

# Product Innovation Perspectives

A MACKAYWILLIAMS BI-ANNUAL INTELLIGENCE REPORT

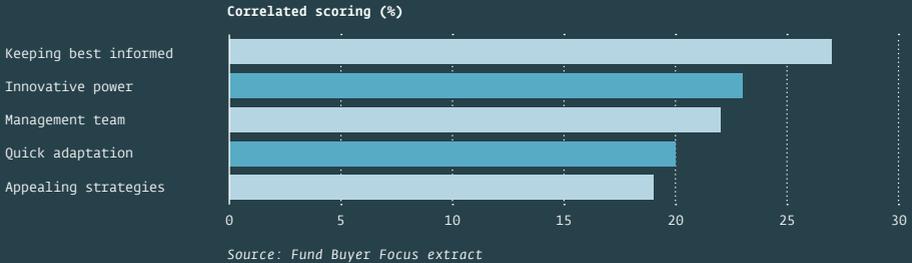


*'We should expect a change in industry thinking. There are too many standard funds. We need innovative ideas.'*

The voice of your clients drawn from more than 1,000 interviews with Europe's top fund selectors

# Innovation and the ability to adapt are priority attributes in the fund selection process.

Which attributes have measurable impact on provider selection?



Across the whole of Europe, product innovation is a key requirement for distribution success.

*'What worries me is the industry's tendency to take an existing idea and make it unnecessarily complicated. We need newer thinking.'*

IFA · UK

*'We should expect a change in industry thinking. There are too many standard funds. We need innovative ideas.'*

PRIVATE BANK · SWITZERLAND

*'When it comes to product launches there's a general lack of new thinking and innovation.'*

IFA · SPAIN

*'I think that the main driver for the industry will be the ability and capacity for product innovation.'*

F-O-F MANAGER · FRANCE

*'Too few fund providers try to differentiate their products from their competitors. Different products are needed.'*

FUND SUPERMARKET · SWEDEN

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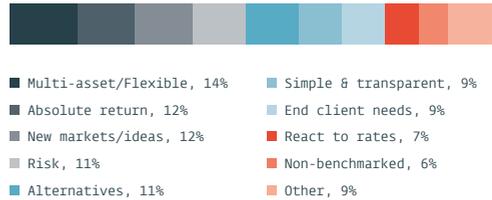
Product innovation is the key to survival and long-term prosperity.

If your role demands that you're on top of the complexities of product demand then *Product Innovation Perspectives* will give you those key detailed insights to maintain competitive edge.

'I would prefer to see a fund house come up with just one really good idea a year, rather than twenty mediocre ones.'

ADVISORY PORTFOLIO MANAGER · BELGIUM

## Product demand from distributors

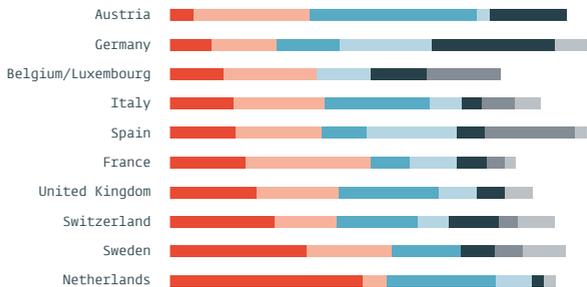


But market moods change and you need clear early signals.

*Product Innovation Perspectives* brings you expert analysis of grass-roots market intelligence drawn from qualitative comments of more than 1,000 fund selectors across 10 countries. Where should scarce resources be focused? What attributes should be emphasised? *Product Innovation Perspectives* will guide your strategies.

## Requirements by country

- Cost
- Competitive
- Price
- Share classes
- Transparency
- Retrocessions
- Flexibility



'In general there's not enough innovation in evidence in product ranges. I think that fund groups need to be better at anticipating needs.'

IFA · SWEDEN

## Unique observations, actions needed.

With more than 25 years' top-level industry experience the authors of *Product Innovation Perspectives* know how to dissect the key themes and uncover the key points needed to plot your next course.

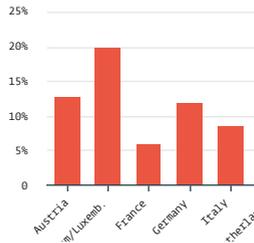
## Key themes & actions to take

### Theme

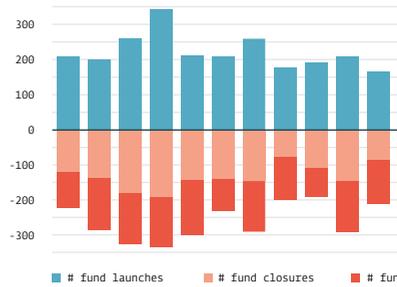
Older and more conservative investors are not served. They need more product to give steady or income with controlled volatility and bench fitting their needs.

Retail savers need more long term products that encourage them into the market. The products be simple and transparent with steady returns equity without the full risk as a step into the

## Pricing pressure

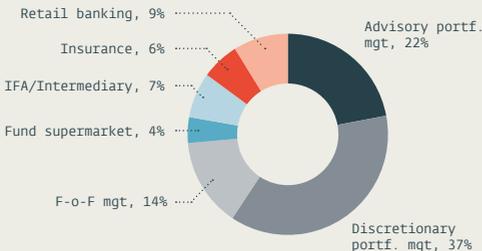


## Fund launches, closures, mergers

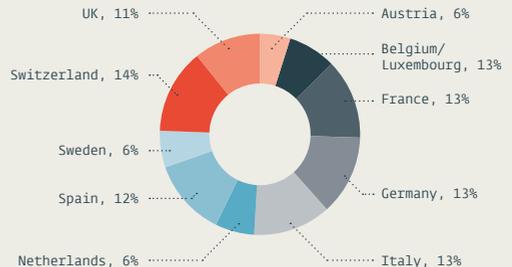


Capturing, interpreting and expanding on first-hand insights from the minds of a €3 trillion audience

### INTERVIEWS BY CHANNEL



### INTERVIEWS BY COUNTRY



# In a crowded marketplace, with more than 2,000 new fund launches every year, exactly how can you keep abreast of latest innovations?

Stay ahead of the game – don't be in the losing percentage.

*Product Innovation Perspectives* is a new, bi-annual, 60+page report giving expert analysis on up-to-the minute trends and the pent-up demand for new innovation from your key clients, the third-party wholesale fund selectors.

Drawn from deep questioning in more than 1,000 interviews with Europe's top level fund buyers across 10 countries, the report brings you grass-root market intelligence ready to feed straight into the product strategy process.

Did you know that although new fund launches account for 69% of sales\*,

only 8% achieve real AUM success\*\*

only 21% achieve partial success\*\*



\* Net sales share of funds under 3 years old. Source: MackayWilliams/Lipper

\*\* Real scale is >€500m of assets. Partial success is €100-500m of assets. Analysis from 2006. Launches with at least 3 years of history. Source: MackayWilliams/Lipper



**Product Strategists:**  
see the full horizon



**Sales/Marketing Directors:**  
see new openings



**Business Strategists:**  
keep on-trend

## Report contents

Executive summary

Ten key product strategy questions

1. Proof of concept
2. Success metrics
3. Industry trends
4. Innovation successes
5. Passive trends
6. Product innovation needs
7. Pricing

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## Expertise & evidence to help you innovate

*Product Innovation Perspectives* is the new MackayWilliams report service giving twice-yearly deep analysis of the changing demands of Europe's €3 trillion wholesale, third-party fund buying universe.

Its core market intelligence is drawn from an ongoing programme of more than 1,000 interviews with major fund buyers and selectors across seven distribution channels in 10 European countries. Quite literally, this is the voice of your clients, which we expertly analyse.

Our aim is to cut through the marketplace noise to bring clear, incisive signals for you to act upon.

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MackayWilliams is one of Europe's leading, and most experienced, fund market research and analysis companies. Together with our subsidiaries, Fund Radar and Fund Buyer Focus, we specialise in all aspects of cross-border, domestic and pan-European fund markets. Our reputation has been built on originating unique market research with special emphasis on the ever-changing product development trends and marketplace dynamics.

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