

# Asian Retirement Markets 2021

*Moving Forward with Resilience*

## OVERVIEW & METHODOLOGY

This annual report assesses the Asia-Pacific retirement landscape in Australia, Japan, and the North Asian and Southeast Asian markets. It builds on previous Cerulli research and explores various key aspects of the three retirement pillars in the Asia Pacific. The report examines the current state of the retirement industry in each market, as well as product development and outsourcing opportunities from both the retail and institutional perspectives. Three region-wide themes—managing assets, liability, and risk, retail retirement marketing and distribution, and insurance retirement solutions—are also discussed together with an in-depth analysis of each Asia-Pacific market in both chart and text forms.

## USE THIS REPORT TO

- Explore key changes pension funds are pursuing to improve their asset-liability and risk management
- Assess the demand for insurance retirement solutions and discover key areas of opportunity throughout Asia
- Learn what marketing and distribution strategies managers are adopting to target retail investors
- Evaluate market sizing and explore opportunities in terms of investable assets and addressability

## QUESTIONS ANSWERED

- How are pension funds managing their asset-liability and risk management?
- How can asset managers help support pension funds in their asset-liability and risk management?
- What are the key priorities for managers in growing their retail retirement business?
- How are insurance retirement solutions evolving across Asia?
- How is the potential of each regional market's retail and institutional segments rated?

## PRODUCT DETAILS

### Included with Purchase

- Digital report in PDF format
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- Exhibits in Excel
- Key findings
- Analyst support
- Interactive Report Dashboards

### Interactive Report Dashboards

*Interact and explore select report data with Cerulli's visualization tool.*

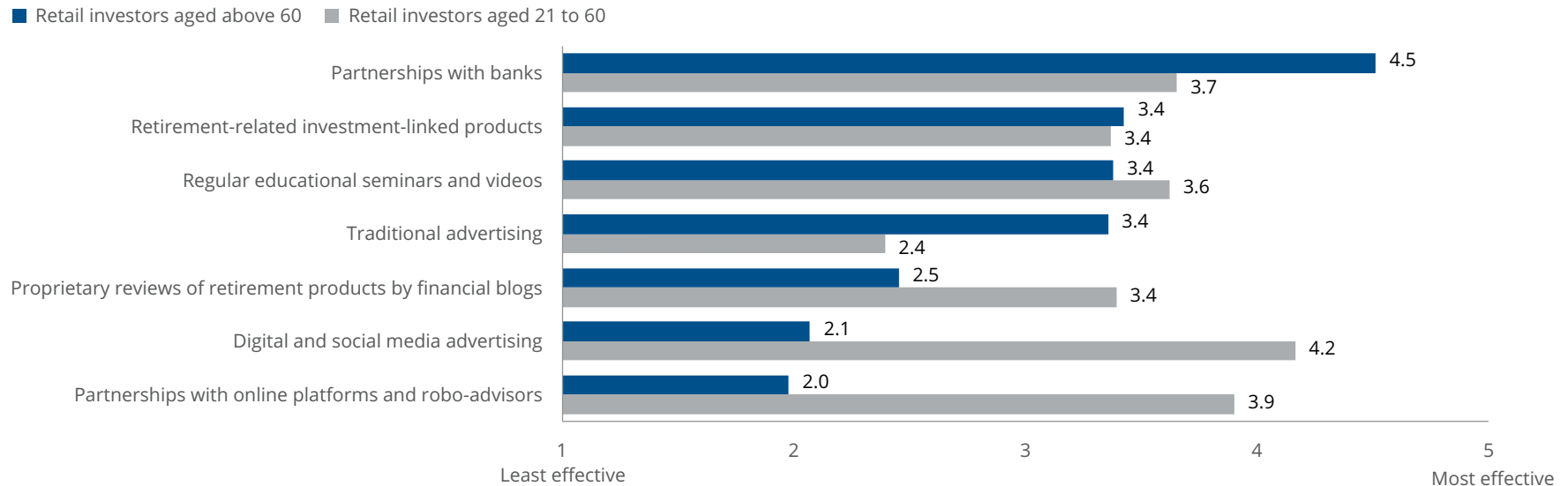
- **Overview of Retirement Assets:** Explore historical pension asset sizing and growth rates throughout Asia ex-Japan by pillar, and create a customized opportunity ranking of each market for foreign managers based on custom assessments, including market, asset growth potential, net flow quality opinion, and more.
- **Retail Retirement Assets:** Compare retirement market data across several different markets in Asia Pacific, with charts depicting retirement assets by type, household financial assets, and asset managers' key priorities in expanding their retail retirement businesses over the next two years.
- **Institutional Retirement Assets:** Review a side-by-side comparison of each market's institutional retirement market assets and share of externally managed assets.



**Exhibit 2.03**

**Asia ex-Japan Managers' Views on the Most Effective Channel in Promoting Retirement Products to Retail Investors, 2021**

Source: Cerulli Associates



Indeed, the COVID-19 pandemic has increased reliance on digital tools to connect with and educate retail investors on the financial aspects of retirement. Moreover, such outreach can help managers to promote awareness of their retirement products and services, thereby boosting their standing as retirement product providers.

This has been seen in China, where a number of pension target fund providers have committed significant resources to attract and retain investors through digitalization; for example, through retirement-themed videos and holding roundtable discussions on social media platforms. For instance, in June 2021, Ping An Asset Management and Ping An Bank jointly conducted a session on retirement planning, educating investors on China’s retirement system, benefits of investing in pension target funds, and how to select these funds in their live-streaming video series.

Attempts to raise retail awareness about retirement planning also saw the Hong Kong Retirement Schemes Association initiating a radio program last year, inviting experts to discuss retirement issues and developments. In Korea, in addition to established pension management centers managed by distributors and robo-managed retirement platforms that offer tailored advice to retail clients, some managers have turned to podcasts and social media, such as YouTube and Clubhouse, to educate investors on investment management and fund products, including those within the retirement space.

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