The Cerulli **Report**

U.S. Private Banks & Trust Companies 2025

The Technology and AI Roadmap

OVERVIEW & METHODOLOGY

The annual ***Private Banks and Trust Companies*** report examines continued developments within the private bank, bank trust, and non-depository trust company segments, including current and projected marketshare, portfolio construction, product trends, services, technology, fees, and business development practices. Asset managers looking to get their solutions approved on a bank's platform need to ensure they are providing relevant strategies that align with the bank's home office and investment committee, as they ultimately have the greatest influence in client portfolios. As banks seek to grow their marketshare, asset managers and other third-party providers will play a key role in helping banks to refine their product suites and enable advisors to maximize productivity. Technology adoption is viewed as more critical than ever, and bank wealth managers that have successfully integrated solutions, driving staff efficiency, client experiences, and optimized portfolio construction, stand to grow marketshare more effectively than those that have not. As advisor movement has played a key role in asset gathering in recent years, Cerulli has noted technology as a key factor influencing those decisions. Firms that adequately enable their advisorforces with technology may be able to attract and retain advisors at a higher rate.

USE THIS REPORT TO

- Analyze how banks can more effectively integrate technology and AI to enhance advisor productivity and improve client experiences
- Gain insight into asset managers' most effective strategies and resources when developing relationships with key decision-makers at private banks and trust departments
- Assess product and portfolio construction trends among private bank and trust advisors, including ETFs, separately managed accounts, and model portfolios
- Evaluate banks' wealth management services, minimum asset requirements, advisory fees, and technology offerings

QUESTIONS ANSWERED

- Which bank channels are best positioned to grow in the coming years?
- How can banks integrate technology to improve advisor productivity and enhance client experiences?
- How can asset managers and other providers help banks better compete for wealthier clients?
- How are asset managers adjusting their distribution approach as banks move toward greater use of model portfolios?
- How are banks' product use and asset allocation strategies changing?

PRODUCT DETAILS

Included with Purchase

- Digital report in PDF format
- Unlimited online firm-wide access
- Exhibits in Excel
- Key findings
- Analyst support
- Interactive Report Dashboards

Interactive Report Dashboards

Interact and explore select report data with Cerulli's visualization tool.

Bank Segment Projections: Assess five-year bank channel asset projections across private banks, superregional banks, regional banks, community banks, and non-depository trust companies with customizable market and organic growth rates.

Distribution Coverage Comparison: Understand and compare the most successful distribution strategies for 16 of the largest banks in the U.S. by analyzing asset breakdown by business line, total fiduciary and related assets, and key account and wholesaler distribution strategies for focus banks.

Advisory Services and Fees: Gain insight into the availability and priority of private bank and trust department services, with data covering the services offered and whether or not they are outsourced, percentage of firms that impose additional fees for those services, and required asset thresholds.

Private Bank and Trust Advisors: Product Mix: Compare product use metrics among bank practices with varying core market and assets under management (AUM) sizes.

FDIC Banks Fiduciary Assets and Leaderboards: Assess the FDIC-insured bank industry's assets with segmentations by managed and nonmanaged in each asset category (*e.g.,* corporate trust, defined benefit). Compare side-by-side the percentage of managed and nonmanaged assets in each asset category by Cerulli bank channel. Benchmark firm asset growth rates over time from a list of more than 700 banks and holding companies. Understand a bank's gross income, expenses, net losses, intracompany income, and net fiduciary income as it relates to their total fiduciary assets and business lines. View CIT funds by banks' total number of funds, total assets, and asset class breakdown. Explore how this data has changed over time with over a decade of data in each dashboard.

CERULLI ASSOCIATES

Exhibit 2.02

Projected Bank Channel Assets by Segment, 2024–2029E
($ billions)

Sources: Companies' Annual Reports and 10-Ks, FDIC, Cerulli Associates | **Analyst Note**: Cerulli's projections of wealth management assets in the private bank and bank trust channel use a blend of proprietary historical asset flows and third-party capital market projection assumptions. Assets were restated for the bank trust channel in 2022. As a result, several banks and/or portions of previously reported assets were removed from prior channel sizing due to a change in methodology and regulatory disclosures. This may be due to M&A activity, a trust company using RIA(s) to manage assets, a trust company owned by an RIA, or trust departments using a TPM. This sizing accounts for all assets handled by the provider's advisorforce. Cerulli altered its definition of Regional Banks in 2022; see Exhibit A in the Glossary for more information on this change and other channel definitions.

Segment	2024	2025E	2026E	2027E	2028E	2029E	5-Year Projected CAGR	2029E Marketshare
Private banks	$4,138.2	$4,365.1	$4,604.4	$4,856.9	$5,123.3	$5,404.2	5.5%	65.9%
Bank trust	$1,829.2	$1,873.4	$1,925.0	$1,975.9	$2,029.0	$2,084.4	2.6%	25.4%
Superregional	$1,008.2	$1,015.4	$1,022.6	$1,030.0	$1,037.3	$1,044.7	0.7%	12.7%
Regional	$336.3	$352.2	$369.0	$386.5	$404.8	$424.0	4.7%	5.2%
Community	$484.7	$508.5	$533.4	$559.5	$586.9	$615.6	4.9%	7.5%
Non-depository trust companies	$518.1	$551.1	$586.3	$623.7	$663.5	$705.9	6.4%	8.6%
Retail bank B/D	$2,657.9	$2,704.3	$2,734.5	$2,746.7	$2,740.2	$2,710.8	0.4%	-
Total excluding retail bank B/Ds	**$6,485.4**	**$6,789.6**	**$7,115.7**	**$7,456.6**	**$7,815.8**	**$8,194.5**	**4.8%**	**100.0%**
Total including retail bank B/Ds	**$9,143.3**	**$9,493.9**	**$9,850.2**	**$10,203.2**	**$10,556.0**	**$10,905.3**	**3.6%**	**-**

- Cerulli projects total bank channel assets (excluding retail bank B/Ds) to exceed $8 trillion by year-end 2029, growing at an annualized rate of approximately 4.8%. Largely due to heavy focus on HNW investors and wealth transfer/estate planning services, the NDTC segment is expected to add assets most rapidly, at more than 6% per year, followed by the private banks at 5.5% annually.

Table of Contents: Expanded

Table of Contents

Company Index