

Navigating Resilience

Key insights for capital markets c-suite

The current situation for capital markets

Uncertainty related to geo-economic fragmentation has increased volatility in the global trading markets, which in turn has caused plans for equity issuance to be put on hold. While trading desks benefit from increases in volumes, primary market activities are seeing a short-term decline and the buy-side is impacted by falling market valuations—all of which are putting capital markets firms’ revenues under pressure.

0.8–2.8%	52%	68%	\$4,900
Potential increase in US inflation	The close of day high of the Vix® Index as volatility surged following the implementation of tariff policies by the U.S. government	Capital markets c-suite executives who felt, at the start of 2025, they were not fully prepared for geopolitical disruption	Potential additional yearly costs for US households

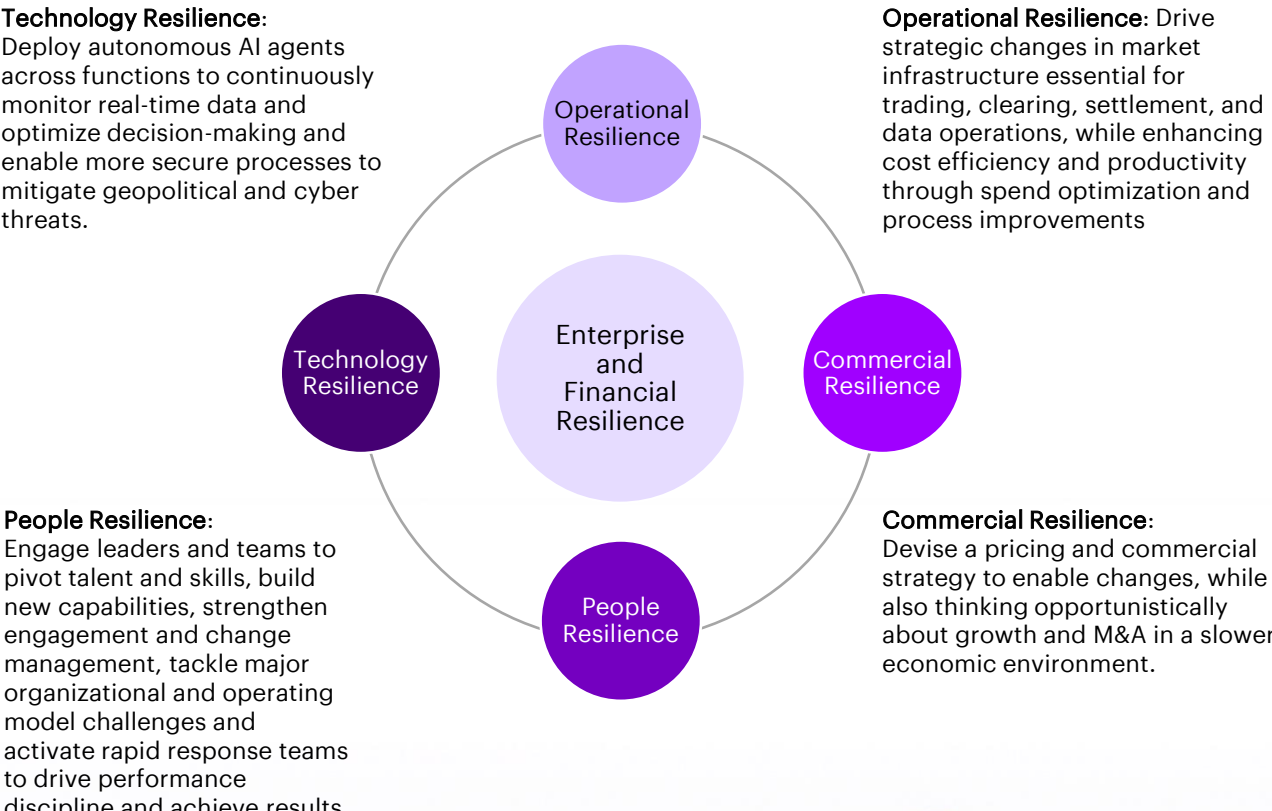
Sources:
Accenture Ready for resilience: how to navigate the new tariff landscape, April 2025
Accenture CXO Pulse survey, June 2024

Top CEO concerns

- Pressure from delayed deals and listings** - Market uncertainty is hindering M&A activity and new issuance, placing strain on Investment Banking’s primary revenue streams.
- Erosion of corporate and investor confidence** - Volatile market conditions are disrupting medium-term planning, prompting increased demand for risk mitigation tools and safer investment alternatives.
- Decline in assets under management** - Weak equity markets are eroding fee-based revenues and shrinking global wealth pools.
- Call for strategic resource allocation** - Firms are working to align capital and talent with evolving business priorities, while preserving liquidity amid rising credit risks.
- Accelerating tech investment** - Firms are prioritizing transformation of platforms, automation of data and enhancement of predictive modeling capabilities.

What makes a resilient enterprise?

Resiliency will be the key differentiator for companies who can navigate this uncertain economic and policy environment – this covers commercials, operations, people, and technology. Scenario planning is a critical to building enterprise and financial resilience.



Resilience for competitive advantage today and tomorrow

Resilience across these dimensions is the key to responding to the uncertain economic and policy environment ahead. Consider no regret moves that will yield value regardless of how the tariff environment evolves.

	What to do Now	What to do Next
Enterprise & Financial Resilience	Build capability for ongoing scanning and sensing and scenario planning	Enabled by AI: Model tariff impacts and optimize pricing strategies to protect margins
Operational Resilience	Ensure core infrastructure (trading, clearing, settlement, data) is stress-tested under disruption scenarios	Review investment strategies and rebalance resources against new market realities and emerging needs
Commercial Resilience	Monitor client and investor sentiment; review pricing, hedging and execution strategies	Evolve advisory models with digital and AI capabilities; explore alternative products (e.g., tokenized assets)
People Resilience	Reassess workforce and location strategy in line with target mix and productivity level	Integrate strategic workforce planning to optimize work/ roles for an agentic org
Technology Resilience	Build end-to-end visibility across the enterprise, ensure interoperability across infrastructure and strengthen cyber posture	Build resilient and secure cloud-first tech ecosystem and modernize mainframe workloads

To learn more about how to turn resilience into a competitive edge, visit:

<https://www.accenture.com/us-en/insights/strategy/navigating-new-tariff-landscape-economic-impact>