



IN FOCUS

2026 Global Private Wealth Survey

Private markets in focus: Wealth professionals worldwide recognize the growing value of private markets — and they're taking action.

See key insights from 390 wealth professionals across the globe.

Key Insights from Wealth Professionals



86%

Plan to increase private market allocations.

55%

Say interest among millennials grew the most.

81%

Find that education boosts client interest.

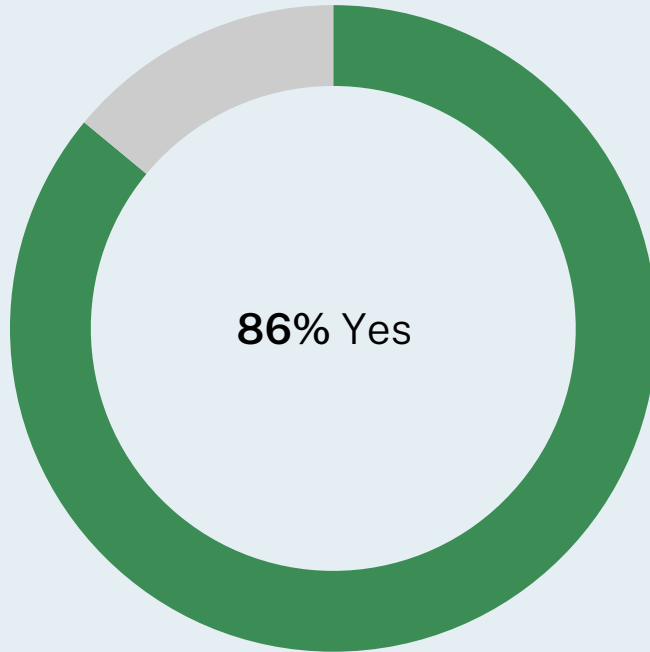
PORTFOLIO ALLOCATION

Investment Trends in Private Markets

“Offering private market access has improved my reputation as a forward-thinking advisor. It demonstrates to clients that I am proactive in seeking creative investing alternatives.”

Wealth Professionals Plan to Boost Allocations

Do you plan to increase private market allocations in 2026?



“Private market investments have increased steadiness during market volatility.”

The #1 Reason for Private Market Growth

Portfolio optimization tops other motivators

Why do you plan to increase allocations to private markets in 2026?

59% Portfolio optimization



48% Competitive positioning



46% Client demand



45% Availability of suitable products



41% Market volatility

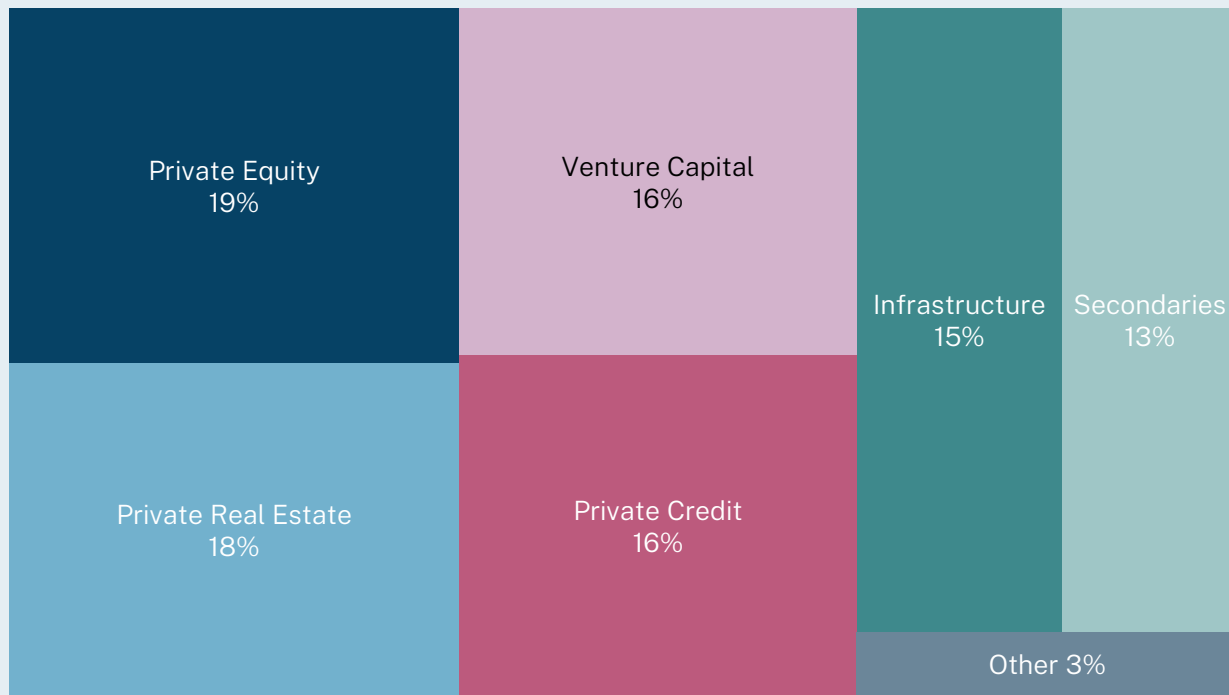


“By investing in private markets, we create diverse, high-quality portfolios tailored to our clients’ long-term goals.”

Most wealth professionals allocate across a broad mix of strategies



Average allocation within the private markets portion of client portfolios



“By expanding into private credit and infrastructure we have been able to offer clients more diversification.”

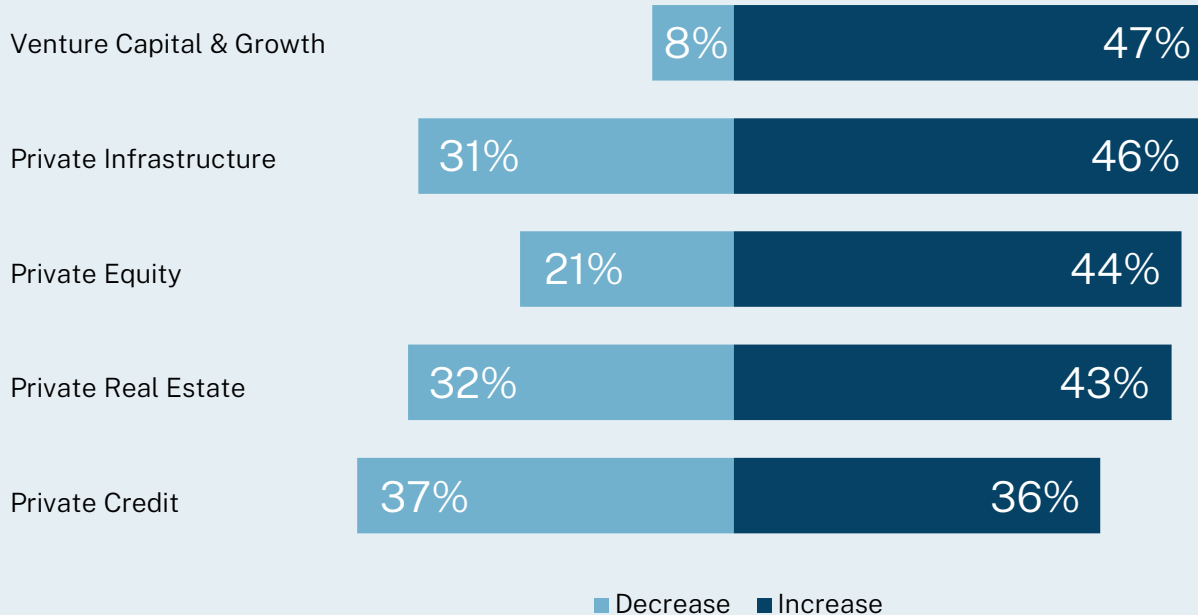
Chart shows average of responses.

Quotes are from survey respondents and may not be representative of the experience of others. There is no guarantee of future performance or success.

Venture Capital Leads 2026 Strategies

Venture and infrastructure are poised for growth this year

Which investment strategies do you plan to increase and decrease in 2026?



“Venture capital funds [can] get clients into high-growth companies long before those firms go public.”

CLIENT INTEREST

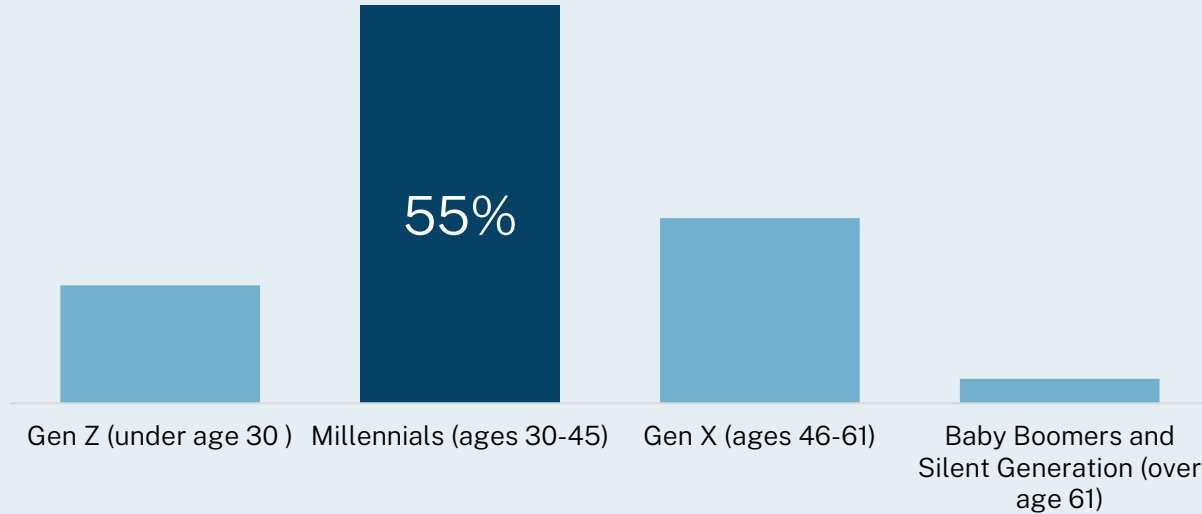
Who's Investing in Private Markets?

“Clients value the potential for higher returns and access to innovative companies earlier in their growth cycle.”

Millennials Show Strongest Interest

Demand increased the most among investors ages 30–45

Which generation has shown the greatest increase in interest in private markets?*



“Private markets [have the potential to] offer higher returns potential and diversification, while helping our business grow by deepening client relationships.”

*Note: One percent of respondents saw no difference among generations

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Entry Points: Private Equity and Venture

New inquiries tend to start with private equity and venture.

Which private market strategies are most popular among new, highly-engaged investors?

56% Private Equity



51% Venture Capital & Growth



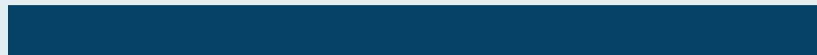
49% Real Estate



44% Infrastructure



38% Private Credit



“Private markets positioned me as a more sophisticated advisor.”

Performance & Diversification Are Top Motivators for Clients



Access to more exclusive investments came in at #3

28%

Performance

28%

Diversification

25%

Access to investments
not available to the
general public

19%

Sector exposure

Clients Express Confidence in Private Markets

83% view private market risk as equal to or below public market levels.

How do your clients view the risk/reward of private markets compared to public markets?



“It’s helped balance risk and reward.”

KNOWLEDGE GAPS

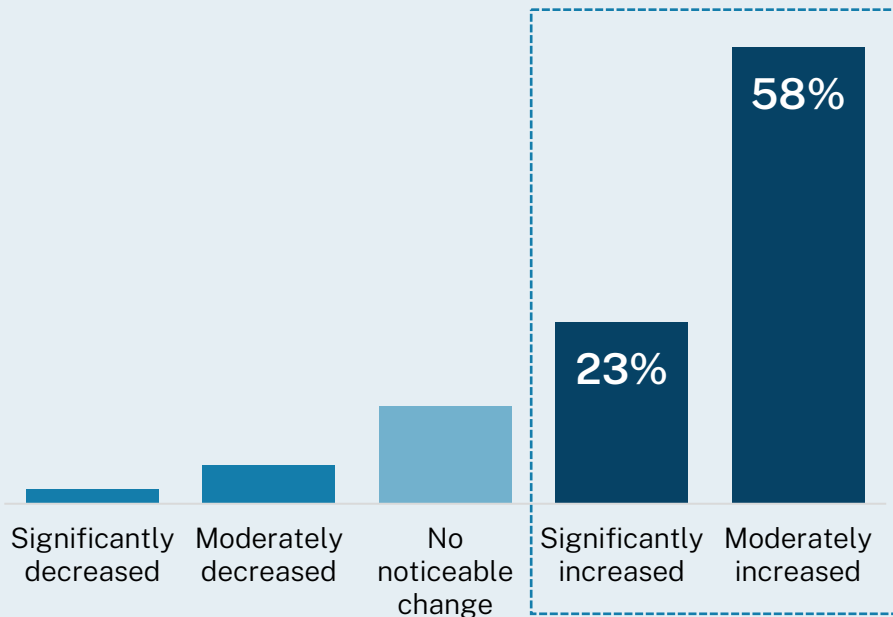
The Value of Informed Clients

“Private market opportunities created more meaningful client conversations.”

Education Sparks Client Interest



How has providing education on private markets impacted your clients' interest?



81%

Say education boosts client interest

“Offering private market investments has helped me stand out and expand through word-of-mouth referrals.”

Top Knowledge Gap: Product Awareness

What are the biggest knowledge gaps your clients have about private markets?

61% Current products available such as evergreen funds



56% Liquidity constraints



44% Trends in specific sectors, such as private equity or infrastructure



43% Underlying deals



1% Other



“Expanding access to alternative investments has helped build stronger client relationships, brought in new investors and made the firm more competitive.”

Private Market Education Goes Omnichannel

Wealth professionals blend digital, in-person learning.

How do you educate clients on private markets?

26%

Digital resources including videos and articles

22%

Webinars or group seminars

19%

One-on-one sessions

17%

Third-party materials
(e.g., from fund providers)

16%

In-person events or
workshops

“Clients appreciate the access and education we provide regarding these unique assets.”

Thank you

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Survey methodology



This year's survey group differs from prior years, reflecting changes in both administration and methodology. The 2026 outlook survey was conducted by Wakefield Research (www.wakefieldresearch.com), and Hamilton Lane's affiliation was not disclosed to respondents.

The survey included 390 global private wealth professionals across four regions: Americas, Asia, Europe, and the Middle East. Qualifying financial professionals included RIAs, broker-dealers, family offices, and wirehouses. A minimum AUM of \$150 million was required in all markets, except in the UK where the minimum was \$40 million.

The survey was fielded between October 23 and November 4, 2025, via email invitation and completed online.

Respondents received incentives for survey participation, consistent with best practices in opinion research. Incentives were provided for completing the survey, not for specific quotes or responses

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