

# Wealth Management in the Middle East

Insights into industry and investor trends

## Profile of Middle East Affluent Investors

**7 in 10**

investors prefer investing with wealth managers based in the region over international firms.

Middle East investors are

**10%**

points more likely than those in Asia to work with a single wealth manager.

**40%**

of investors have changed firms in the last 3 years.

**38%**

of investors indicated a desire to leave their current wealth manager in the next 12 months despite satisfactory investment returns.

Local firms have a unique opportunity to build exclusive relationships with affluent investors in the region—but recent history shows these same investors are willing to walk away if they feel their advisory needs are not being met.

## Middle East affluent investors seek product choice and innovative solutions

**23%**

of investors are already investing in digital assets.

**57%**

of investors are likely to invest in digital assets in the next 12 months.

**49%**

of investors currently invest in ESG products.

Middle East investors are consistently seeking out the most innovative investment products—most recently digital assets and ESG investments—but they are also vocal about concerns regarding the quality of advisory and the breadth of products on offer.

Wealth managers must build strength and depth in their product offerings. If they can demonstrate deep advisory, an aptitude for innovation, and a track record of profitable returns, there remains a large pool of investors looking to them for advice. But they must act quickly, as international firms are increasingly looking for a larger slice of the Middle Eastern pie.

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Statistics in this document are based on Accenture's primary research for the Middle East, conducted among 200 affluent and high-net-worth individuals (with USD 100,000 and above or equivalent in investable assets) and 30 relationship managers at private banks, wealth firms, retail banks and independent financial advisors. The survey was conducted in December 2021 and January 2022.

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