U.S. High-Net-Worth and Ultra-High-Net-Worth Markets 2021

Evolving Wealth Demographics

OVERVIEW & METHODOLOGY

This annual report provides a comprehensive analysis of the high-net-worth (HNW) (investable assets greater than $5 million) and ultra-high-net-worth (UHNW) (investable assets greater than $20 million) marketplaces in the United States. Specific focus is given to HNW channel sizing and marketshare projections, portfolio construction, product demand, environmental, social, and governance (ESG) and impact investing, technology trends, distribution strategies, and wealth managers’ initiatives to attract wealthy families and retain next-generation clients.

Major demographic shifts in the coming decades will impact the HNW segment, including an aging client base that is expected to transfer more than $84 trillion to the next generation by 2045. A new wave of younger, more diverse investors is demanding more seamless technology, personalized services, and sustainable investment solutions. By understanding these trends, firms can gain a better grasp of the changing attitudes among their HNW clients, and develop their services, technology, and product offerings accordingly.

USE THIS REPORT TO

• Evaluate shifting wealth demographics and the implications of multigenerational wealth transfer, including shifting investment preferences, and best practices to engage next-generation clients
• Review comprehensive market sizing, including HNW assets, marketshare projections, and advisor headcount across wealth management channels (wirehouses, multi-family offices, registered investment advisors (RIAs), private banks/bank trusts, direct providers, etc.)
• Analyze portfolio construction and product use (e.g., ETFs, private equity, ESG/SRI) trends among HNW-focused advisory practices
• Understand asset managers’ most effective distribution strategies when working with key partner firms and best practices when developing relationships with centers of influence

QUESTIONS ANSWERED

• What are the drivers of HNW channel growth and marketshare?
• Who will be the biggest beneficiaries of wealth transfer over the next 25 years?
• How can HNW practices effectively manage multigenerational relationships?
• How are HNW practices evolving their service and technology offerings?
• How do HNW practices expect to change their product use/portfolio allocations?
• How are asset managers distributing their products to HNW practices?
Wealth Transferred by Transfer Method, 2021–2045 ($ billions)

Cerulli expects $84.4 trillion in wealth to be transferred from households to their heirs and charity between 2021 and 2045.

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