

Impact Investing Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Illustrative Sector (Education, HealthCare, Housing, Agriculture, Environment, Others), By Enterprise Size (Large, Medium, Small), By Region, By Competition 2019-2029

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Abstracts

The Global Impact Investing Market was valued at USD 496.12 Billion in 2023 and is anticipated to grow with a CAGR of 12.2% through 2029. The global impact investing market has witnessed significant growth and evolution in recent years as investors increasingly seek to align their financial goals with positive social and environmental outcomes. Impact investing refers to the practice of allocating capital to businesses and projects that generate measurable and beneficial social or environmental impact alongside financial returns. This market has expanded rapidly, driven by a growing awareness of the interconnectedness between economic, social, and environmental factors. Investors are now recognizing that they can contribute to positive change while still achieving financial success. As a result, impact investing has become a mainstream investment strategy, attracting a diverse range of investors, including institutional investors, high-net-worth individuals, and retail investors.

The market's growth is fueled by various factors, including a surge in demand for sustainable and responsible investment options, increased awareness of environmental, social, and governance (ESG) considerations, and a shift in consumer preferences towards socially responsible businesses. Governments and regulatory bodies around the world are also playing a role by promoting policies that encourage responsible investing. The global impact investing market is expected to continue expanding, driven by the increasing recognition of its potential to address pressing global challenges while

generating financial returns. This trend signifies a fundamental shift in the investment landscape towards a more sustainable and socially conscious future.

Market Drivers

Rising Demand for Sustainable and Responsible Investments

One of the primary drivers of the global impact investing market is the surge in demand for sustainable and responsible investment options. Investors are increasingly prioritizing strategies that consider environmental, social, and governance (ESG) factors in addition to financial returns. This shift is driven by a heightened awareness of the impact of businesses on the environment and society. Investors are seeking opportunities to support companies and projects that demonstrate a commitment to ethical practices, environmental stewardship, and social responsibility. As consumers become more conscious of their purchasing decisions, there is a corresponding expectation for businesses to operate in a sustainable and socially responsible manner.

Growing Awareness of Environmental, Social, and Governance (ESG) Considerations

The integration of ESG considerations into investment decisions is a major driver influencing the global impact investing market. Investors recognize that evaluating companies based on their environmental impact, social practices, and corporate governance can provide a more comprehensive understanding of their long-term sustainability and resilience. Companies with strong ESG performance are perceived as better equipped to manage risks, adapt to changing market conditions, and contribute positively to society. As a result, asset managers, institutional investors, and individual investors are increasingly incorporating ESG criteria into their investment processes. This emphasis on ESG considerations is reshaping the investment landscape and contributing to the mainstream acceptance of impact investing as a viable and responsible investment strategy.

Shift in Consumer Preferences

Changing consumer preferences are influencing the global impact investing market, with individuals expressing a growing interest in supporting businesses that align with their values. Consumers are seeking products and services from companies that demonstrate a commitment to environmental sustainability, social justice, and ethical business practices. This consumer-driven demand for responsible and purpose-driven businesses has a cascading effect on investment decisions. As a result, impact

investing is not only driven by institutional investors but also by a rising number of retail investors who want their investments to reflect their personal values. This trend highlights the power of consumers to influence corporate behavior and underscores the role of impact investing in meeting evolving market expectations.

Government Policies and Regulatory Support

Governments and regulatory bodies worldwide are increasingly recognizing the importance of impact investing in addressing societal and environmental challenges. To incentivize responsible investment practices, many governments are implementing policies and regulations that support and encourage impact investing. These initiatives may include tax incentives, regulatory frameworks that promote transparency and disclosure of ESG information, and the development of impact investing ecosystems. The integration of impact investing into policy agendas reflects a broader recognition of the need for private capital to contribute to the achievement of sustainable development goals. The alignment of government policies with impact investing objectives creates a conducive environment for the market's growth, fostering collaboration between public and private sectors to address pressing global challenges.

Demonstrated Financial Performance of Impact Investments

Another key driver influencing the global impact investing market is the increasing evidence of the financial viability and performance of impact investments. Initially, there may have been skepticism about whether impact investments could deliver competitive financial returns alongside positive social and environmental outcomes. However, as the impact investing market matures, there is a growing body of evidence indicating that investments aligned with sustainable and responsible practices can be financially rewarding. Numerous studies and reports highlight that companies with strong ESG performance can exhibit better financial performance and risk management. This realization has attracted a broader range of investors, including institutional investors seeking to optimize risk-adjusted returns over the long term. The demonstrated financial viability of impact investments contributes to the normalization of impact investing as a mainstream investment strategy.

In conclusion, the global impact investing market is shaped by a confluence of factors that underscore the increasing recognition of the interconnectedness between financial success, societal well-being, and environmental sustainability. The drivers mentioned above collectively contribute to the growth and mainstream acceptance of impact investing as a powerful force for positive change. As this market continues to evolve, it

has the potential to play a transformative role in addressing global challenges and shaping a more sustainable and socially conscious future.

Key Market Challenges

Measuring and Standardizing Impact Metrics

One of the primary challenges in the impact investing landscape is the difficulty in measuring and standardizing impact metrics. Unlike traditional financial metrics, which are well-established and widely accepted, impact metrics can vary significantly depending on the sector, geography, and social or environmental issue being addressed. Investors face the challenge of quantifying the social and environmental impact of their investments in a consistent and comparable manner. Lack of standardized metrics hampers the ability to assess and compare the effectiveness of different impact investments, making it challenging for investors to make informed decisions. Efforts to develop universally accepted impact measurement standards are underway, but achieving consensus remains a complex task that involves multiple stakeholders, including investors, NGOs, and governments.

Balancing Financial Returns and Impact Objectives

Striking the right balance between financial returns and impact objectives is a persistent challenge in the global impact investing market. Investors, particularly institutional investors and fund managers are tasked with delivering competitive financial returns while simultaneously achieving positive social and environmental outcomes. The tension between these dual objectives can create challenges, as some impact investments may necessitate longer time horizons or involve higher perceived risks. Achieving both financial and impact goals requires a nuanced approach and a deep understanding of the trade-offs involved. Investors must carefully assess the risk-return profile of impact investments and manage expectations among stakeholders, ensuring that the pursuit of financial gains does not compromise the achievement of meaningful social and environmental impact.

Market Fragmentation and Lack of Investment Opportunities

The impact investing market exhibits fragmentation, with varying levels of maturity and opportunities across different regions and sectors. In some areas, particularly developed markets and certain industries, impact investment opportunities may be more readily available and well-defined. However, in emerging markets and sectors facing

complex social and environmental challenges, the lack of investment-ready opportunities remains a significant hurdle. Bridging this gap requires concerted efforts from investors, philanthropic organizations, and governments to catalyze the development of impactful projects and enterprises. Additionally, creating a supportive ecosystem that nurtures social enterprises and encourages responsible business practices is crucial for expanding the scope of impact investing globally.

Short-Term vs. Long-Term Impact Measurement

The challenge of balancing short-term financial performance expectations with the long-term nature of many impact initiatives is a critical consideration for impact investors. Social and environmental impact often requires time to manifest, and the benefits may extend well beyond traditional investment horizons. This misalignment between short-term investment horizons and the longer timeframes needed for impactful outcomes can create tensions among investors, especially those subject to quarterly performance pressures. Addressing this challenge involves educating investors about the realistic timeframes associated with impact investing and establishing appropriate measurement metrics that capture both short-term and long-term impact dimensions. It also calls for a shift in investor mindset towards recognizing the value of patient capital in achieving sustainable and meaningful change.

Risk Management and Uncertainty

Impact investing often involves navigating uncharted territories and addressing complex social and environmental challenges. As a result, there is inherent risk and uncertainty associated with impact initiatives. Investors may encounter risks related to regulatory changes, community dynamics, and evolving market conditions, among other factors. Managing these risks requires a comprehensive understanding of the social and environmental contexts in which investments are made. Additionally, impact investors need to develop robust risk management strategies that account for both financial and impact-related uncertainties. Balancing risk mitigation measures with the need for innovation and experimentation is a delicate task, and successful impact investors must be adept at navigating this complex landscape.

In conclusion, while the global impact investing market is gaining momentum, it is not without its challenges. Overcoming these challenges requires collaborative efforts from investors, policymakers, and other stakeholders. Standardizing impact metrics, finding the right equilibrium between financial and impact goals, addressing market fragmentation, balancing short-term and long-term considerations, and effectively

managing risks are all crucial aspects that must be addressed to ensure the continued growth and success of the impact investing market as a force for positive change. As the market evolves, these challenges provide opportunities for innovation and collaboration, ultimately contributing to the development of a more sustainable and socially responsible financial ecosystem.

Key Market Trends

Mainstream Integration of Impact Investing

One of the most significant trends in the global impact investing market is its integration into mainstream investment practices. Impact investing is no longer seen as a niche or specialized area; instead, it has gained widespread acceptance among a diverse range of investors, including institutional investors, asset managers, and retail investors. The mainstreaming of impact investing is evident in the growing number of financial institutions and investment funds that are incorporating environmental, social, and governance (ESG) factors into their decision-making processes. This trend is driven by the recognition that considering impact alongside financial returns is not only ethically responsible but also strategically advantageous for long-term financial performance. As impact investing becomes an integral part of the investment landscape, it is influencing decision-making across various sectors and reshaping the broader financial industry.

Technology and Innovation Driving Impact Solutions

Technology and innovation are playing a pivotal role in driving impact solutions within the global impact investing market. The rise of financial technology (fintech) and innovative platforms has facilitated greater access to impact investments, making it easier for a broader range of investors to participate. Crowdfunding platforms, blockchain technology, and digital investment platforms are providing new avenues for individuals to engage in impact investing, democratizing access to sustainable investment opportunities. Moreover, technology is being leveraged to address social and environmental challenges directly. Impact-focused startups are using technological innovations to create solutions for issues such as clean energy access, healthcare delivery, and financial inclusion. The synergy between technology and impact investing is not only enhancing the efficiency of impact initiatives but also opening up novel avenues for scalable and sustainable solutions.

Focus on Racial and Social Justice

Recent trends in the global impact investing market also reflect an increased emphasis on addressing racial and social justice issues. Investors are recognizing the importance of investing in initiatives that promote diversity, equity, and inclusion. This trend gained momentum following global movements advocating for social justice, and investors are now actively seeking opportunities to support businesses and projects that prioritize racial and social equality. Impact investors are incorporating social justice considerations into their investment strategies, aiming to contribute to positive change by addressing systemic inequalities. This trend signifies a broader recognition that impact investing can be a powerful tool for advancing social justice goals, and it is prompting investors to assess the social impact of their investments through a more nuanced lens that considers issues of equity and fairness.

Green Finance and Climate Action

Climate change and environmental sustainability have become focal points in recent trends within the global impact investing market. The urgency of addressing climate-related challenges has led to a surge in green finance, with investors actively seeking opportunities that contribute to climate mitigation and adaptation. Impact investments in renewable energy, sustainable agriculture, and clean technology have experienced significant growth as investors align their portfolios with climate action goals. Financial institutions and governments are also playing a role in promoting green finance through initiatives such as green bonds and sustainability-linked loans. The increasing awareness of the financial risks associated with climate change is driving investors to integrate climate considerations into their investment strategies, contributing to the broader global effort to transition to a more sustainable and resilient future.

Outcome Measurement and Transparency

Another notable trend in the global impact investing market is a heightened focus on outcome measurement and transparency. Investors are placing a greater emphasis on understanding and quantifying the real-world impact of their investments. This trend reflects a growing demand for clear and measurable evidence of the social and environmental outcomes generated by impact initiatives. As a response to this demand, impact investors are adopting more sophisticated impact measurement frameworks and reporting standards. There is a concerted effort to move beyond anecdotal evidence and showcase the tangible results of impact investments. This trend not only enhances accountability within the impact investing space but also contributes to the development of standardized metrics, making it easier for investors to assess and compare the impact performance of different investment opportunities.

In conclusion, the global impact investing market is experiencing dynamic shifts driven by a combination of changing investor attitudes, technological advancements, and a heightened awareness of pressing global challenges. The integration of impact investing into mainstream practices, the role of technology in driving impact solutions, the emphasis on racial and social justice, the focus on green finance and climate action, and the increasing importance of outcome measurement and transparency are all indicative of a maturing and evolving impact investing landscape. As these trends continue to shape the market, impact investing is positioned to play an increasingly influential role in driving positive social and environmental change on a global scale.

Segmental Insights

Illustrative Sector Insights

The global impact investing market has witnessed a significant surge in demand from the education segment, reflecting a growing recognition of the pivotal role education plays in fostering positive social change. Investors are increasingly prioritizing initiatives that contribute to accessible, equitable, and quality education, aligning their capital with projects that address educational gaps and enhance learning outcomes. This trend is fueled by a heightened awareness of the socio-economic benefits associated with improved education, as well as the transformative potential of education in breaking cycles of poverty and promoting long-term sustainability. Impact investors are supporting a range of education-focused initiatives, including edtech startups, vocational training programs, and initiatives that address educational disparities in underserved communities.

The demand from the education segment in the global impact investing market is driven by a dual commitment to financial returns and positive social impact. Investors recognize the potential for scalable and sustainable solutions within the education sector, addressing challenges such as access to quality education, digital literacy, and skill development. By directing capital towards impactful educational initiatives, investors aim to contribute to social development while generating returns, reflecting a broader paradigm shift where financial success is increasingly intertwined with positive societal outcomes. This trend underscores the crucial role education plays as a focal point for impact investing, aligning profit motives with the pursuit of a more inclusive and knowledge-driven global society.

Enterprise Insights

The global impact investing market is experiencing a notable surge in demand from large enterprises, marking a significant shift in the approach of corporate entities towards sustainable and socially responsible practices. Large enterprises are increasingly recognizing the importance of integrating environmental, social, and governance (ESG) considerations into their business strategies. This trend is driven by factors such as changing consumer preferences, regulatory pressures, and a broader understanding of the interconnectedness between business operations and global challenges. Impact investing provides large enterprises with an avenue to allocate capital towards initiatives that not only generate financial returns but also contribute to positive social and environmental outcomes. As these companies seek to align their corporate values with impactful actions, impact investing emerges as a strategic tool to address pressing global issues while fostering long-term business resilience.

The rising demand from large enterprises in the global impact investing market signifies a paradigm shift towards responsible and sustainable business practices. This shift is evident across various sectors, with companies incorporating ESG criteria in their investment decisions and actively engaging in initiatives that promote social responsibility. Large enterprises, with their substantial financial resources and global reach, play a crucial role in driving positive change through impact investing, influencing industry norms, and setting examples for others. As impact investing becomes a mainstream consideration for corporations, it not only catalyzes a transition towards more responsible business models but also contributes to the broader goal of creating a sustainable and socially conscious global economy.

Regional Insights

The North America region is witnessing a substantial surge in demand within the global impact investing market, reflecting a heightened awareness and commitment to sustainable and socially responsible investing. Investors in North America, including institutional investors, family offices, and high-net-worth individuals, are increasingly seeking opportunities that align financial returns with positive environmental and social outcomes. This trend is driven by a growing recognition of the interconnectedness between business practices and global challenges, such as climate change, social inequality, and healthcare disparities. North American investors are directing capital towards impact investments that address these issues, spanning sectors such as renewable energy, affordable housing, and social enterprises, contributing to a transformative shift in the investment landscape.

The rising demand for impact investing in North America can be attributed to various factors, including the integration of environmental, social, and governance (ESG) considerations into investment strategies, changing consumer preferences, and a regulatory environment that supports responsible investing practices. Additionally, the presence of a robust ecosystem of impact-focused organizations, impact investment funds, and impact measurement initiatives in North America has further fueled the momentum. As impact investing gains prominence in the region, it not only reflects a commitment to positive change but also positions North America as a key driver in shaping the future of global finance with a focus on sustainability and societal well-being.

Key Market Players

BlackRock, Inc.

Goldman Sachs

Bain Capital LP

Morgan Stanley

Vital Capital

Prudential Financial, Inc.

BlueOrchard Finance Ltd

Manulife Investment Management Holdings (Canda), Inc.

Leapfrog Investments

Community Investment Management LLC

Report Scope:

In this report, the Global Impact Investing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Impact Investing Market, By Illustrative Sector:

Education

HealthCare

Housing

Agriculture

Environment

Others

Impact Investing Market, By Enterprise Size:

Large

Medium

Small

Impact Investing Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Impact Investing Market.

Available Customizations:

Global Impact Investing Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Sources of Information

5. GLOBAL IMPACT INVESTING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Illustrative Sector Market Share Analysis (Education, HealthCare, Housing, Agriculture, Environment, Others)
 - 5.2.2. By Enterprise Size Market Share Analysis (Large, Medium, Small)

- 5.2.3. By Regional Market Share Analysis
 - 5.2.3.1. North America Market Share Analysis
 - 5.2.3.2. Europe Market Share Analysis
 - 5.2.3.3. Asia-Pacific Market Share Analysis
 - 5.2.3.4. Middle East & Africa Market Share Analysis
 - 5.2.3.5. South America Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2023)
- 5.3. Global Impact Investing Market Mapping & Opportunity Assessment
 - 5.3.1. By Illustrative Sector Market Mapping & Opportunity Assessment
 - 5.3.2. By Enterprise Size Market Mapping & Opportunity Assessment
 - 5.3.3. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA IMPACT INVESTING MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Illustrative Sector Market Share Analysis
 - 6.2.2. By Enterprise Size Market Share Analysis
 - 6.2.3. By Country Market Share Analysis
 - 6.2.3.1. United States Impact Investing Market Outlook
 - 6.2.3.1.1. Market Size & Forecast
 - 6.2.3.1.1.1. By Value
 - 6.2.3.1.2. Market Share & Forecast
 - 6.2.3.1.2.1. By Illustrative Sector Market Share Analysis
 - 6.2.3.1.2.2. By Enterprise Size Market Share Analysis
 - 6.2.3.2. Canada Impact Investing Market Outlook
 - 6.2.3.2.1. Market Size & Forecast
 - 6.2.3.2.1.1. By Value
 - 6.2.3.2.2. Market Share & Forecast
 - 6.2.3.2.2.1. By Illustrative Sector Market Share Analysis
 - 6.2.3.2.2.2. By Enterprise Size Market Share Analysis
 - 6.2.3.3. Mexico Impact Investing Market Outlook
 - 6.2.3.3.1. Market Size & Forecast
 - 6.2.3.3.1.1. By Value
 - 6.2.3.3.2. Market Share & Forecast
 - 6.2.3.3.2.1. By Illustrative Sector Market Share Analysis
 - 6.2.3.3.2.2. By Enterprise Size Market Share Analysis

7. EUROPE IMPACT INVESTING MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Illustrative Sector Market Share Analysis

7.2.2. By Enterprise Size Market Share Analysis

7.2.3. By Country Market Share Analysis

7.2.3.1. France Impact Investing Market Outlook

7.2.3.1.1. Market Size & Forecast

7.2.3.1.1.1. By Value

7.2.3.1.2. Market Share & Forecast

7.2.3.1.2.1. By Illustrative Sector Market Share Analysis

7.2.3.1.2.2. By Enterprise Size Market Share Analysis

7.2.3.2. Germany Impact Investing Market Outlook

7.2.3.2.1. Market Size & Forecast

7.2.3.2.1.1. By Value

7.2.3.2.2. Market Share & Forecast

7.2.3.2.2.1. By Illustrative Sector Market Share Analysis

7.2.3.2.2.2. By Enterprise Size Market Share Analysis

7.2.3.3. Spain Impact Investing Market Outlook

7.2.3.3.1. Market Size & Forecast

7.2.3.3.1.1. By Value

7.2.3.3.2. Market Share & Forecast

7.2.3.3.2.1. By Illustrative Sector Market Share Analysis

7.2.3.3.2.2. By Enterprise Size Market Share Analysis

7.2.3.4. Italy Impact Investing Market Outlook

7.2.3.4.1. Market Size & Forecast

7.2.3.4.1.1. By Value

7.2.3.4.2. Market Share & Forecast

7.2.3.4.2.1. By Illustrative Sector Market Share Analysis

7.2.3.4.2.2. By Enterprise Size Market Share Analysis

7.2.3.5. United Kingdom Impact Investing Market Outlook

7.2.3.5.1. Market Size & Forecast

7.2.3.5.1.1. By Value

7.2.3.5.2. Market Share & Forecast

7.2.3.5.2.1. By Illustrative Sector Market Share Analysis

7.2.3.5.2.2. By Enterprise Size Market Share Analysis

8. ASIA-PACIFIC IMPACT INVESTING MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Illustrative Sector Market Share Analysis

8.2.2. By Enterprise Size Market Share Analysis

8.2.3. By Country Market Share Analysis

8.2.3.1. China Impact Investing Market Outlook

8.2.3.1.1. Market Size & Forecast

8.2.3.1.1.1. By Value

8.2.3.1.2. Market Share & Forecast

8.2.3.1.2.1. By Illustrative Sector Market Share Analysis

8.2.3.1.2.2. By Enterprise Size Market Share Analysis

8.2.3.2. Japan Impact Investing Market Outlook

8.2.3.2.1. Market Size & Forecast

8.2.3.2.1.1. By Value

8.2.3.2.2. Market Share & Forecast

8.2.3.2.2.1. By Illustrative Sector Market Share Analysis

8.2.3.2.2.2. By Enterprise Size Market Share Analysis

8.2.3.3. India Impact Investing Market Outlook

8.2.3.3.1. Market Size & Forecast

8.2.3.3.1.1. By Value

8.2.3.3.2. Market Share & Forecast

8.2.3.3.2.1. By Illustrative Sector Market Share Analysis

8.2.3.3.2.2. By Enterprise Size Market Share Analysis

8.2.3.4. Vietnam Impact Investing Market Outlook

8.2.3.4.1. Market Size & Forecast

8.2.3.4.1.1. By Value

8.2.3.4.2. Market Share & Forecast

8.2.3.4.2.1. By Illustrative Sector Market Share Analysis

8.2.3.4.2.2. By Enterprise Size Market Share Analysis

8.2.3.5. South Korea Impact Investing Market Outlook

8.2.3.5.1. Market Size & Forecast

8.2.3.5.1.1. By Value

8.2.3.5.2. Market Share & Forecast

8.2.3.5.2.1. By Illustrative Sector Market Share Analysis

8.2.3.5.2.2. By Enterprise Size Market Share Analysis

9. MIDDLE EAST & AFRICA IMPACT INVESTING MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Illustrative Sector Market Share Analysis

9.2.2. By Enterprise Size Market Share Analysis

9.2.3. By Country Market Share Analysis

9.2.3.1. South Africa Impact Investing Market Outlook

9.2.3.1.1. Market Size & Forecast

9.2.3.1.1.1. By Value

9.2.3.1.2. Market Share & Forecast

9.2.3.1.2.1. By Illustrative Sector Market Share Analysis

9.2.3.1.2.2. By Enterprise Size Market Share Analysis

9.2.3.2. Saudi Arabia Impact Investing Market Outlook

9.2.3.2.1. Market Size & Forecast

9.2.3.2.1.1. By Value

9.2.3.2.2. Market Share & Forecast

9.2.3.2.2.1. By Illustrative Sector Market Share Analysis

9.2.3.2.2.2. By Enterprise Size Market Share Analysis

9.2.3.3. UAE Impact Investing Market Outlook

9.2.3.3.1. Market Size & Forecast

9.2.3.3.1.1. By Value

9.2.3.3.2. Market Share & Forecast

9.2.3.3.2.1. By Illustrative Sector Market Share Analysis

9.2.3.3.2.2. By Enterprise Size Market Share Analysis

9.2.3.4. Turkey Impact Investing Market Outlook

9.2.3.4.1. Market Size & Forecast

9.2.3.4.1.1. By Value

9.2.3.4.2. Market Share & Forecast

9.2.3.4.2.1. By Illustrative Sector Market Share Analysis

9.2.3.4.2.2. By Enterprise Size Market Share Analysis

9.2.3.5. Kuwait Impact Investing Market Outlook

9.2.3.5.1. Market Size & Forecast

9.2.3.5.1.1. By Value

9.2.3.5.2. Market Share & Forecast

9.2.3.5.2.1. By Illustrative Sector Market Share Analysis

9.2.3.5.2.2. By Enterprise Size Market Share Analysis

9.2.3.6. Egypt Impact Investing Market Outlook

- 9.2.3.6.1. Market Size & Forecast
 - 9.2.3.6.1.1. By Value
- 9.2.3.6.2. Market Share & Forecast
 - 9.2.3.6.2.1. By Illustrative Sector Market Share Analysis
 - 9.2.3.6.2.2. By Enterprise Size Market Share Analysis

10. SOUTH AMERICA IMPACT INVESTING MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Illustrative Sector Market Share Analysis
 - 10.2.2. By Enterprise Size Market Share Analysis
 - 10.2.3. By Country Market Share Analysis
 - 10.2.3.1. Brazil Impact Investing Market Outlook
 - 10.2.3.1.1. Market Size & Forecast
 - 10.2.3.1.1.1. By Value
 - 10.2.3.1.2. Market Share & Forecast
 - 10.2.3.1.2.1. By Illustrative Sector Market Share Analysis
 - 10.2.3.1.2.2. By Enterprise Size Market Share Analysis
 - 10.2.3.2. Argentina Impact Investing Market Outlook
 - 10.2.3.2.1. Market Size & Forecast
 - 10.2.3.2.1.1. By Value
 - 10.2.3.2.2. Market Share & Forecast
 - 10.2.3.2.2.1. By Illustrative Sector Market Share Analysis
 - 10.2.3.2.2.2. By Enterprise Size Market Share Analysis
 - 10.2.3.3. Colombia Impact Investing Market Outlook
 - 10.2.3.3.1. Market Size & Forecast
 - 10.2.3.3.1.1. By Value
 - 10.2.3.3.2. Market Share & Forecast
 - 10.2.3.3.2.1. By Illustrative Sector Market Share Analysis
 - 10.2.3.3.2.2. By Enterprise Size Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL IMPACT INVESTING MARKET

- 12.1. Impact Assessment Model
 - 12.1.1. Key Segments Impacted
 - 12.1.2. Key Regions Impacted
 - 12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles
 - 14.1.1. BlackRock, Inc.
 - 14.1.1.1. Company Details
 - 14.1.1.2. Products
 - 14.1.1.3. Financials (As Per Availability)
 - 14.1.1.4. Key Market Focus & Geographical Presence
 - 14.1.1.5. Recent Developments
 - 14.1.1.6. Key Management Personnel
 - 14.1.2. Goldman Sachs
 - 14.1.2.1. Company Details
 - 14.1.2.2. Products
 - 14.1.2.3. Financials (As Per Availability)
 - 14.1.2.4. Key Market Focus & Geographical Presence
 - 14.1.2.5. Recent Developments
 - 14.1.2.6. Key Management Personnel
 - 14.1.3. Bain Capital LP
 - 14.1.3.1. Company Details
 - 14.1.3.2. Products
 - 14.1.3.3. Financials (As Per Availability)
 - 14.1.3.4. Key Market Focus & Geographical Presence
 - 14.1.3.5. Recent Developments
 - 14.1.3.6. Key Management Personnel
 - 14.1.4. Morgan Stanley
 - 14.1.4.1. Company Details
 - 14.1.4.2. Products
 - 14.1.4.3. Financials (As Per Availability)
 - 14.1.4.4. Key Market Focus & Geographical Presence
 - 14.1.4.5. Recent Developments

- 14.1.4.6. Key Management Personnel
- 14.1.5. Vital Capital
 - 14.1.5.1. Company Details
 - 14.1.5.2. Products
 - 14.1.5.3. Financials (As Per Availability)
 - 14.1.5.4. Key Market Focus & Geographical Presence
 - 14.1.5.5. Recent Developments
 - 14.1.5.6. Key Management Personnel
- 14.1.6. Prudential Financial, Inc.
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. BlueOrchard Finance Ltd
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Key Market Focus & Geographical Presence
 - 14.1.7.5. Recent Developments
 - 14.1.7.6. Key Management Personnel
- 14.1.8. Manulife Investment Management Holdings (Canda), Inc.
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. Leapfrog Investments
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. Community Investment Management LLC
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products

- 14.1.10.3. Financials (As Per Availability)
- 14.1.10.4. Key Market Focus & Geographical Presence
- 14.1.10.5. Recent Developments
- 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target Illustrative Sector
- 15.3. Target Enterprise Size

16. ABOUT US & DISCLAIMER

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