020-2030 United States Wealth Management Market Size

Table 2020-2030 Canada Wealth Management Market Size

Table 2020-2030 Mexico Wealth Management Market Size

Table 2020-2030 South America Wealth Management Market Size

Figure 2020-2030 South America Wealth Management Market Size and CAGR

Table 2020-2030 South America Wealth Management Market Size by Application

Table 2020-2025 South America Wealth Management Key Players Revenue

Table 2020-2025 South America Wealth Management Key Players Market Share

Table 2020-2030 South America Wealth Management Market Size by Type

Table 2020-2030 Brazil Wealth Management Market Size

Table 2020-2030 Argentina Wealth Management Market Size

Table 2020-2030 Chile Wealth Management Market Size

Table 2020-2030 Peru Wealth Management Market Size
Table 2020-2030 Asia & Pacific Wealth Management Market Size
Figure 2020-2030 Asia & Pacific Wealth Management Market Size and CAGR
Table 2020-2030 Asia & Pacific Wealth Management Market Size by Application
Table 2020-2025 Asia & Pacific Wealth Management Key Players Revenue
Table 2020-2025 Asia & Pacific Wealth Management Key Players Market Share
Table 2020-2030 Asia & Pacific Wealth Management Market Size by Type
Table 2020-2030 China Wealth Management Market Size
Table 2020-2030 India Wealth Management Market Size
Table 2020-2030 Japan Wealth Management Market Size
Table 2020-2030 South Korea Wealth Management Market Size
Table 2020-2030 Southeast Asia Wealth Management Market Size
Table 2020-2030 Australia Wealth Management Market Size
Table 2020-2030 Europe Wealth Management Market Size
Figure 2020-2030 Europe Wealth Management Market Size and CAGR
Table 2020-2030 Europe Wealth Management Market Size by Application
Table 2020-2025 Europe Wealth Management Key Players Revenue
Table 2020-2025 Europe Wealth Management Key Players Market Share
Table 2020-2030 Europe Wealth Management Market Size by Type
Table 2020-2030 Germany Wealth Management Market Size
Table 2020-2030 France Wealth Management Market Size
Table 2020-2030 United Kingdom Wealth Management Market Size
Table 2020-2030 Italy Wealth Management Market Size
Table 2020-2030 Spain Wealth Management Market Size
Table 2020-2030 Belgium Wealth Management Market Size
Table 2020-2030 Netherlands Wealth Management Market Size
Table 2020-2030 Austria Wealth Management Market Size
Table 2020-2030 Poland Wealth Management Market Size
Table 2020-2030 Russia Wealth Management Market Size
Table 2020-2030 MEA Wealth Management Market Size
Figure 2020-2030 MEA Wealth Management Market Size and CAGR
Table 2020-2030 MEA Wealth Management Market Size by Application
Table 2020-2025 MEA Wealth Management Key Players Revenue
Table 2020-2025 MEA Wealth Management Key Players Market Share
Table 2020-2030 MEA Wealth Management Market Size by Type
Table 2020-2030 Egypt Wealth Management Market Size
Table 2020-2030 Israel Wealth Management Market Size
Table 2020-2030 South Africa Wealth Management Market Size
Table 2020-2030 Gulf Cooperation Council Countries Wealth Management Market Size

Table 2020-2030 Turkey Wealth Management Market Size
Table 2020-2025 Global Wealth Management Market Size by Region
Table 2020-2025 Global Wealth Management Market Size Share by Region
Table 2020-2025 Global Wealth Management Market Size by Application
Table 2020-2025 Global Wealth Management Market Share by Application
Table 2020-2025 Global Wealth Management Key Vendors Revenue
Figure 2020-2025 Global Wealth Management Market Size and Growth Rate
Table 2020-2025 Global Wealth Management Key Vendors Market Share
Table 2020-2025 Global Wealth Management Market Size by Type
Table 2020-2025 Global Wealth Management Market Share by Type
Table 2025-2030 Global Wealth Management Market Size by Region
Table 2025-2030 Global Wealth Management Market Size Share by Region
Table 2025-2030 Global Wealth Management Market Size by Application
Table 2025-2030 Global Wealth Management Market Share by Application
Table 2025-2030 Global Wealth Management Key Vendors Revenue
Figure 2025-2030 Global Wealth Management Market Size and Growth Rate
Table 2025-2030 Global Wealth Management Key Vendors Market Share
Table 2025-2030 Global Wealth Management Market Size by Type
Table 2025-2030 Wealth Management Global Market Share by Type

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