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Structured for Volatility

Global Market Sentiment Survey 2025/2026

Webinar
October 28

AGENDA

1. General market sentiment: positive outlook and rising issuance (10 min)
2. Technology: efficiency, market access, and customisation (15 min)
3. Market Dynamics & Product Innovation (10 min)
4. Challenges – Regulation, Education & Uncertainty (10 min)
5. Outlook & QA (10 min)

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General market sentiment: positive outlook and rising issuance

Technology: efficiency, market access, and customisation

Market Dynamics & Product Innovation

Challenges – Regulation, Education & Uncertainty

Outlook & QA

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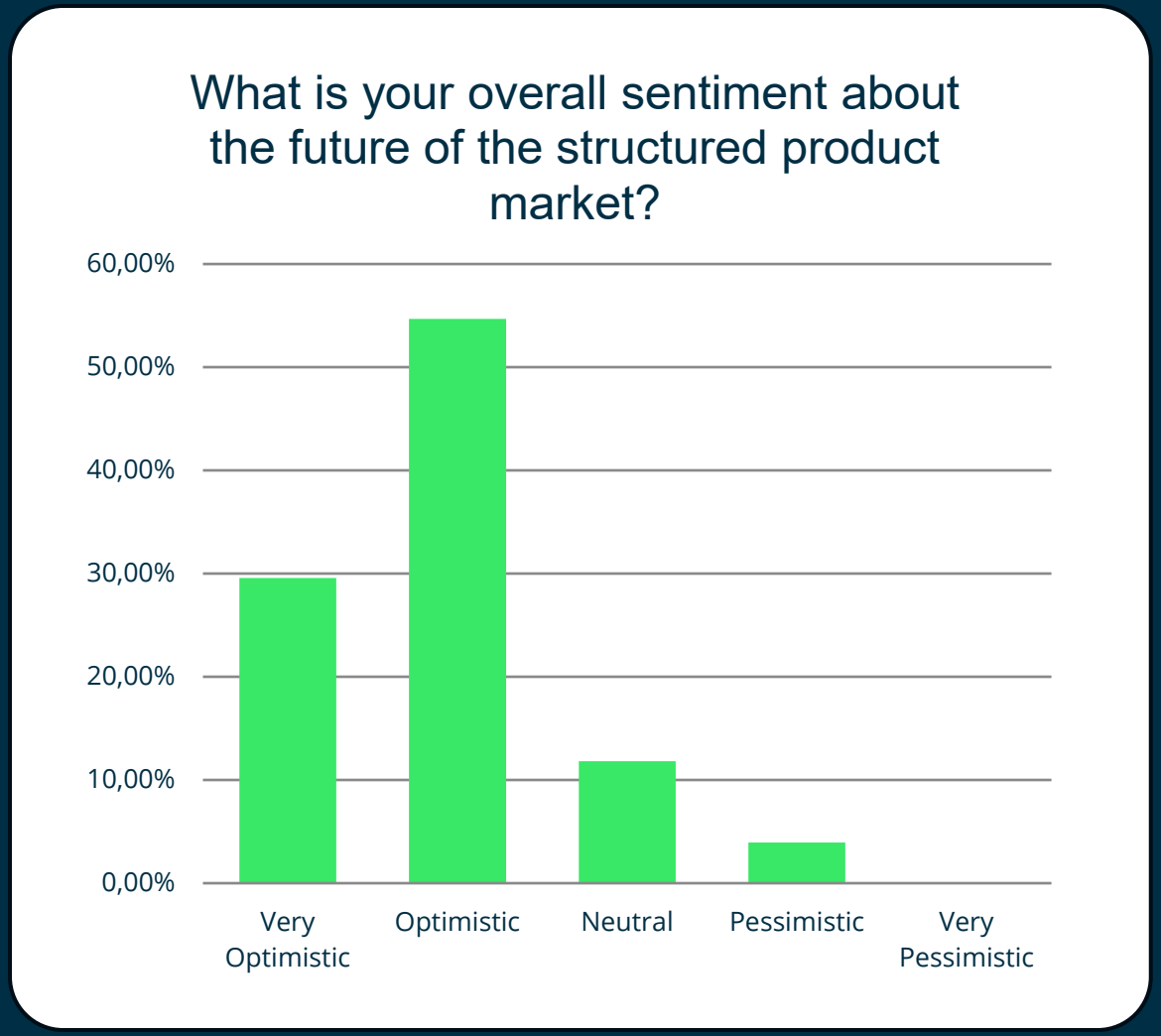
Optimism in Volatile Times

> Products are working as designed – uncertainty bled out.

– *Raymond James*



85%

Are Optimistic

General market sentiment: positive outlook and rising issuance

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Outlook & QA

Technology:

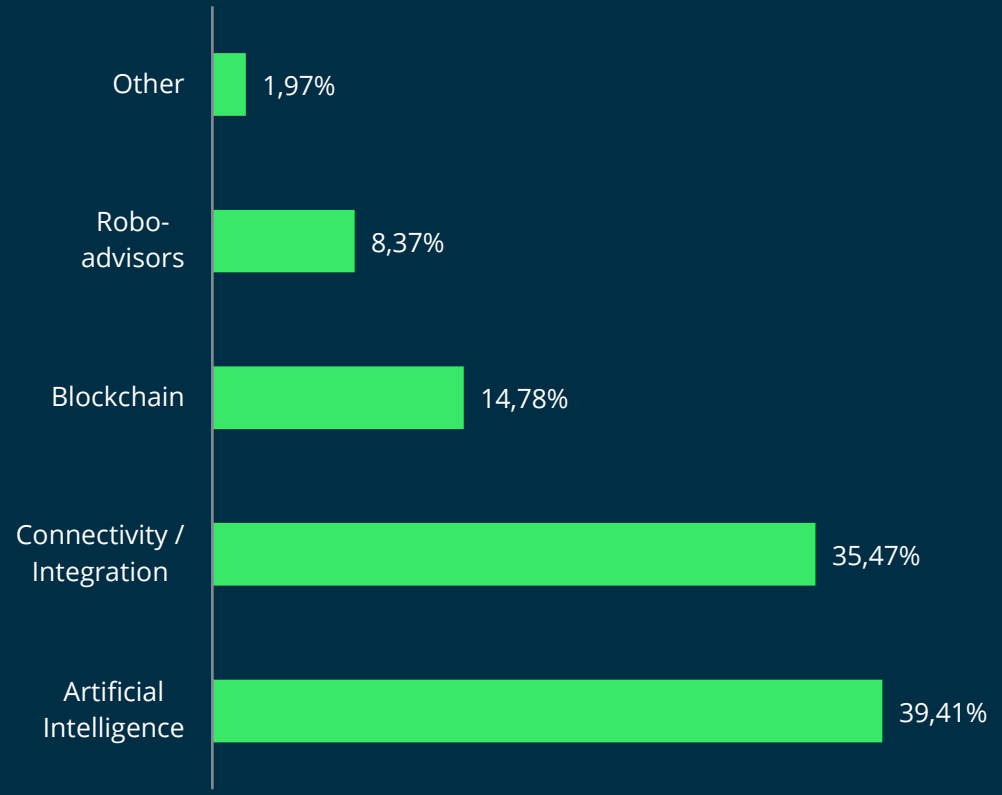
efficiency, market access, and customisation

> “Issuing in five minutes is nice – but integration across the entire value chain is the real breakthrough.”
>
> – *UniCredit*

39%

of respondents identified AI as the single most important future technology

What technological advancement has the biggest potential for the structured product market?



Technology

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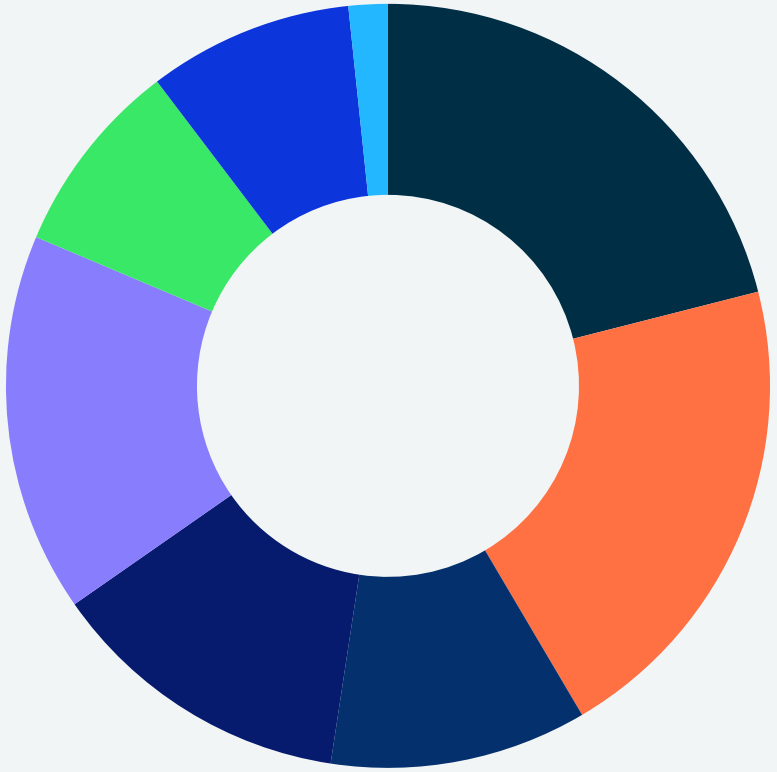
Which aspect(s) of innovation do you think has/have been the most important in the last five years for structured products?



- Improving speed and breadth of execution
- Using technology to provide more information to the end investor
- Technology capabilities of institutions in the sector
- New indices
- New products and payoffs
- Greater use and sharing of data
- Idea generation including AI techniques
- Other

> “Especially in the mass market, we are using technology to find the right underlying. We analyse a lot of data and try to be ahead of the curve. Data-driven issuance is huge for us.”
>
> - Nikolaus Barth

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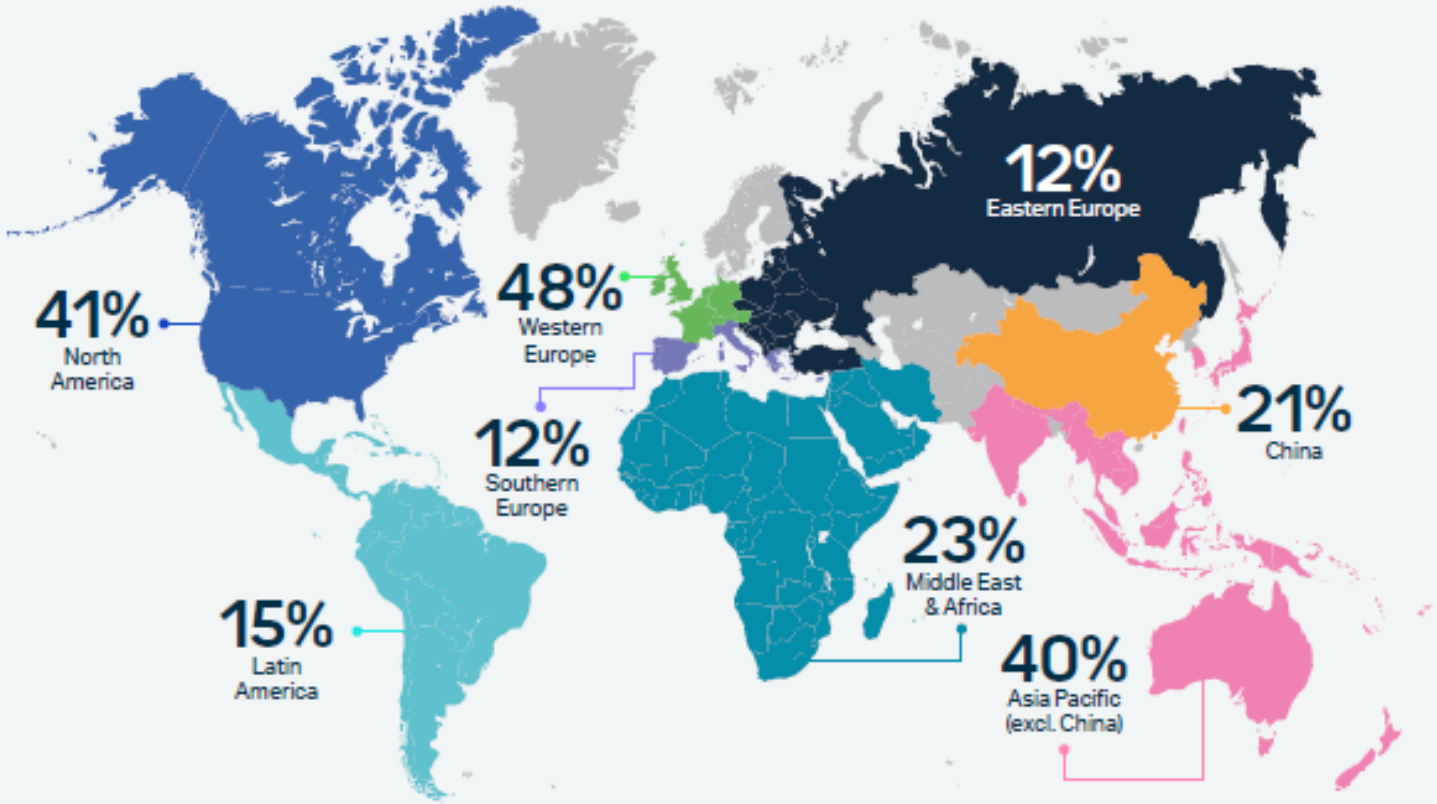
Market Dynamics & Product Innovation

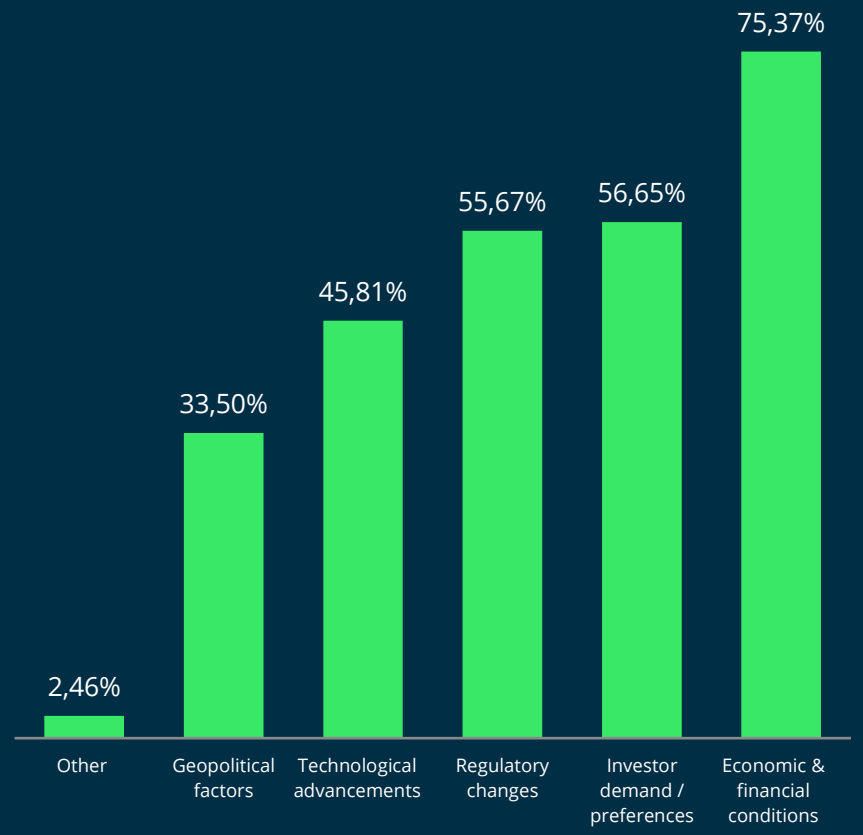
> The greatest opportunity remains democratisation – to attract the next wave of fintech entrepreneurs.
>
> – *Lynceus Partners*


products
linked
penetration
development
investors
markets
secondary
crypto
capital
customization
technology
structured
opportunities
access
retail
product
efficiency
underlyings
equity
new
rates
demand
market
clients
increase
asset
growthaccess
thematic
automation
transparency

Which market(s) will see the most growth/emerge as hotspots in the structured product market in the next 12 months?



What factors do you believe will influence the structured product market in the coming year?



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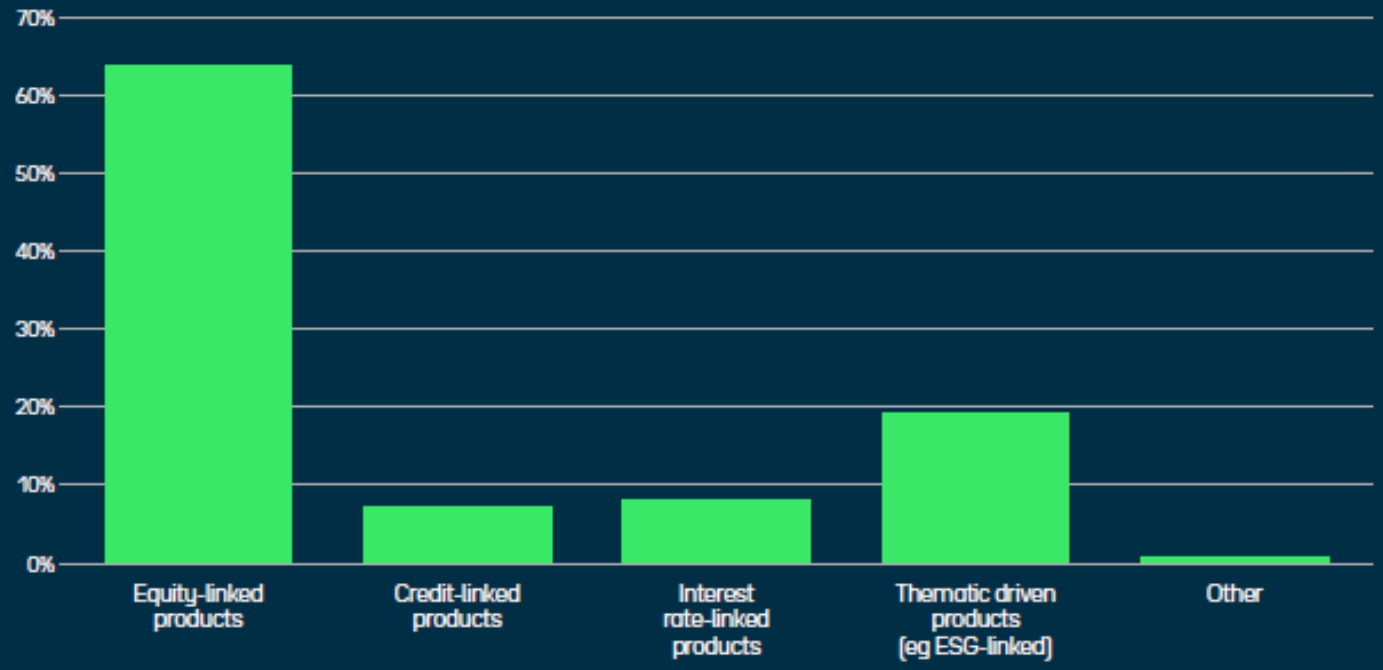
Which types of structured products do you think will see the most growth in the future?



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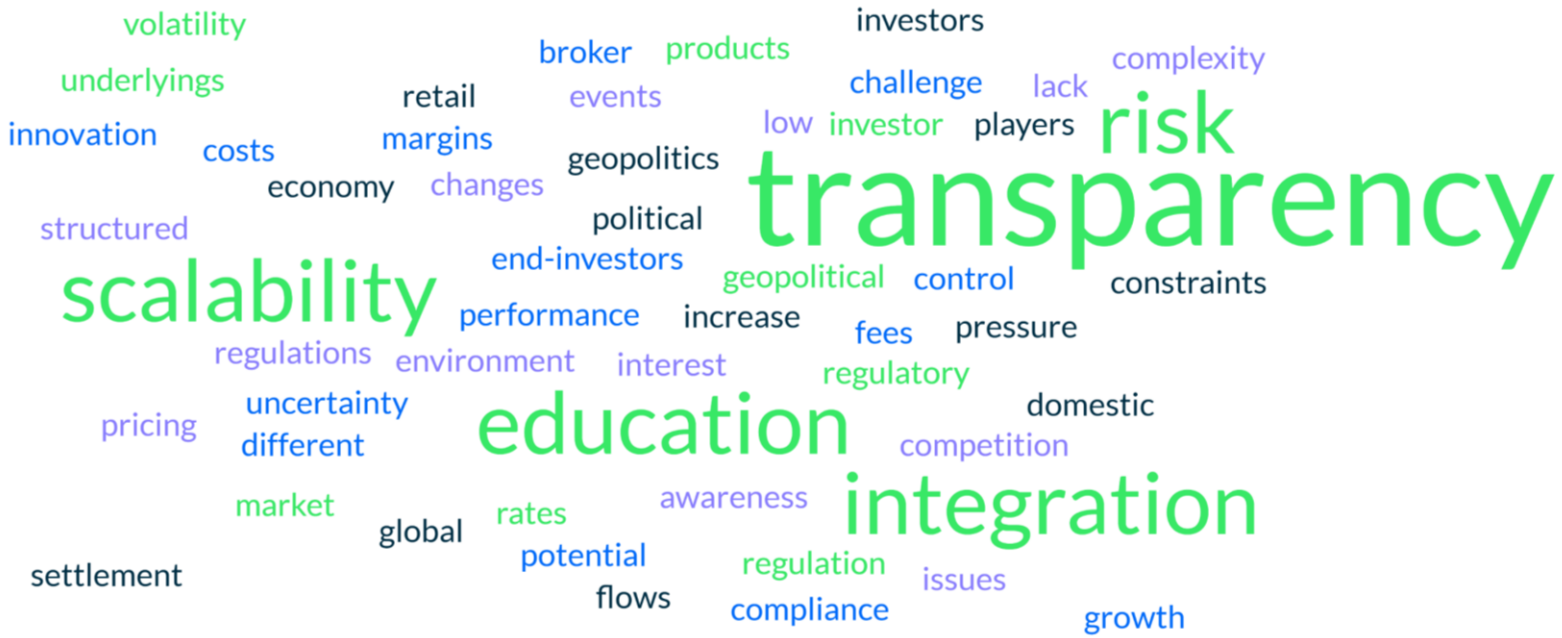
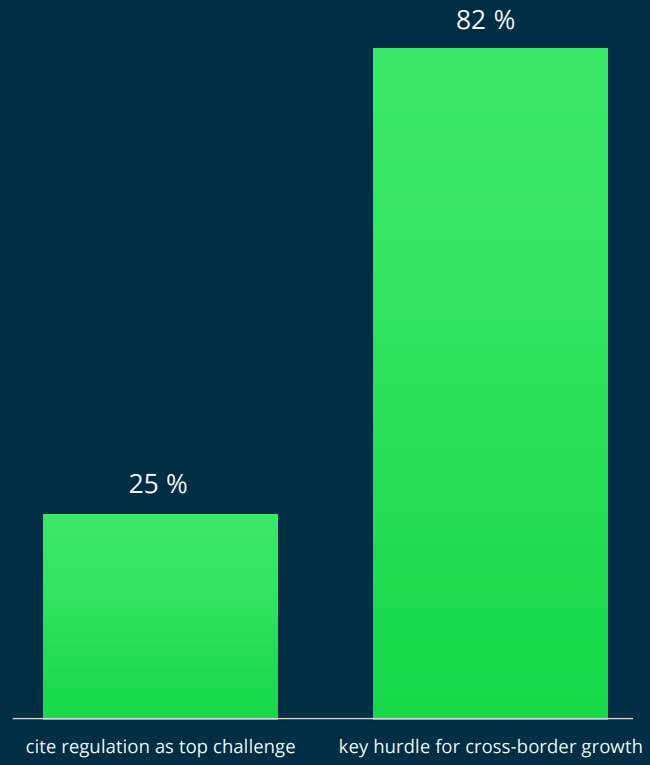
Challenges

Regulation, Education & Trust

> “Education is changing the landscape – it’s what will really help the industry grow.”
>
> – *BBVA*

Challenges – Regulation, Education & Trust





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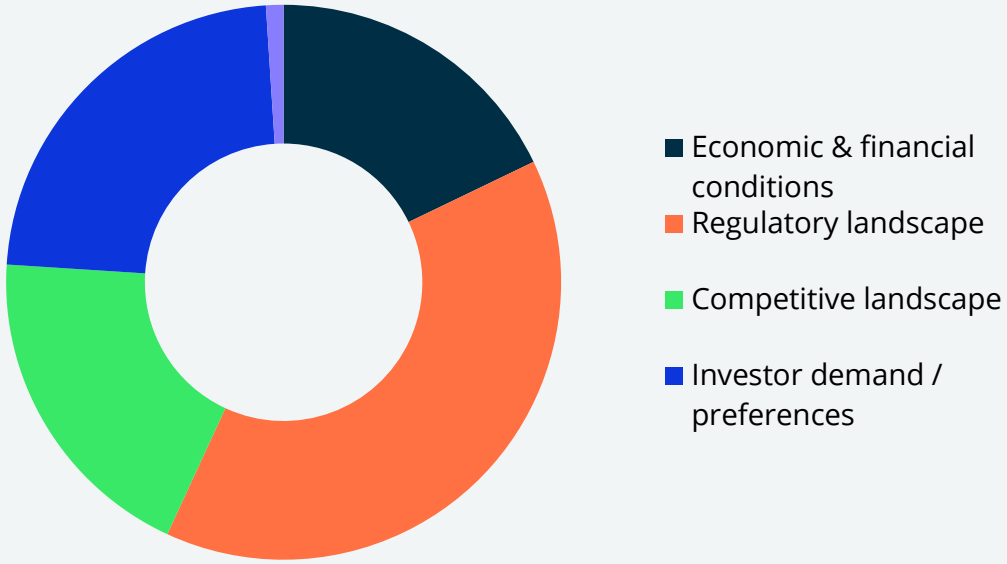
What are some challenges that could be encountered when entering new markets?



> “The flow business faces IT and development constraints, while in the customised products market... [it’s about] distinguishing yourself through early and continuous innovation.”
>
> – Société Générale

- **Regulatory Complexity**
- **Technology Pressure**
- **Market & Geopolitical Instability**
- **Investor Education & Perception**
- **Product Complexity**

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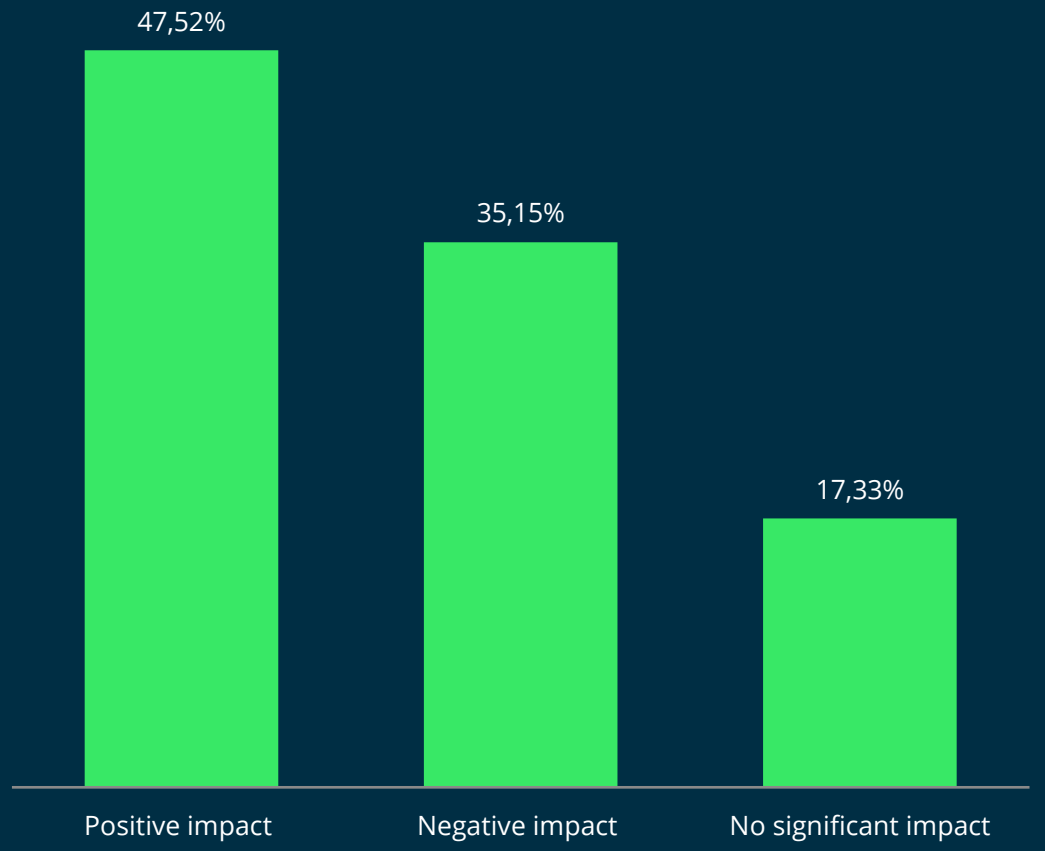
80%

of respondents highlighted the regulatory landscape as challenge that could be encountered when entering a new market

Regulation

What technological advancement has the biggest potential for the structured product market?



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Outlook & QA

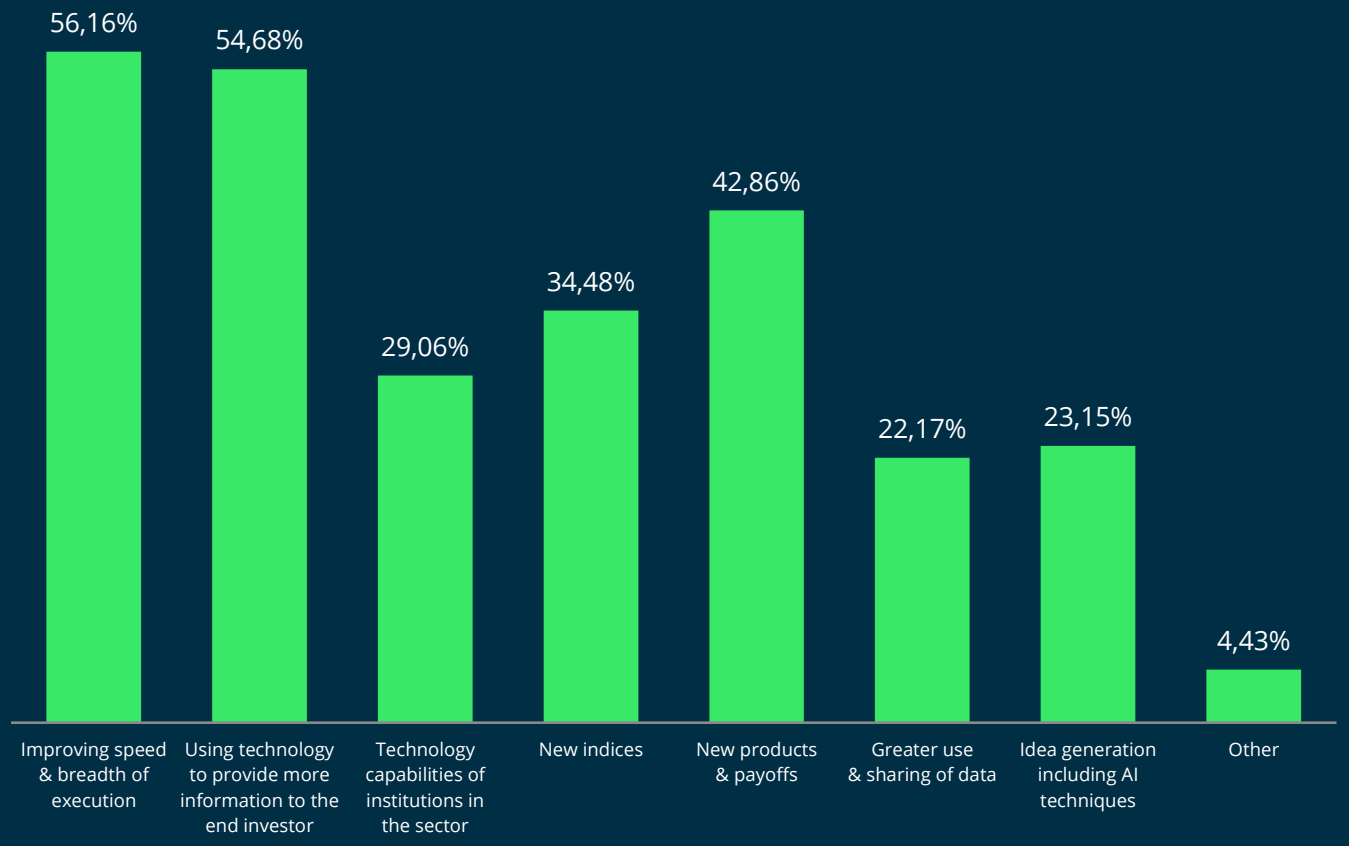
Outlook & QA

> The most important thing is really to educate our advisors and help them capture dollars that right now they were not able to capture through annuities.
>
> - North American Distributor

30%

of business from respondents goes through a multi-issuer platform

What technological advancement has the biggest potential for the structured product market?



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