BBH INVESTOR SERVICES

2025

Private Markets Investor Survey

A STEP CHANGE FROM INSTITUTIONAL TO WEALTH

Contributors

Chris Adams
Principal, Global Head of Alternative Funds Sales

Jeff Dorigan
Managing Director, Head of Alternative Fund Sales, North America

Lata Vyas
Managing Director, Head of Alternative Fund Solutions

David Murphy
Managing Director, Head of Alternative Fund Sales, Europe

RJ Hoar
Vice President, Head of US Alternatives Relationship Management

Roxane Fricou
Vice President, Alternative Fund Sales, Europe

Inside the report

1. Introduction
2. Background and methodology
3. Executive summary
4. Private markets landscape
5. Product construction
6. Investor preferences
7. Closing notes

Introduction

The launch of our inaugural Private Markets Investor Survey marks an exciting moment for BBH Investor Services. We've serviced private markets funds for over 25 years, working closely with General Partner (GP) sponsors to build, operate, and distribute funds that provide investors with exposure to a variety of private asset strategies. To continue that legacy of partnership and to provide insights to our clients, we wanted to hear directly from their investors to better understand their plans, ideas, and preferences for investing in private markets.

At the same time, we felt it was critical to recognize that the profile of a typical private markets investor is evolving. Historically, investments in private markets were reserved for institutional limited partners (LPs) – pension funds, sovereign wealth funds, insurance companies, foundations, endowments, and family offices. Over the past decade, GP sponsors have increasingly created products that cater toward a broader universe of high-net-worth (HNW) and retail-like investors – an important and complicated universe of investors with their own requirements. To that end, we were intentional in hearing from two distinct investor types in this survey: institutional investors and wealth advisors. This latter group represents the intermediaries who advise a broad spectrum of individual investors that range from accredited to ultra-high-net worth, which we'll refer to throughout the survey as wealth investors or wealth advisors.

In recent years, we have spent considerable time working with our GP sponsors as they balance the parallel goals of retaining their institutional LP relationships, while also accessing new geographic markets and new investor types – all while preserving the scale necessary to be efficient and profitable. This evolution involves navigating a changing global regulatory landscape for private markets products and highlights the needs for experienced partners on this journey. It also elicits important questions around the sentiments of different types of investors across the globe.

By considering the needs of both institutional and wealth advisor investors, we aimed to surface insights around key areas important to them and to the industry. Our report covers topics such as asset allocation, portfolio construction, liquidity, and product and manager selection. While the responses to individual questions are insightful, the broader story they tell across institutional and wealth audiences is even more interesting.

We're proud to publish BBH's Private Markets Investor Survey and welcome your thoughts and reflections about our findings.

BBH

Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Background and methodology

Background and methodology

BBH Investor Services worked with Wakefield Research to conduct this private markets survey to capture the views and opinions of institutional investors and wealth advisors located in the US, the UK, Japan, Switzerland, and Germany.

All institutional investors were required to have private market investments as part of their portfolio. Within each market, a 50/50 quota was set for institutional investors and wealth advisors. Between March and April 2025, Wakefield surveyed 500 investors globally.

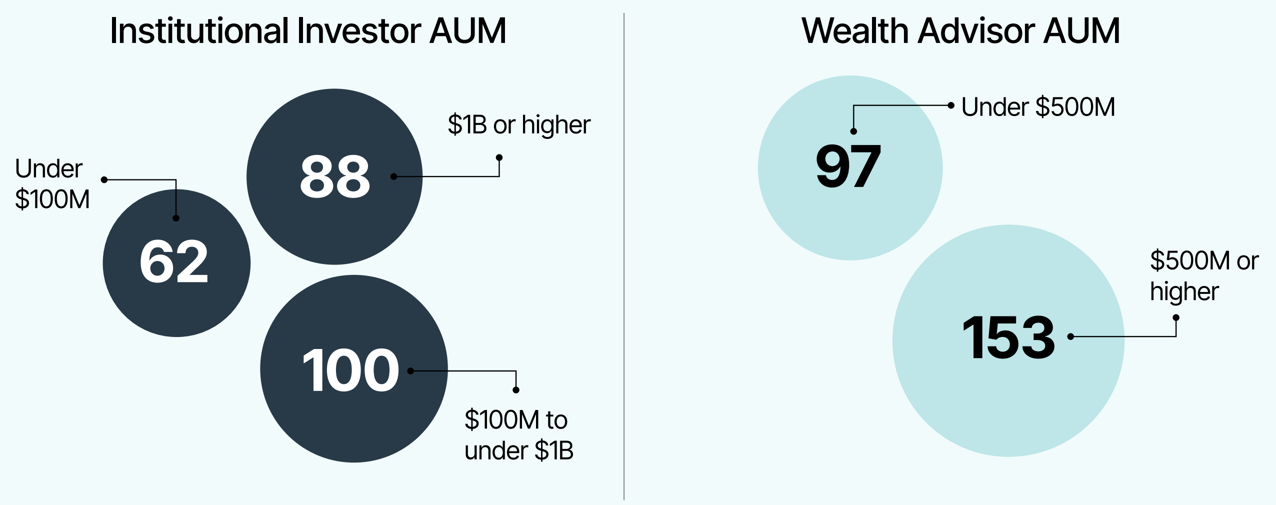
Investor types by audience

Institutional Investors	N
Pension fund	53
Sovereign wealth fund	46
Endowment / foundation	45
Family offices	38
Insurance firm	68

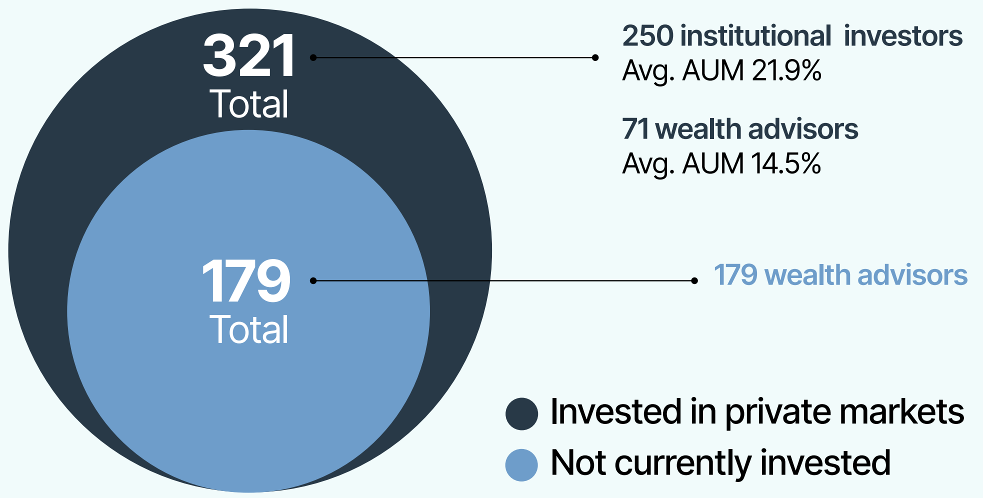
Wealth Advisors	N
Bank	43
RIA / financial advisor	82
Fund management	63
Private bank	28
Wealth management	34

Throughout our research, "private markets" is also referred to as "private markets alternatives". Wealth advisors are also referred to as "wealth investors." We use a variety of terms to refer to perpetual capital funds, including "evergreen" and "semi-liquid" vehicles. These may include, but are not limited to, Business Development Companies (BDCs), interval funds, tender offer funds, ELTIFs, Part IIs, etc.

Total investor AUM



Percentage of AUM in private markets



BBH

Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Executive summary

Executive summary

By capturing the views and opinions from institutional and wealth advisors, BBH's Private Markets Investor Survey provides a remarkable snapshot of two audiences who are influencing the makeup and direction of the private markets industry. Our research confirms decades-long trend lines and provides evidence that investors across institutional and wealth types are planning to increase their allocations to private markets, with liquidity becoming ever more critical for both investor types.

A snapshot

Within these two groups, wealth advisors who are already invested in private markets and consider themselves familiar with the asset classes are largely aligned with their institutional counterparts, showing that experience might influence sentiment and future plans even more than investor type.

Respondents across the board – 92% of institutional investors and 96% of wealth advisors – feel that their exposure to private markets is limited and they need to catch up.

Nearly everyone is planning to increase investments in private markets in the next two years.

- 99% of those not already invested in private markets plan to invest over the next two years.
- 93% of wealth advisors are upping the ante and 32% plan to increase their investments significantly.
- 88% of institutional investors plan to increase their investments in private markets.

Whether investors currently are or are not invested in private markets impacted investment outlook.

- 98% of investors already invested in private markets reported delays in having their invested capital returned. Most suggest it materially altered their investment decisions.
- 65% of those already invested expect private markets to comprise at least 20% or more of their overall portfolio by 2030 vs. only 30% of those new to private markets.
- 28% of those same experienced investors plan for private markets to represent at least 30% or more of their portfolio by 2030, while only 3% of newcomers will match that pace.
- Asset classes being targeted vary widely between the two groups. New private markets investors favored real estate and venture capital, doubling the interest shown by more experienced investors in the space.

BBH

Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Broad agreement on the importance of liquidity and access to capital.

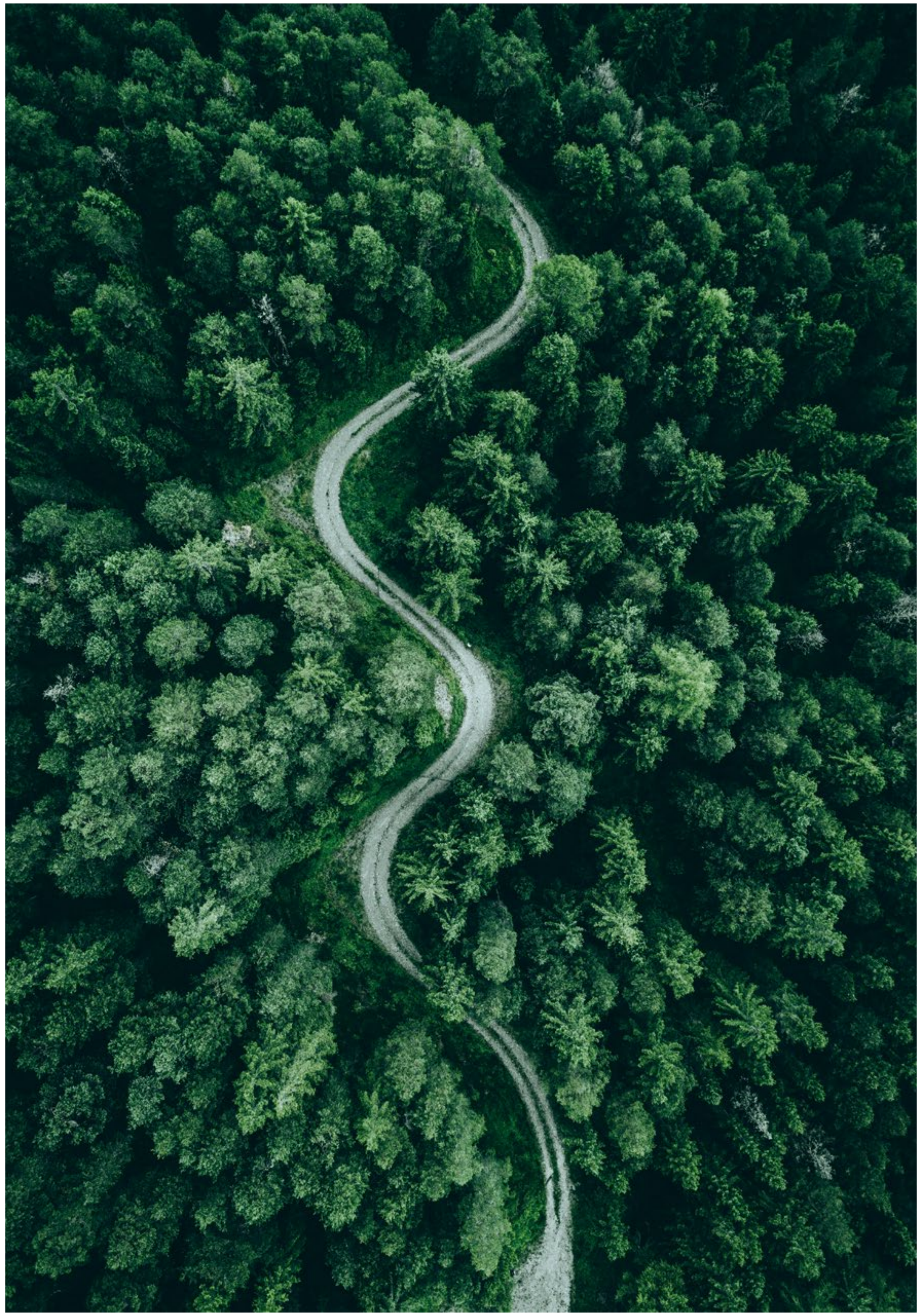
- 59% of all investors prefer products with a liquidity window of 4-6 years – markedly earlier than the timeline for returning investor capital in typical closed-ended commitment based funds.
- Both institutional (47%) and wealth (48%) advisors noted that new products offering increased liquidity would prompt them to increase their exposure to private markets.

Geopolitical volatility makes private markets more attractive.

- Both institutional (79%) and wealth (77%) advisors reported that the geopolitical uncertainty increased their interest in private markets.

An openness to innovative ETF products with exposure to private markets.

- 34% of all investors plan to invest in ETFs with significant exposure to private market and 57% are curious to hear more about such products.
- Only 5% think it's a bad idea!



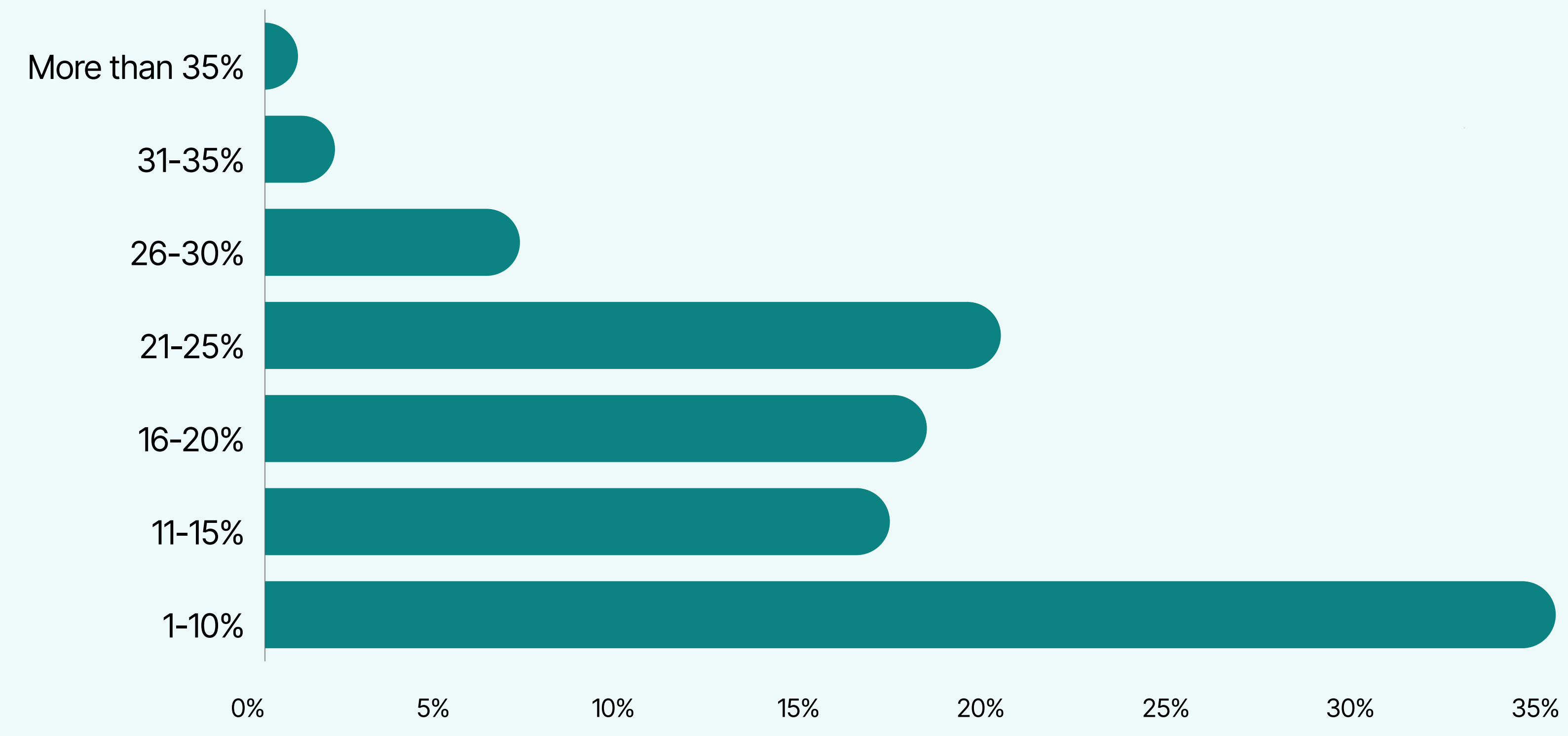
Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

A closer look at new investors

According to EY's 2024 Global Alternatives Fund Survey[1], "accessing private client capital" is the highest strategic priority among global alternative fund managers, and our findings support this. The vastly under-tapped wealth sector is likely to be a major source of flows for private market managers moving forward.

When wealth advisors who haven't invested in private markets were asked why, 63% cited product availability and 57% cited product knowledge as top reasons.

% of AUM anticipated being in private markets alternatives by 2030 among those who do not currently invest



[1] https://www.ey.com/content/dam/ey-unified-site/ey-com/en-gl/insights/wealth-asset-management/documents/ey-gl-ey-global-alternative-fund-survey-12-2024.pdf

2yrs

Of the 179 wealth advisors who do not currently have exposure to private markets, 39% plan to increase their exposure significantly and 60% plan to increase their exposure somewhat significantly over the next two years.

BBH

Inside the report

Introduction

Background and methodology

Executive summary

Private markets landscape

Product construction

Investor preferences

Closing notes

Considerations for GPs

For alternative asset managers looking to optimize their fundraising, this research provides numerous areas to consider:

1

Products offering flexible investor liquidity appeal to both institutional and wealth investors, though potentially for different reasons. This represents a huge opportunity for GPs, but product development and investor access need to be prioritized. According to 2024 research by Preqin[2], the total amount of evergreen funds — products typically designed to invest in private market assets and are oriented toward wealth investors — nearly doubled to 520 in the last five years. Despite that considerable growth, wealth advisors continue to perceive a dearth of available products and/or challenges accessing the products that do exist.

2

Investor education, particularly through the wealth advisory channels, remains a broad industry challenge. Investor appetite is clearly there, but products with complicated liquidity provisions that combine both liquid and illiquid investments need to be thoughtfully explained to new investors. Ultimately, both GPs and wealth advisors bear some responsibility to educate this new base of investors.

3

LPs rank brand recognition, firm reputation, and the track record of a manager as the most important determinants in manager selection. This is very similar to what others have reported in the traditional space — a sign of ongoing convergence across the broader asset management industry.

[2] Preqin – September 18, 2024 – Global alternatives markets on course to exceed $30 trillion by 2030 – Preqin forecast

Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Private markets landscape

Private markets landscape

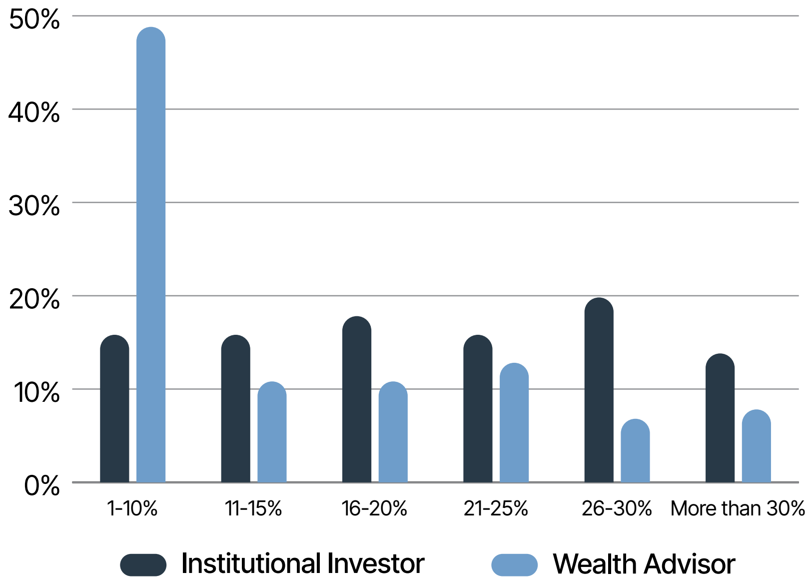
According to Preqin's *Future of Alternatives 2029 Report*, assets invested in alternatives are projected to grow from $16.8 trillion to over $30 trillion by 2030[3]. Our findings validate that direction of travel, but with an even greater emphasis on capital coming from new wealth sources.

Among investors already holding private markets alternatives, the average exposure is 20% of their AUM, with little variation across geographic markets. Average holdings range from 15% of AUMs for experienced wealth advisors to 22% for institutional investors. However, 72% of wealth advisors have yet to buy any private markets investments.

[3] Preqin – September 18, 2024 – Global alternatives markets on course to exceed $30 trillion by 2030 – Preqin forecasts

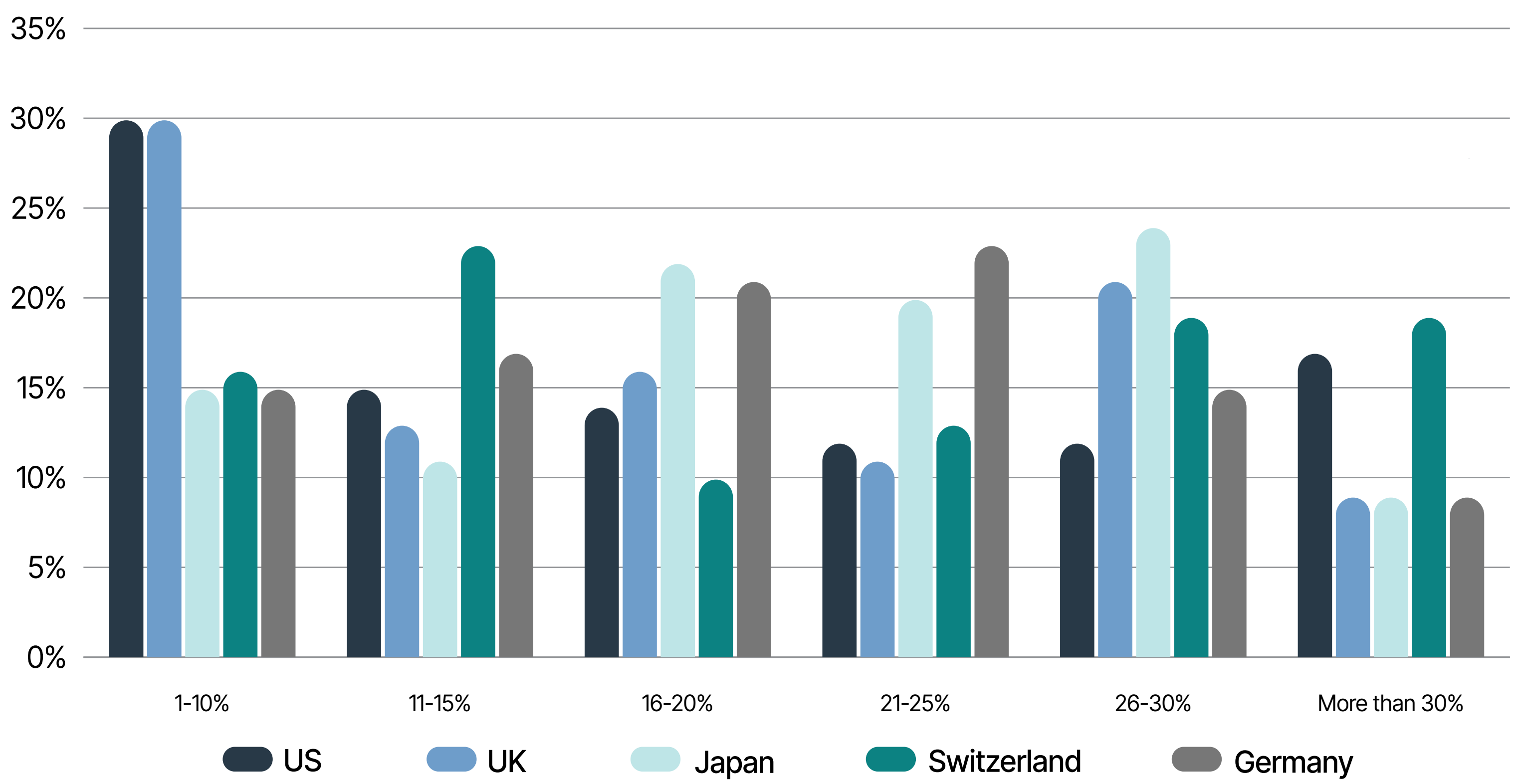
Percent of AUM currently invested in private market alternatives by investor type

(asked of only the 321 respondents with investments currently)



Percent of AUM currently invested in private market alternatives by region

(asked of only the 321 respondents with investments currently)

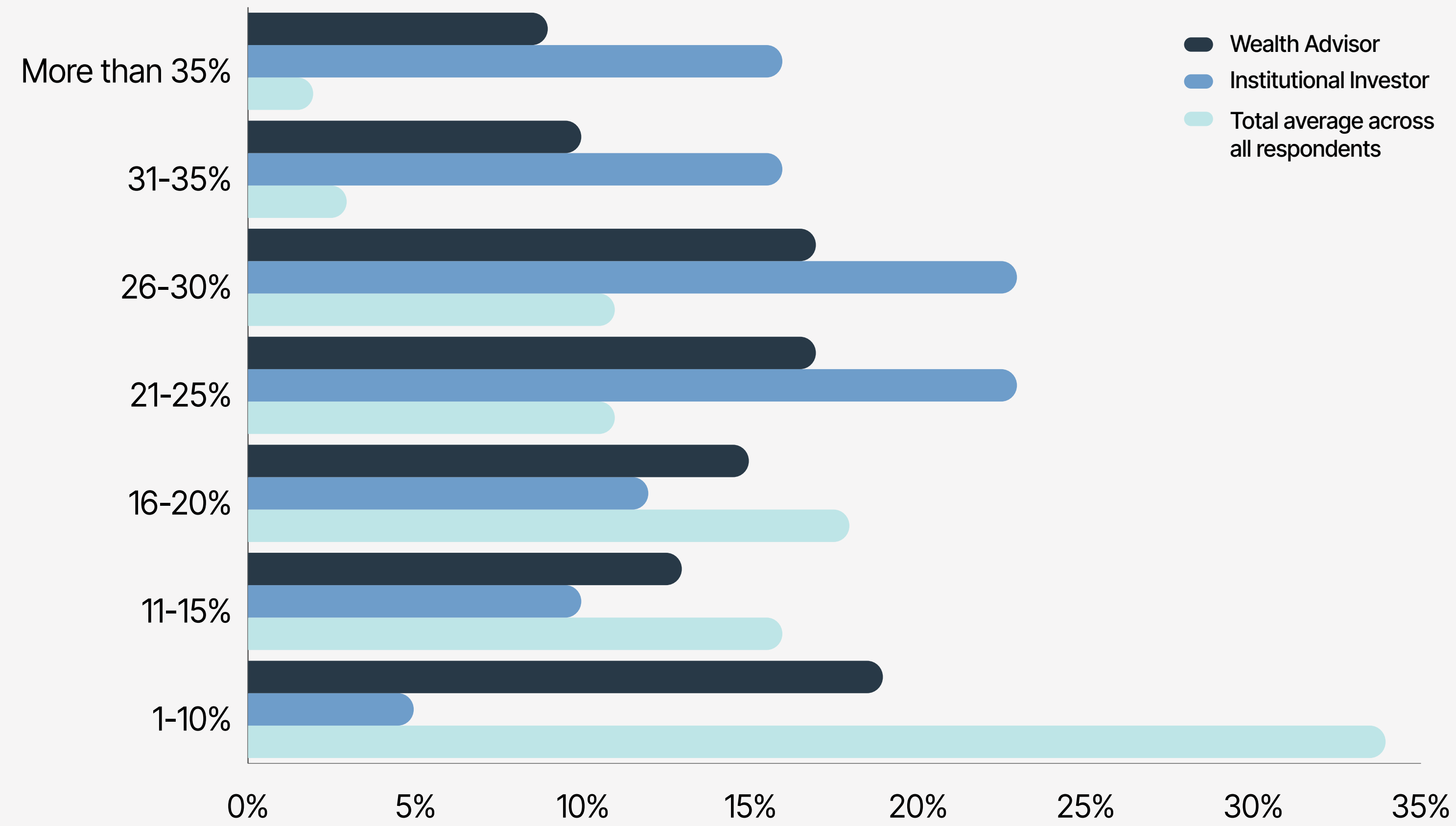


Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Not if, but when

Growth is underway and overall asset allocation models are changing. The survey found that 36% of investors anticipate private markets alternatives will comprise at least 26% or more of their overall portfolio allocation by 2030. Wealth advisors expect that, on average, alternatives will account for 17% of their investment portfolios, while institutional investors expect to allocate 27%. In the next five years, all investors plan to have some percentage of their portfolio in private markets.

Percent of AUM anticipated being in private markets alternatives by 2030 among all investors



Globally, 91% of respondents plan to increase their exposure to private markets alternatives in the next two years. 99% of new investors plan to increase their investments in that same timeframe.

Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Playing catch up

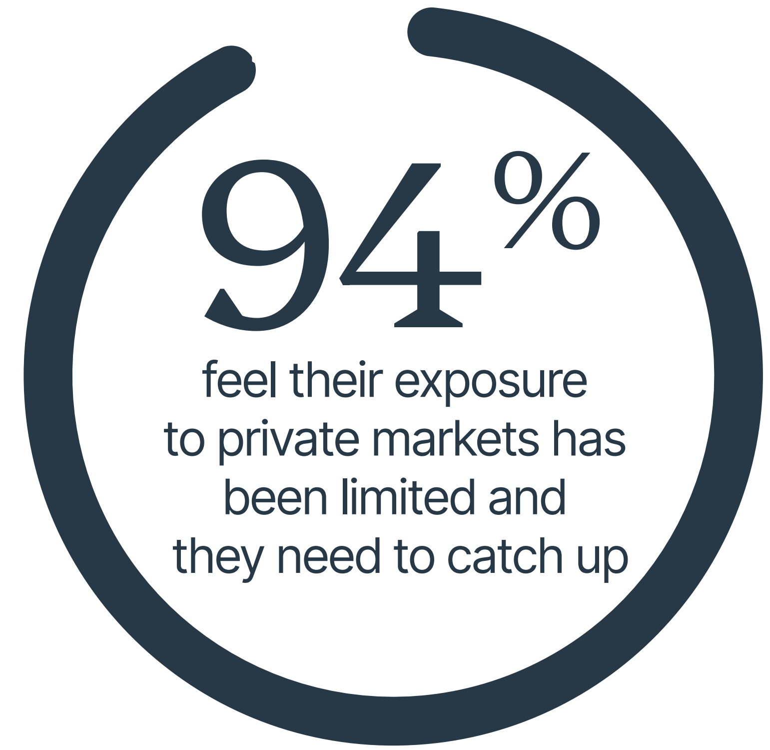
The vast majority of investors (94%) feel that their exposure to private markets has been limited, and now they need to catch up. This feeling is more pronounced among wealth advisors (96%) and investors in Germany (98%). Meanwhile, in Japan, 60% “strongly agree” that they need to boost their exposure, compared to 44% across all markets. Interestingly, Japanese investors also expressed the strongest dissenting opinion on this topic with 15% disagreeing – over three times higher than the next highest country: the UK at 5%.

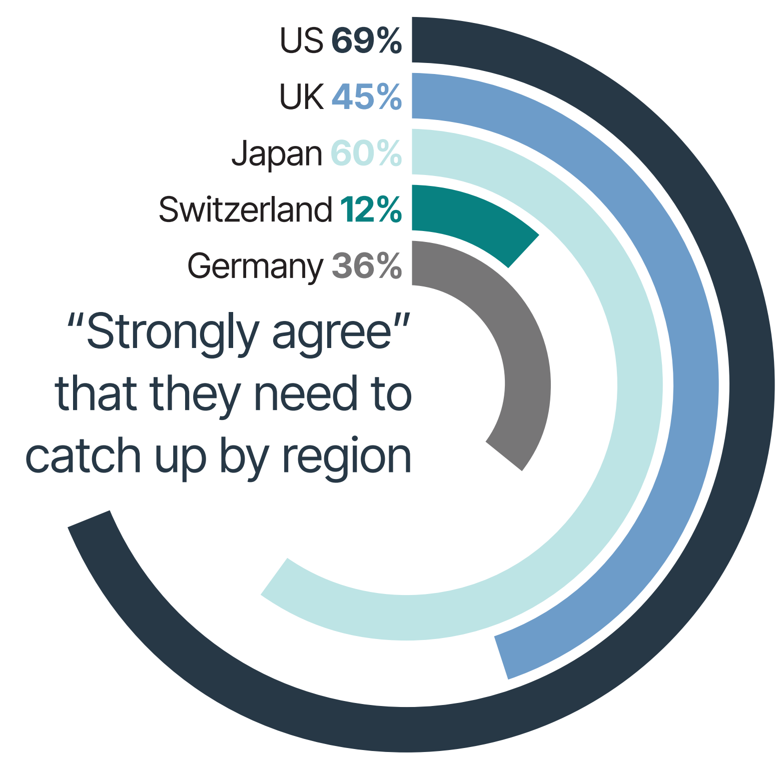
Although private asset strategies have seen exponential growth over the past decade, it’s clear that many investors still believe they’re under-invested. The reasons differ among investors: many wealth advisors cite a dearth of available products and educational gaps, while institutional investors are likely constrained by more structural challenges related to reallocating capital, delays in getting previously invested capital returned, and timescales to negotiate commercial terms with GPs. The geographical variances may also reflect favorable and shifting regulatory and tax regimes in certain countries.

“The fact that this feeling of needing to catch up was universal across experienced private market investors and those new to the asset classes was very surprising.”

– Jeff Dorigan

Read more about the impact delays in capital is having on investors.





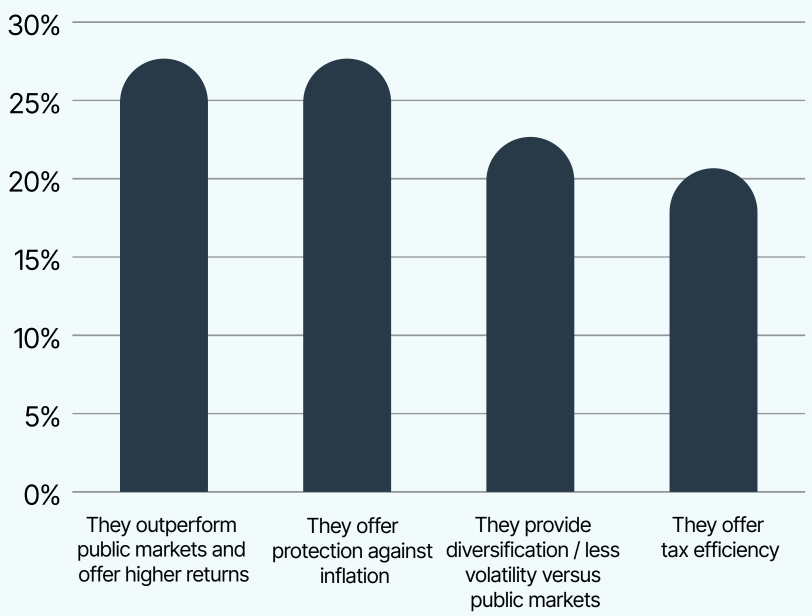
Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Why private markets alternatives?

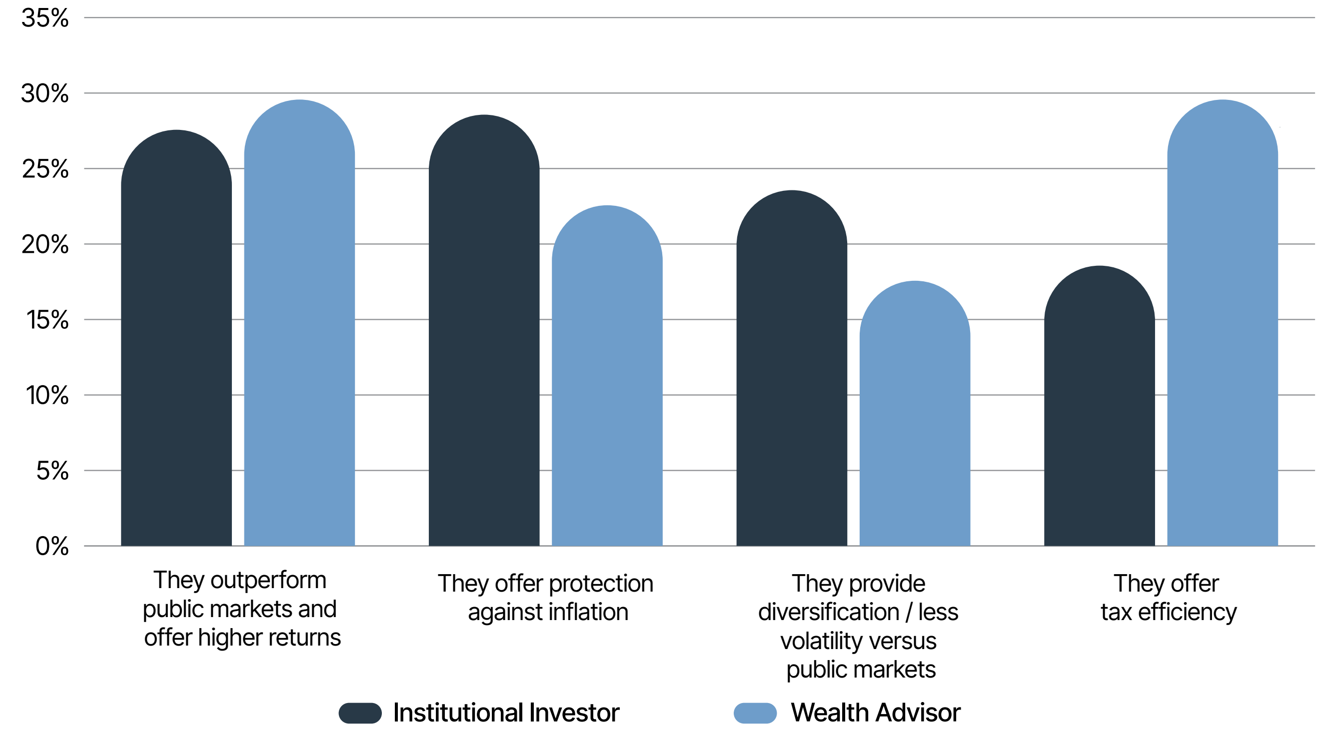
Investor sentiment around why they are buying private markets alternatives is evenly spread across a number of factors:

- 28% of investors believe that private markets outperform public markets and offer higher returns.
- Another 28% say they're most motivated by a view that these products offer protection against inflation.
- 23% are driven to invest based on diversification and less volatility versus public markets.
- 21% primarily recognize the tax efficiency offered by these products.

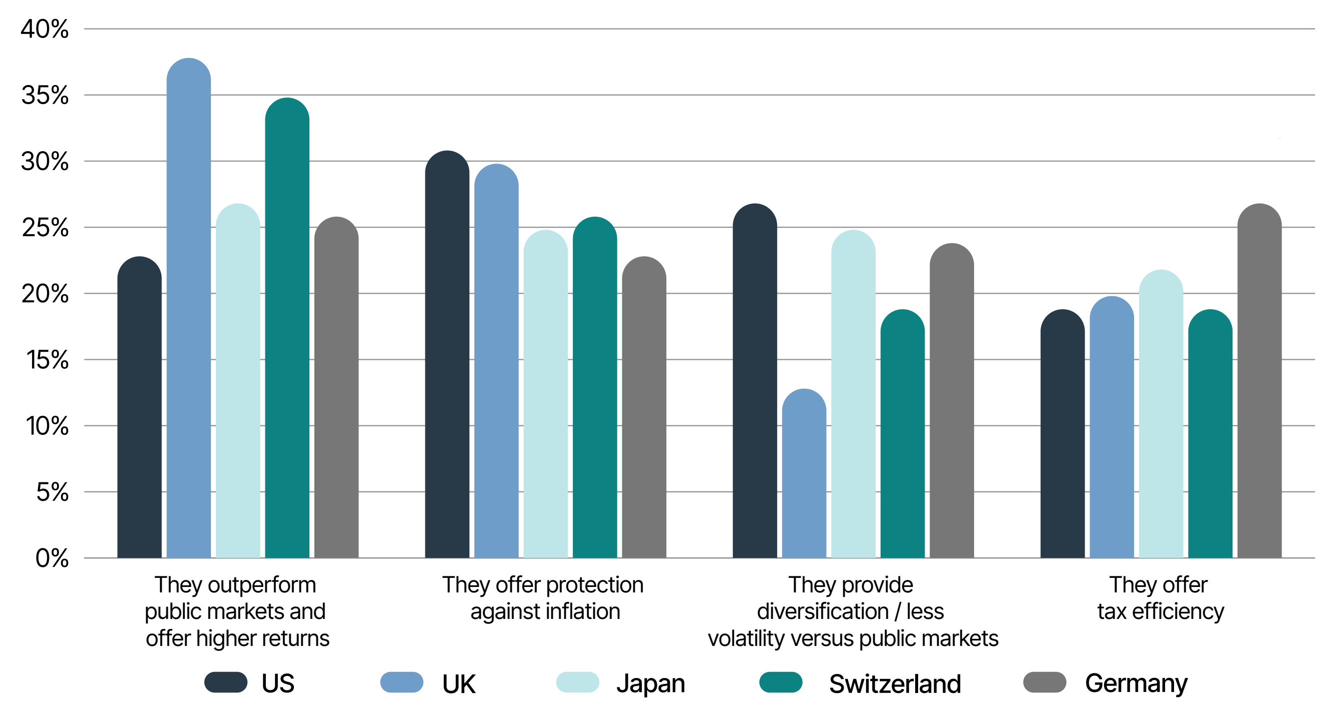
Why do you invest in private markets alternatives? Asked of those who currently invest.



Between investor types, what statement best describes what drives you to invest in private markets alternatives?



Between regions, what statement best describes what drives you to invest in private markets alternatives?



BBH
Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

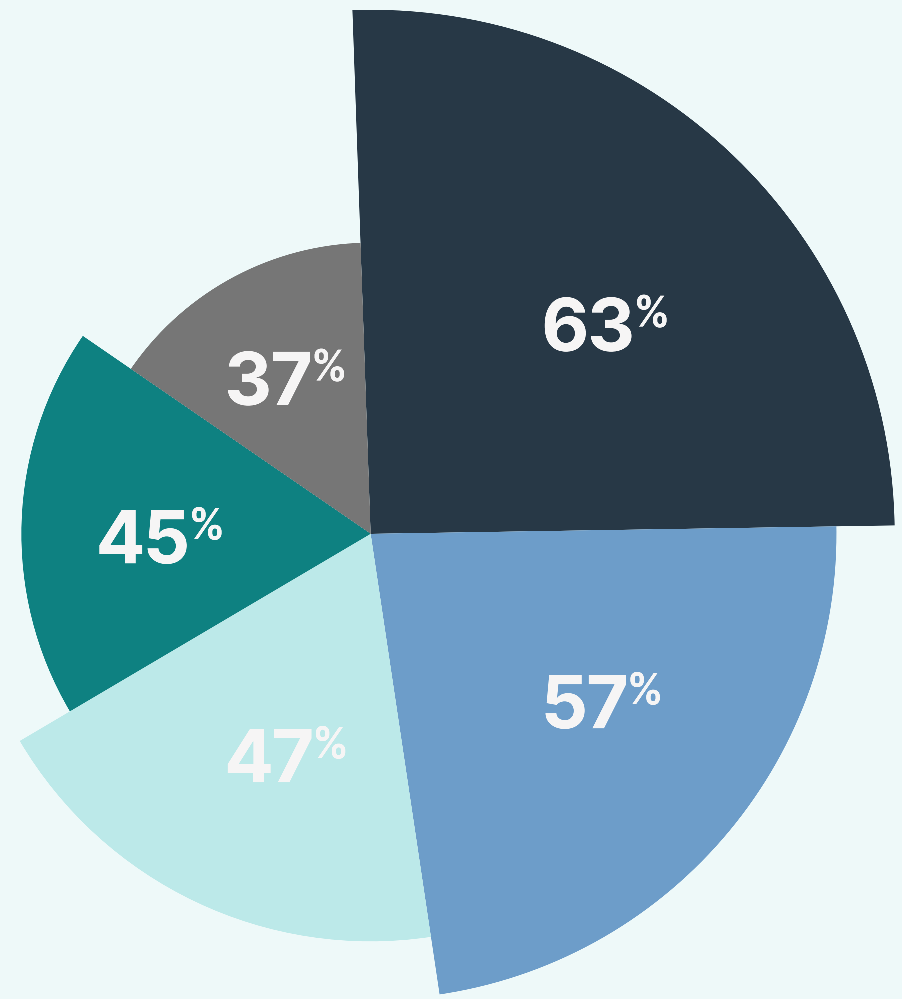
Why not?

Access, or a lack thereof, to private markets alternatives is a significant barrier of entry for investors who haven't yet invested in the asset class. Among those who haven't invested in private markets yet, the main reasons are:

- Availability of products (63%)
- Knowledge about the products (57%)
- Long lockup periods for capital (47%)

Some also lack access to a trusted advisor (45%), while more than a third (37%) distrust the products. This is where we see a significant opportunity for wealth advisors to build trust through effective and transparent education of their clients.

Why have you not included private markets alternatives as part of your portfolio? Select up to three.



Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Plans can change

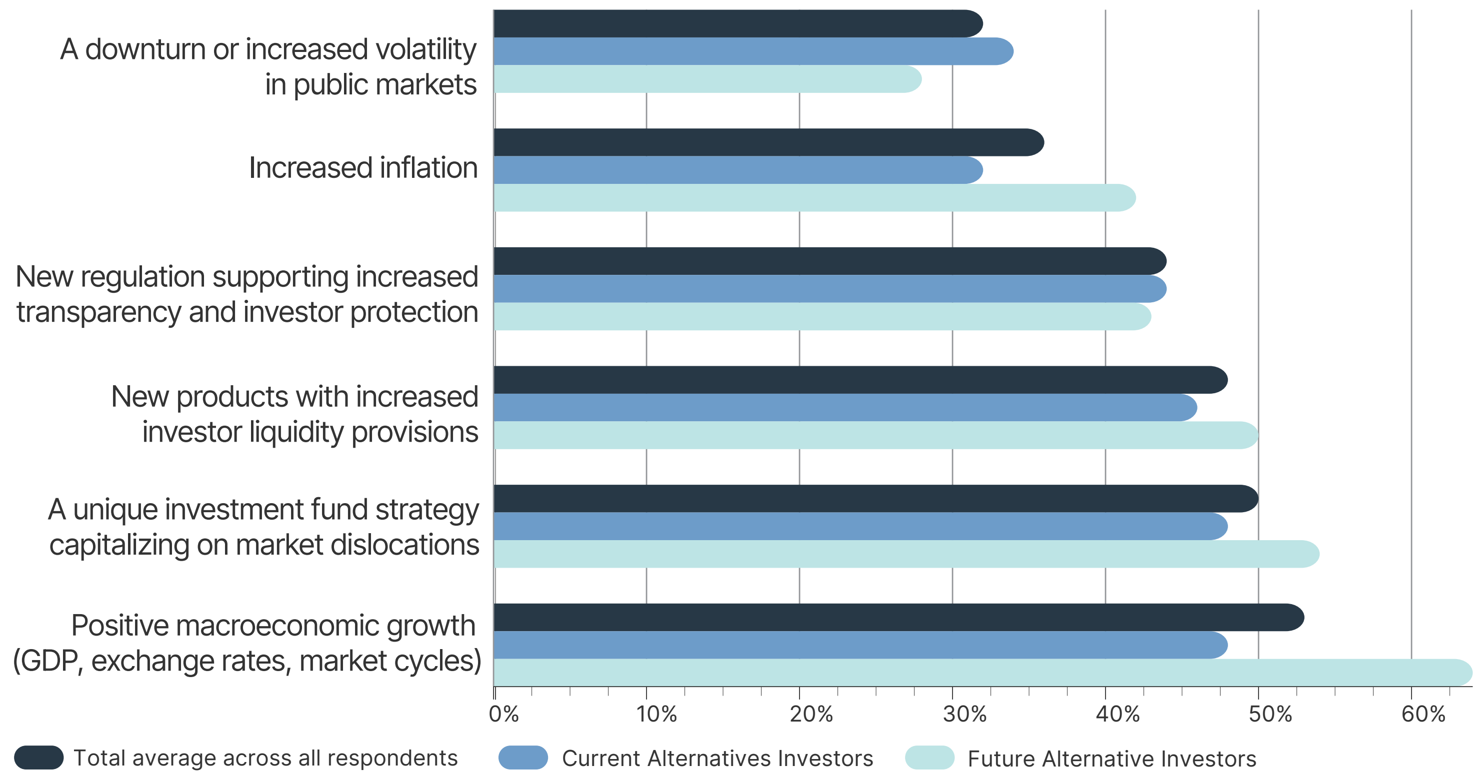
As investors contemplate entering private markets for the first time or raising their exposure, a variety of factors come into play. When asked to identify three factors that would prompt them to increase planned investments in private markets, investors ranked positive macroeconomic growth (53%) at the top of the list. This inclination jumped to 64% among those who don't currently have private markets alternatives in their portfolio. Around half would respond to a unique investment fund strategy that capitalizes on market dislocations (50%) or to new products with increased investor liquidity provisions (48%).

An additional point of influence is geopolitical and macroeconomic uncertainty. On average, 78% of investors said that geopolitical uncertainty increases their interest in private markets investments.

Further, the more the investor is currently invested in private markets (more than 25% allocation), the more interested they would be to increase their investments because of such uncertainty (87%). This suggests that the more experienced an investor is with private markets, the more they are able to achieve their investment objectives.

As global affairs continue to shift, it's clear investors still see private markets as a source of diversification and stability along with an opportunity for investment returns.

What would prompt you to either increase your planned investments or invest in private markets for the first time?



Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Product construction

Product construction

Liquidity takes center stage

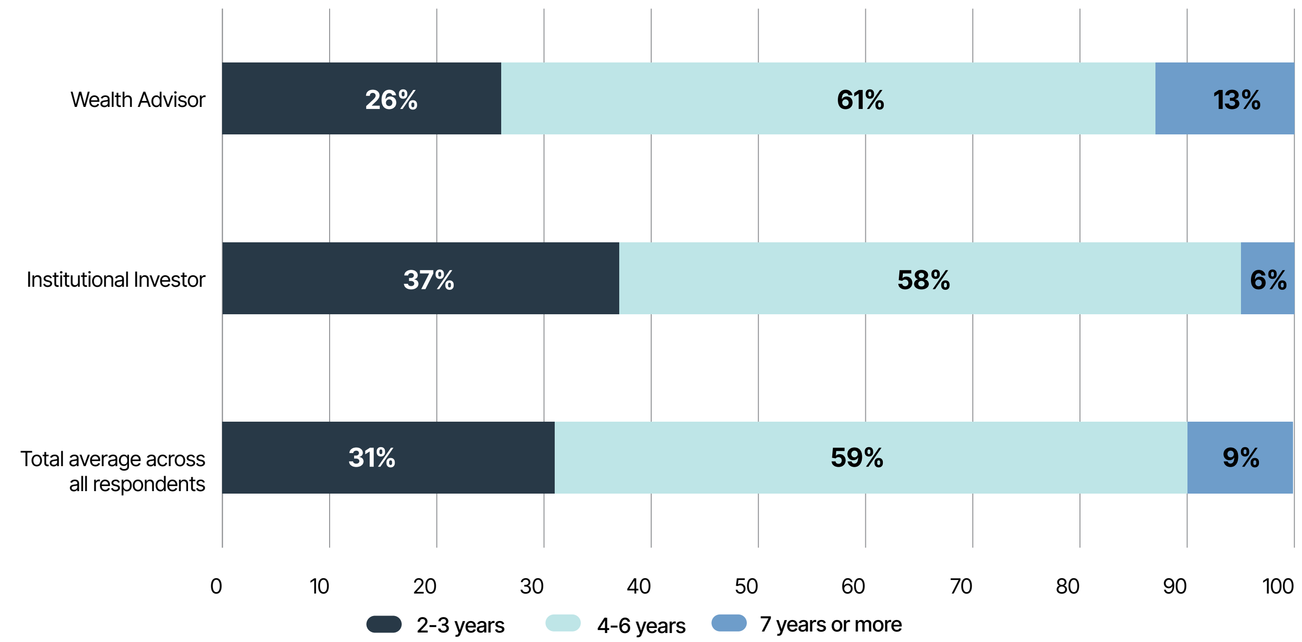
Investors are clear that liquidity is a priority: 43% prioritize liquidity and perpetual access to capital over target performance, versus 38% who value performance over liquidity. The remaining 19% favor liquidity and performance in equal measure. That investors take this view is somewhat surprising. Private markets has always been regarded as an investment strategy that prioritizes performance, with liquidity very much taking a back seat. But priorities seem to be shifting across both institutional and wealth investors.

To put a finer point on liquidity, a majority of investors indicate long investment periods are undesirable.

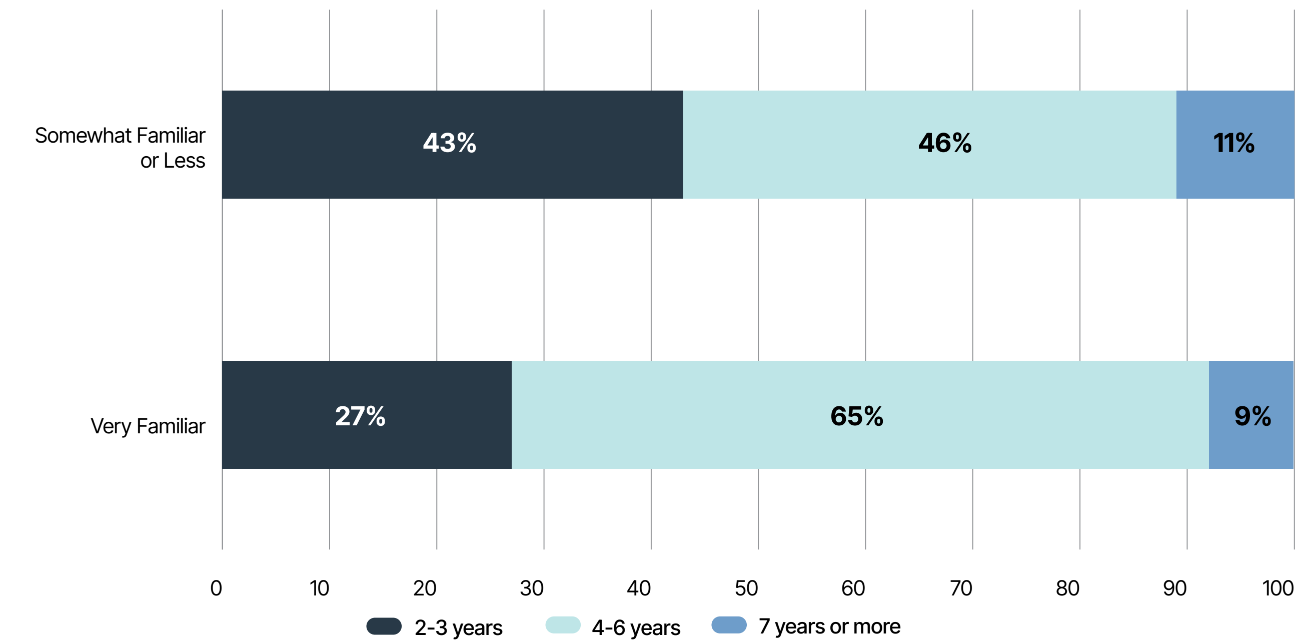
Those less familiar with alternatives prefer an even shorter period: 43% would look to deploy capital for just two to three years. Only 9% of investors target having capital locked away for seven years or more.

The sweet spot for 59% of investors is to deploy capital in private assets for 4-6 years, especially among those who consider themselves very familiar with the products (65%).

Among investor types, how long are you looking to deploy capital for your near term private markets investments?



Among those familiar with alternatives, how long are you looking to deploy capital for your near term private markets investments?



BBH

Inside the report

Introduction

Background and methodology

Executive summary

Private markets landscape

Product construction

Investor preferences

Closing notes

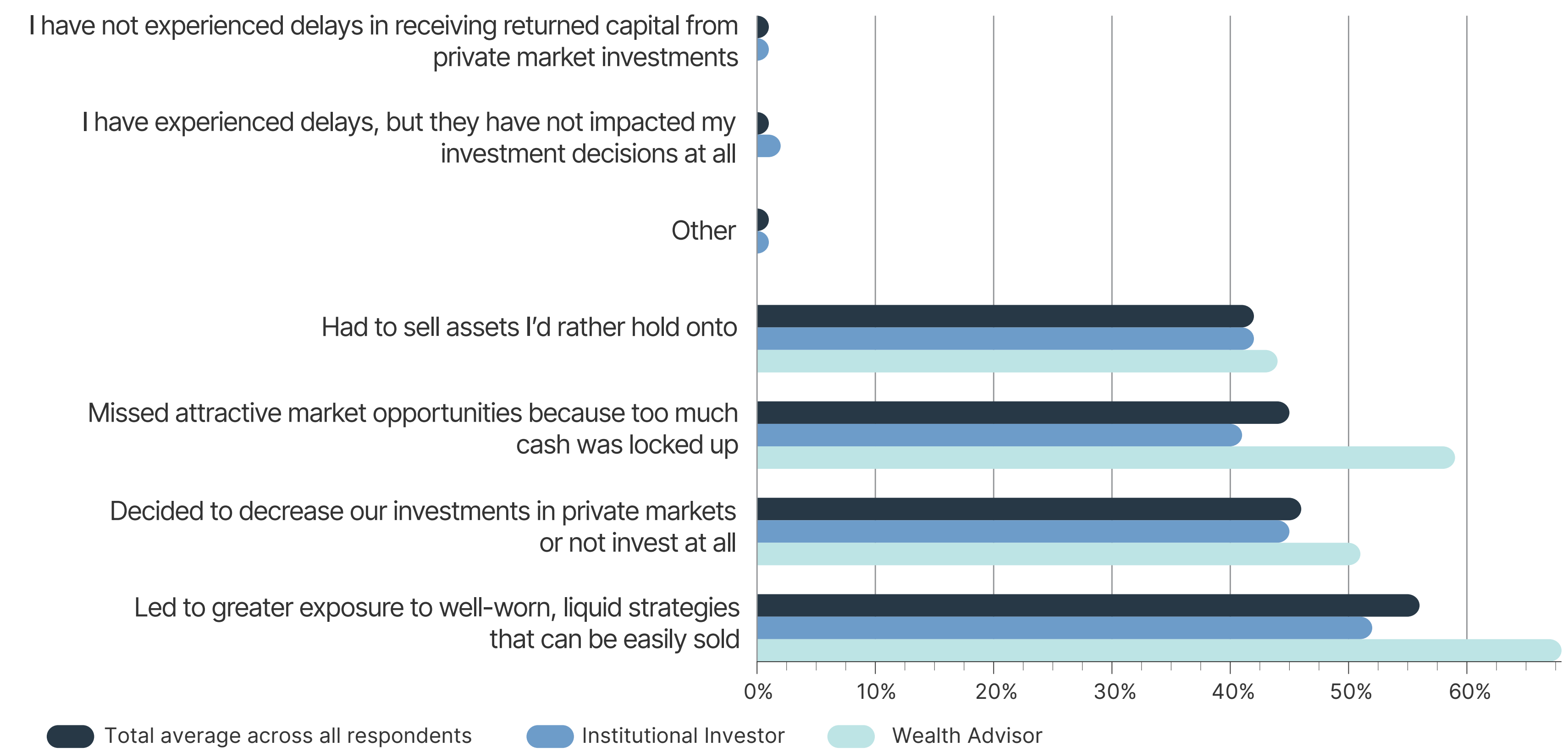
Delays in capital – a butterfly effect

Those surveyed who are invested in private markets (250 institutional investors and 71 wealth advisors) have been plagued by a pressing constraint – delays from GP sponsors in returning previously invested capital. Given what we know about returns the last few years, we expected this to be high, but were surprised to see it this high. 98% – that's 315 of 321 – of investors said delays in returned capital have impacted their investment decisions.

For more than half (56%) of respondents, having that capital locked up led to greater exposure to well-worn, liquid strategies that can be easily sold, while 46% decided to decrease their investments in private markets or not invest at all. Nearly the same proportion (45%) missed attractive market opportunities because too much cash was locked up, or they had to sell assets they'd rather hold onto (42%).

These delays have impacted investors consequentially and may help explain why even experienced private markets investors feel they are under-allocated. We also suspect it provides some additional explanation to the high rates of institutional interest in investment products with increased liquidity provisions, such as evergreen and semi-liquid vehicles.

How have delays in receiving returned capital from prior private markets investments impacted your investment decisions? Select all that apply.



BBH
Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Spreading the wealth

When gauging investors' preferences for fund structures, the top three responses were active ETFs holding private markets (65%), open-ended and semi-liquid evergreen products (65%), and co-investment (64%). The least preferred structure was closed-ended, drawdown funds (46%) – a ranking shared by both wealth advisors and institutional investors alike.

This data was, perhaps, the most striking finding in our entire survey. First, the vast majority of the current private market funds industry are conventional, drawdown vehicles, where investors commit their capital for at least seven years. The industry's reputation has been built around committed capital, strategically in an effort to optimize investor returns. While a challenging time for exits has led to an increase in continuation vehicles and secondary transactions, among other things, investors' patience still appears to be waning and the industry should take notice.

Second, the structure with the most appeal, for both institutional and wealth investors, was active ETFs holding private market investments – a nascent product with only a handful of operational funds (as of Q2 of 2025).

Private Markets ETFs

A top finding in our research was around private markets investors' interest in ETF products. 34% of global investors plan to invest in an ETF with exposure to private markets investments and 57% want to learn more about these products. Of note, Japanese investors are most confident about this product, with 52% stating they plan to invest, which is more than 10% higher than the UK (38%) and Germany (36%), and more than double the US (25%).

While the actual supply of private markets ETFs is currently very limited, one explanation for the openness to these relatively new products is that many investors are familiar with the existing ETF model. Access to ETF investments is relatively straight-forward, even if the underlying product construction and operations may not be.

Perhaps most interesting was that only 5% think it's a bad idea. While alternative ETFs are certainly innovative, regulators have voiced concerns about their liquidity risk and the ability for issuers to properly value private debt assets intra-day. The US Securities and Exchange Commission (SEC) specifically limits the percentage of the portfolio that can be invested in private markets at 15%. European regulators have similar constraints.

"The interest in ETF private market products shows real promise in this structure. As an asset servicer, we think about how these products will work, particularly during times of market turbulence. How will managers mitigate rapid changes in public market sleeves of the portfolio? How will they handle intra-quarter pricing for private securities? This is all evolving and something we are constantly thinking about."

– Lata Vyas

BBH

Inside the report

Introduction

Background and methodology

Executive summary

Private markets landscape

Product construction

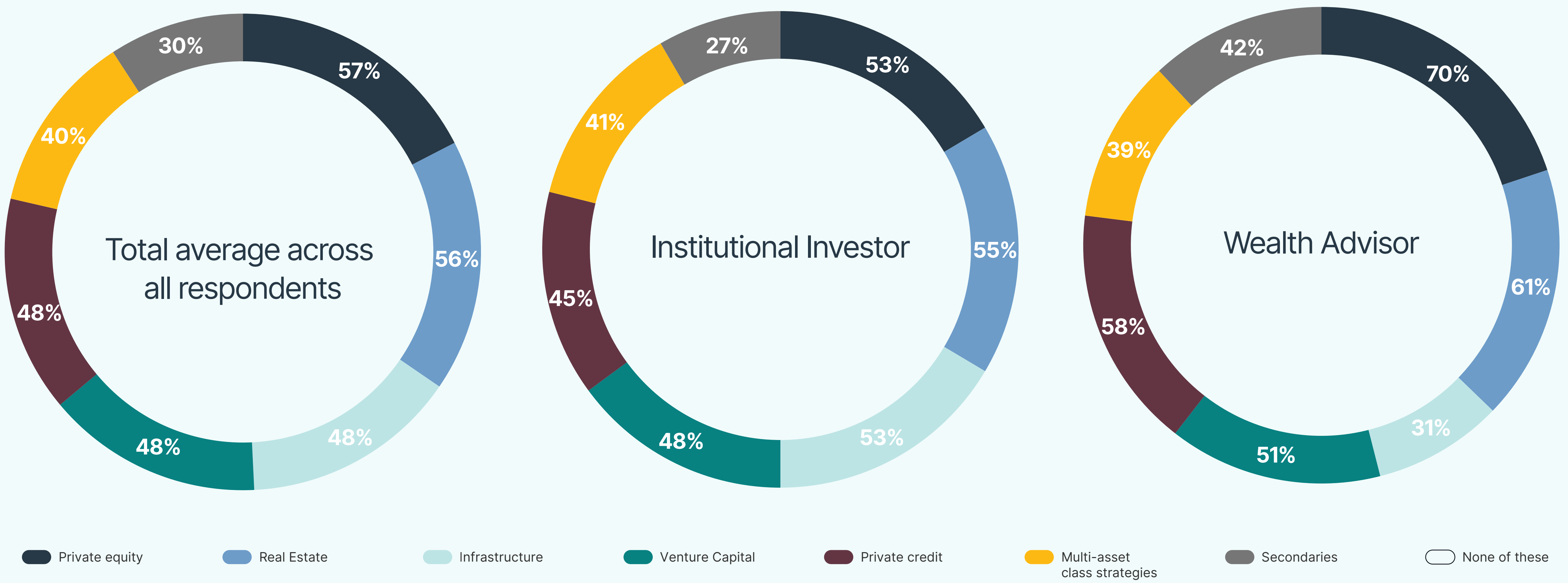
Investor preferences

Closing notes

Asset allocation

According to our findings, private equity is the most widely held private markets strategy among experienced private markets investors (57%), followed by real estate (56%), infrastructure/venture capital/private credit (all 48%), multi-asset strategies (40%), and secondaries (30%).

Which of the following asset classes do you currently have in your portfolio? Select all that apply.



Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

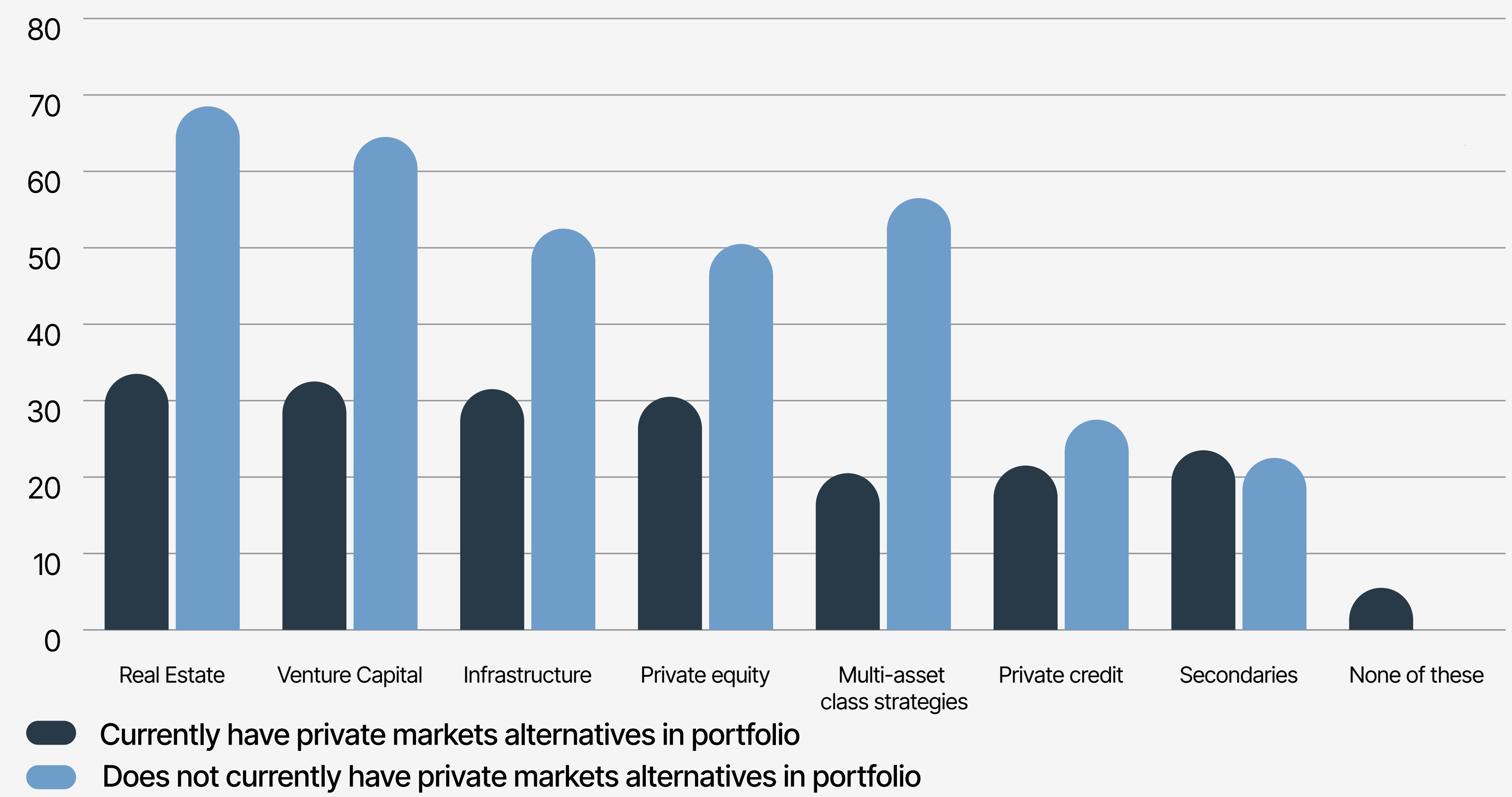
Investor shopping list

For wealth advisors, we were surprised to see real estate as the most sought after asset class (60%), followed by venture capital (54%), doubling the interest shown by more experienced investors, particularly institutional, with 34% and 33% respectively. The next most popular asset classes for future investments among wealth advisors included infrastructure (47%), multi-asset class strategies (48%), private equity (42%), and private credit (29%). Appetite for real estate is strongest among those who currently don't hold alternatives (69%), with this segment also showing notable interest in venture capital (65%).

Among those who already hold alternatives, one in five plan to decrease exposure to real estate (21%) or infrastructure (19%) over the next two years.

One likely explanation for real estate's top spot could be both its familiarity and accessibility for new private markets investors. Most wealth advisors and their clients own real estate and generally understand the asset class. By contrast, private equity, private debt, infrastructure, secondaries, and even venture capital all have idiosyncratic nuance and may be perceived as harder to understand. Could real estate be serving as a foot in the door?

In which of the following asset classes do you plan to increase your investments over the next two years? Select all that apply.



Inside the report

Introduction

Background and methodology

Executive summary

Private markets landscape

Product construction

Investor preferences

Closing notes

Investor preferences

Investor preferences

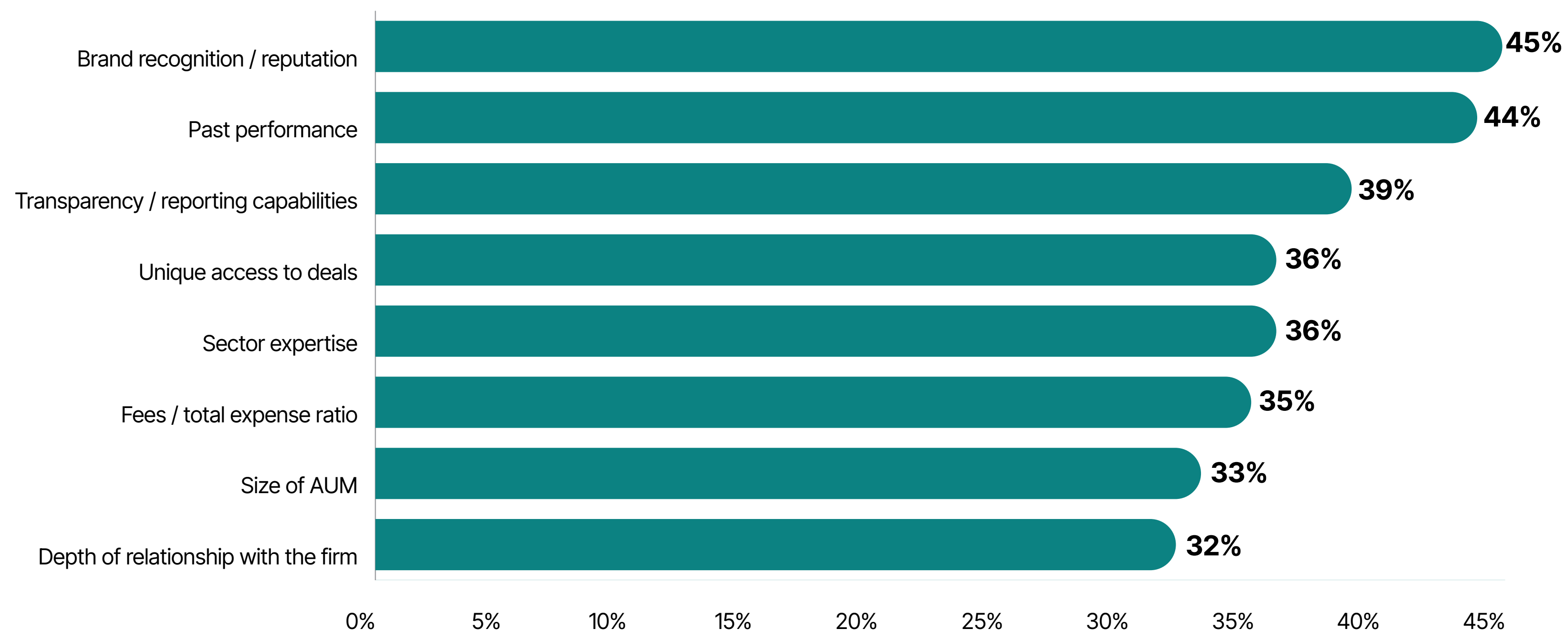
As private markets attract a greater number and wallet share of investors, many factors are weighed when considering with whom to invest: the target asset class and investment strategy, domicile, GP reputation, and overall investor experience. For wealth advisors whose knowledge of the private markets landscape may be more limited, access, education, and a limited selection of products on the shelf are all likely to complicate buying decisions. This may favor well-known private markets heavyweights and large, traditional asset managers with decades of brand familiarity and distribution experience through the wealth channels.

Who to trust

As investors look to allocate capital toward private markets, they use multiple factors to select a manager. Brand recognition is most important for 45% – more so for wealth advisors (50%) than for institutional investors (41%). Past performance also factors among their top three considerations (44%), as does transparency and reporting capabilities (39%).

For new investors who plan to enter private markets for the first time in the next two years, 51%, or 91 out of 179 wealth advisors, say brand reputation is a top three consideration. Meanwhile, recent market consolidation among private markets managers is a trend many are concerned about (42%) though just 12% are letting that concern impact their investment decisions. This would suggest that the consolidation trend will likely continue, with potential implications for the options investors have in terms of manager selection, and the height of the bar for new managers wishing to enter the private markets space.

Three factors most likely to influence manager selection for private markets alternatives. Response ranked in order.



Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Where to buy

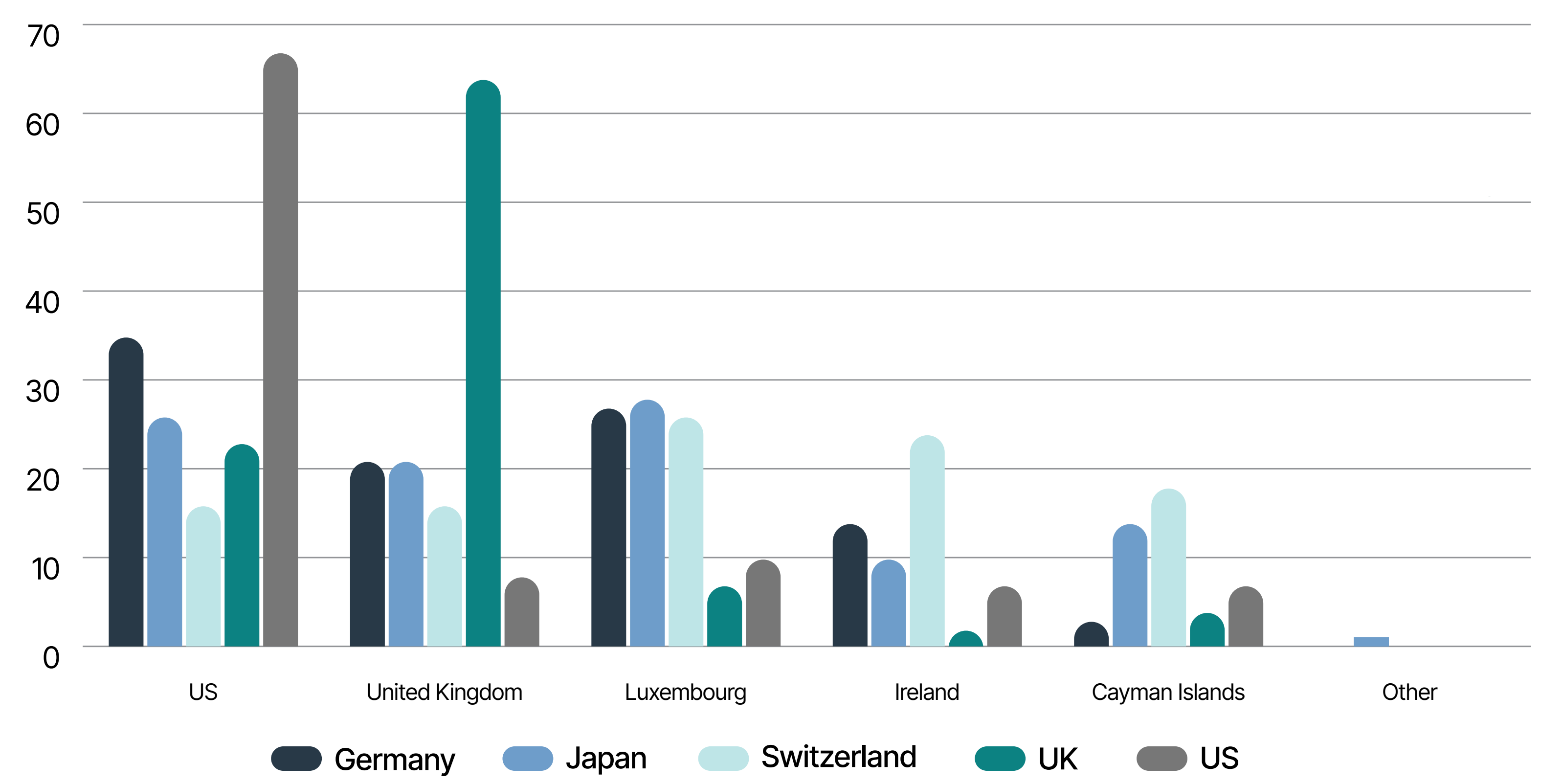
Investors interested in private markets can choose among products domiciled in various locations. When weighing one fund domicile over another, their top three concerns most commonly include investor protections (53%), available products (48%), and favorable tax regimes (46%).

There's a strong home bias, too. US investors prefer products domiciled in the US (67%) while UK investors prefer products domiciled in the UK (64%). Luxembourg is the favored domicile of choice for Swiss and Japanese investors, and the second choice for German investors. As the US is the most mature and largest market, this likely explains why it ranks highly across all investor markets.

What factors dictate the fund domicile you choose for private markets alternative investments? Ranked in order; multiple selections allowed.

	Total	US	UK	Japan	Switzerland	Germany
Investor protections	53%	53%	65%	47%	34%	56%
Available products	48%	45%	47%	42%	46%	58%
Favorable tax regimes	46%	44%	43%	50%	56%	43%
Reputation / quality of the fund infrastructure available in the location	41%	45%	31%	44%	56%	36%
Cost	40%	37%	44%	33%	40%	48%
Levels of AML / KYC	36%	43%	41%	32%	24%	32%
Lower levels of red tape	36%	32%	29%	52%	44%	27%

Which fund domicile do you favor when investing in private markets alternatives?



Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

The current evergreen and perpetual-capital product picture

It's clear that the "retailization" of alternatives will continue to be a major catalyst for inbound capital, especially as more wealth advisors diversify their clients' portfolios, sometimes away from traditional equities and fixed income in favor of private markets.

The rapid growth of wealth investors interested in private markets is leading GPs to contemplate markedly different sales, marketing, and distribution channels. It has also prompted managers to expand their product offerings, offer different liquidity provisions, and evaluate their role in education for investors across the board. To address these challenges, we are seeing significant business investments and partnerships across the industry between alternative managers and traditional asset managers. From public and private asset collaborations between Wellington, Vanguard, and Blackstone[4], to an Invesco and Barings partnership focused on the wealth sector[5], it's clear managers of all kinds are eager to enter this space.

In fact, McKinsey's Global Private Markets Report 2025 estimates that higher-liquidity products, such as evergreen funds, interval funds, or BDCs, make up $1 trillion to $1.5 trillion in AUM, which has grown at approximately 16 percent per year since 2020.[6]

"Brand reputation matters, especially for new wealth investors who plan to enter private markets for the first time. GPs should focus on building trust and credibility with investors if they want to secure new investor capital and keep investors for the long-term."

– Roxane Fricou

[4] https://www.blackstone.com/news/press/wellington-vanguard-and-blackstone-to-collaborate-on-investment-solutions-combining-public-and-private-assets/
[5] https://www.prnewswire.com/news-releases/invesco-and-massmutual-announce-repurchase-of-1-billion-of-invesco-preferred-stock-and-new-strategic-product-and-distribution-partnership-with-barings-302434045.html
[6] https://www.mckinsey.com/industries/private-capital/our-insights/global-private-markets-report#/)

BBH
Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

Closing notes

Closing notes

The private markets industry has seen unprecedented growth over the last 15 years. While the next phase of growth is still trending upward, it will likely be markedly different as the industry continues to evolve. Much of this evolution will be driven by increasing access and education around private markets. Our 2025 research highlighted a number of trends we'll be watching:

1	Geographic variances in private markets investments across all asset classes will normalize as evolving regulation and new product development bring greater options to investors globally.
2	New evergreen and semi-liquid products with more flexible liquidity provisions will lead the industry's next phase of growth. While initially designed to cater to wealth channels, these products have demonstrated crossover appeal to institutional investors – many of whom have grown frustrated contending with delays in receiving returned capital from prior committed capital investments.
3	Product development, innovation, and investor education will remain at the forefront of the industry's collective challenges. Our survey reaffirms that investors still perceive gaps in available private market products, accessible education explaining them, and trusted advisors to guide them through increasingly complex waters.
4	Opportunity exists in times of geopolitical and macroeconomic uncertainty for nimble GPs who are able to create private markets products that combine the investment characteristics including private markets returns, more flexible investor liquidity provisions, and clear investment strategies that are accessible to investors.
5	We anticipate the continued rise in the use of secondaries, fueled both by GP sponsors seeking to address the delays in returned capital and by investors in need of liquidity.
6	As private markets continue to become a more substantive and durable part of both institutional and wealth advisors' asset allocation model, we anticipate the rise of multi-asset class funds that act as a one-stop shop for investors – a new model portfolio, offering both public and private market investments that span geographies, asset classes, industries, and vintages.

BBH

Inside the report
Introduction
Background and methodology
Executive summary
Private markets landscape
Product construction
Investor preferences
Closing notes

BROWN BROTHERS HARRIMAN

NEW YORK BEIJING BOSTON CHARLOTTE CHICAGO DUBLIN GRAND CAYMAN HONG KONG JERSEY CITY
KRAKÓW LONDON LUXEMBOURG NASHVILLE PHILADELPHIA TOKYO WILMINGTON ZÜRICH BBH.COM

IS-10805-2025-06-02