

Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

Business

FH Zentralschweiz

ASSET MANAGEMENT  
**ASSOCIATION**



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# **Swiss Asset Management Study 2021**

## Executive Summary



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### A new high in AuM despite COVID-19

AuM managed in Switzerland grew by 10.6% in 2020 to a record CHF 2.79 trillion due to high net inflows and recovering financial markets in Q2–Q3 2020.

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### Substantial Net New Assets in 2020

Net inflows of CHF 100 billion across all asset classes and segments boosted AuM by 4 percent.



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### Strong business performance

The net revenue pool of the Swiss asset management industry is estimated to be CHF 15.67 billion with profits of CHF 4.10 billion.

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### Asset managers generate jobs

About 10,300 jobs are directly related to the industry and 47,400 people are indirectly employed in services associated with the industry in a wider scope.



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### Bank-owned firms are the largest asset managers in terms of total AuM managed in Switzerland

UBS Asset Management (1), Credit Suisse Asset Management (2) and Swisscanto Invest by Zürcher Kantonalbank (3) are the largest asset managers in Switzerland managing combined about CHF 800 billion of AuM.

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### Sustainable investment is evaluated as the most important opportunity in the industry

A persistently strong client demand, risk considerations and regulatory requirements are key drivers for this development.



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### Asset management is a growing segment of the Swiss financial center with a differentiating value proposition

Asset management contributes to the diversification of the Swiss financial center and complements private banking and wealth management.