Growing Asia's Markets

PRESS RELEASE

Asian Asset Owners Show Strong Commitment to Sustainable Investing, Finds ASIFMA Survey

Despite global headwinds, ESG sentiment remains strong across Asia, with climate change and energy transition emerging as top priorities

23 October 2025 (Hong Kong) – ASIFMA's Asset Management Group today released findings from its first-ever Asian Asset Owners ESG Survey, conducted between June and September 2025. The survey, complemented by follow-on in-depth interviews, captures the views of 55 leading asset owners across eight Asian jurisdictions, including sovereign wealth funds, pension funds, family offices and insurance companies. Collectively, respondents hold at least US$4.9 trillion in assets under management or administration (excluding those who disclosed in ranges or chose not to disclose).

The survey reveals that Asia's interest in sustainability has remained robust, with 85% of respondents expressing a positive stance toward ESG or sustainable investing. Notably, 90% reported no change in sentiment over the past 12 months despite global market volatility and shifting regulatory landscapes in other parts of the world.

"Asia's asset owners are demonstrating a steady and thoughtful approach to sustainability," said Yvette Kwan, Executive Advisor, ASIFMA Asset Management Group (AAMG). "The findings show that ESG integration is no longer a niche practice; it is becoming a core part of investment strategy, especially as risk management and long-term value creation continue to drive decision-making."

Key highlights from the survey include:

- 75% of respondents are integrating ESG considerations into their investment processes
- Risk management remains a primary motivator for ESG adoption
- Climate change and energy transition are viewed as the most material ESG issues
- Limited investment opportunities and insufficient ESG data are cited as the top challenges
- Private assets are increasingly prioritized in sustainable investing strategies
- A majority of respondents believe sustainable investing will deliver superior long-term returns

"These insights underscore the growing sophistication and commitment of Asian asset owners in navigating the ESG landscape," added Ms Kwan. "AAMG will continue to support the industry through dialogue, research and advocacy to ensure sustainable finance in Asia is both impactful and scalable."

The full survey report is available here.

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About ASIFMA

ASIFMA is an independent, regional trade association with over 150 member firms comprising a diverse range of leading financial institutions from both the buy and sell side, including banks, asset managers, law firms and market infrastructure service providers. Together, we harness the shared interests of the financial industry to promote the development of liquid, deep and broad capital markets in Asia. ASIFMA advocates stable, innovative, and competitive Asian capital markets that are necessary to support the region's economic growth. We drive consensus, advocate solutions and effect change around key issues through the collective strength and clarity of one industry voice. Our many initiatives include consultations with regulators and exchanges, development of uniform industry standards, advocacy for enhanced markets through policy papers, and lowering the cost of doing business in the region. Through the GFMA alliance with SIFMA in the United States and AFME in Europe, ASIFMA also provides insights on global best practices and standards to benefit the region. More information about ASIFMA can be found at: www.asifma.org.