

Integrated innovation: The key to sustainable growth for ETFs

The ETF industry has a stunning track record of expansion despite unprecedented economic upheaval and financial market volatility. More growth is expected, but innovation is imperative. EY's global ETF survey shows high confidence, but growing realism relative to both opportunities and challenges.



Three strategic drivers for ETFs seeking to drive innovation

1

Product development:

balancing creativity and growth with prudence and transparency

2

Market entry:

considering all options when searching for scale and expansion

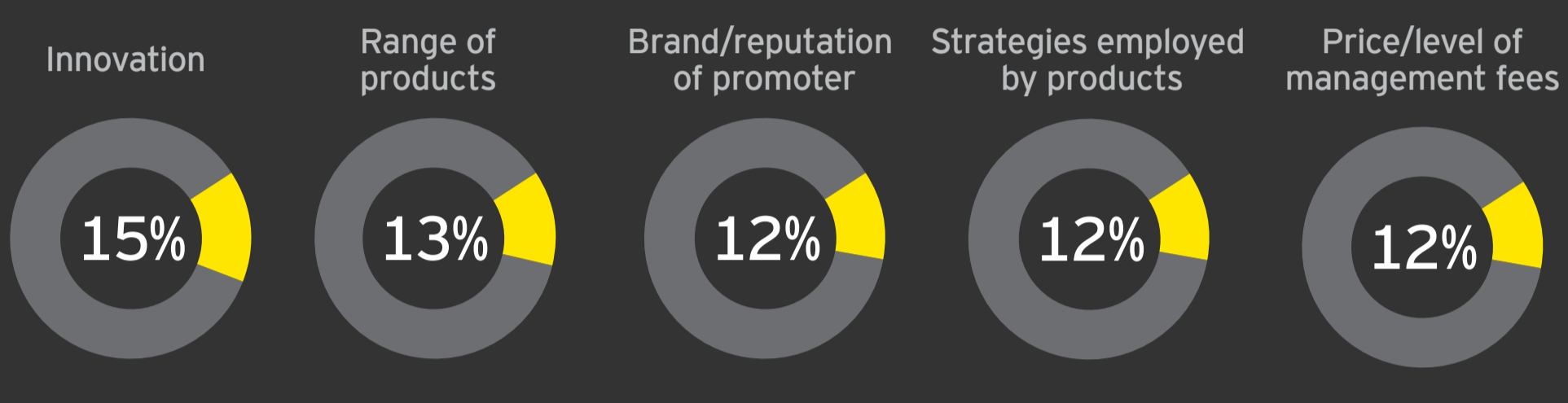
3

Digital distribution:

leveraging rapid developments in technology and investor demand

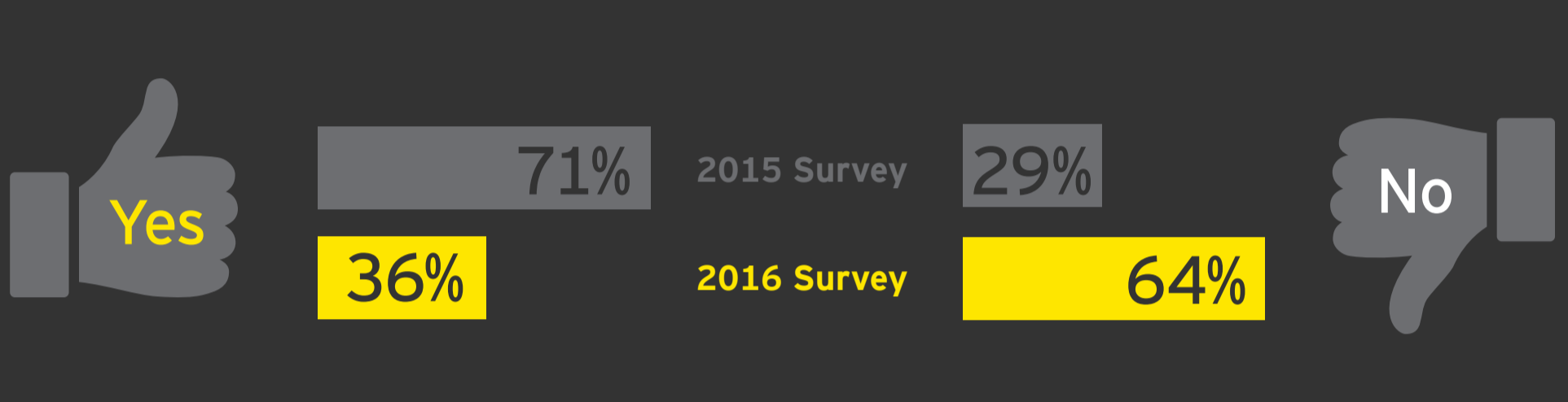
1 Product development

How promoters differentiate themselves

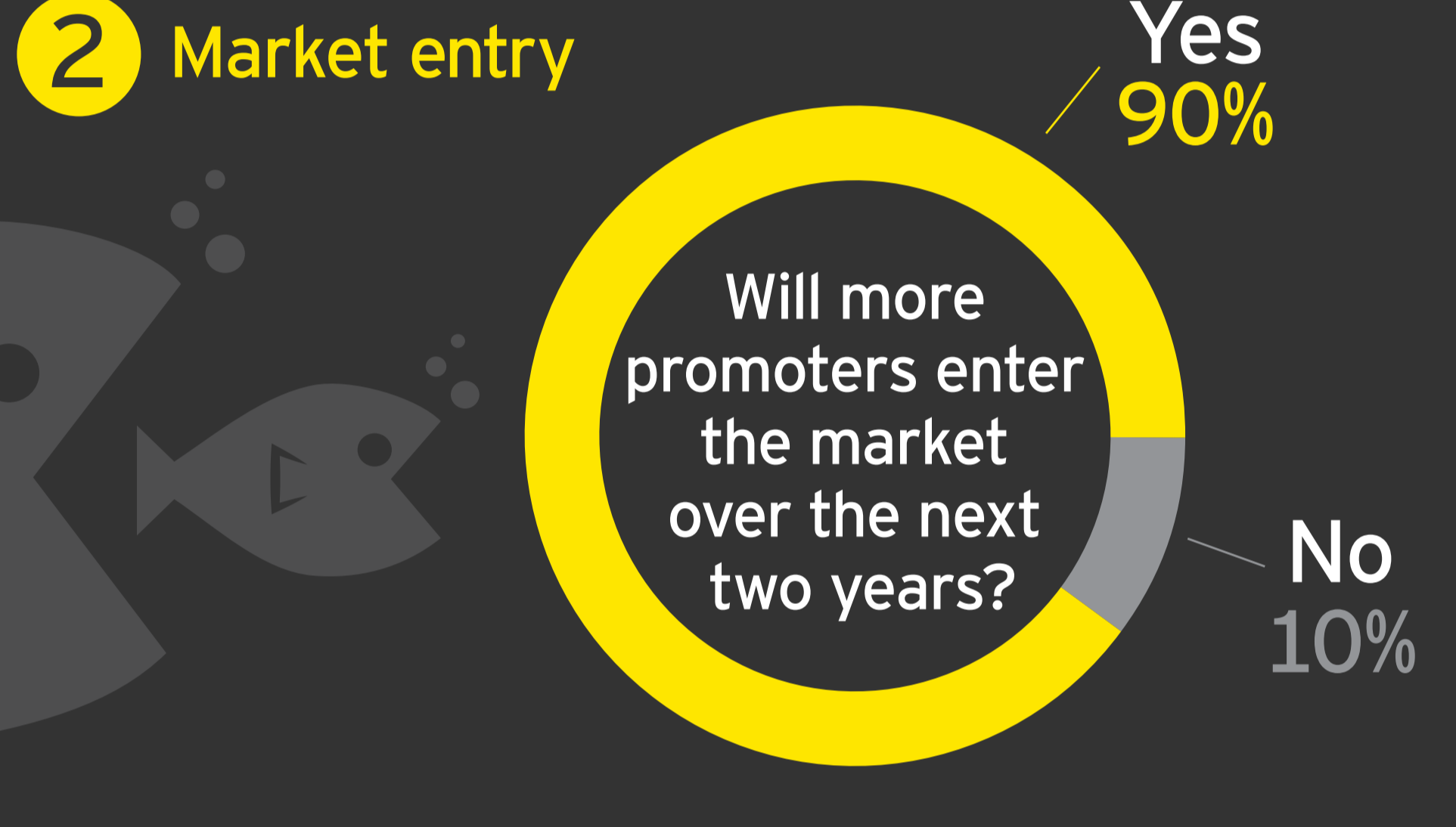


Rising skepticism about future product launches

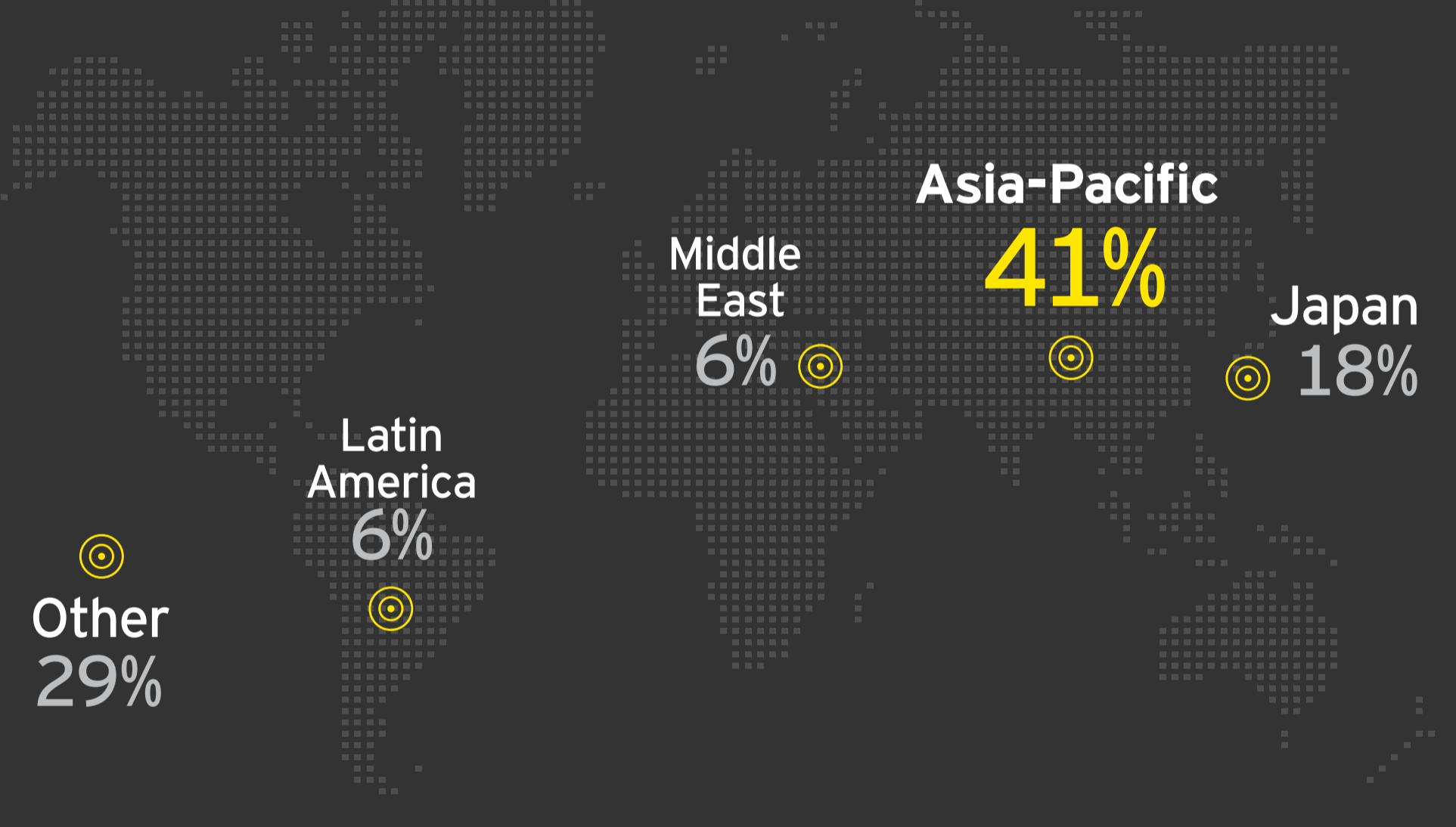
Will the success rate of new launches improve in the future?



2 Market entry

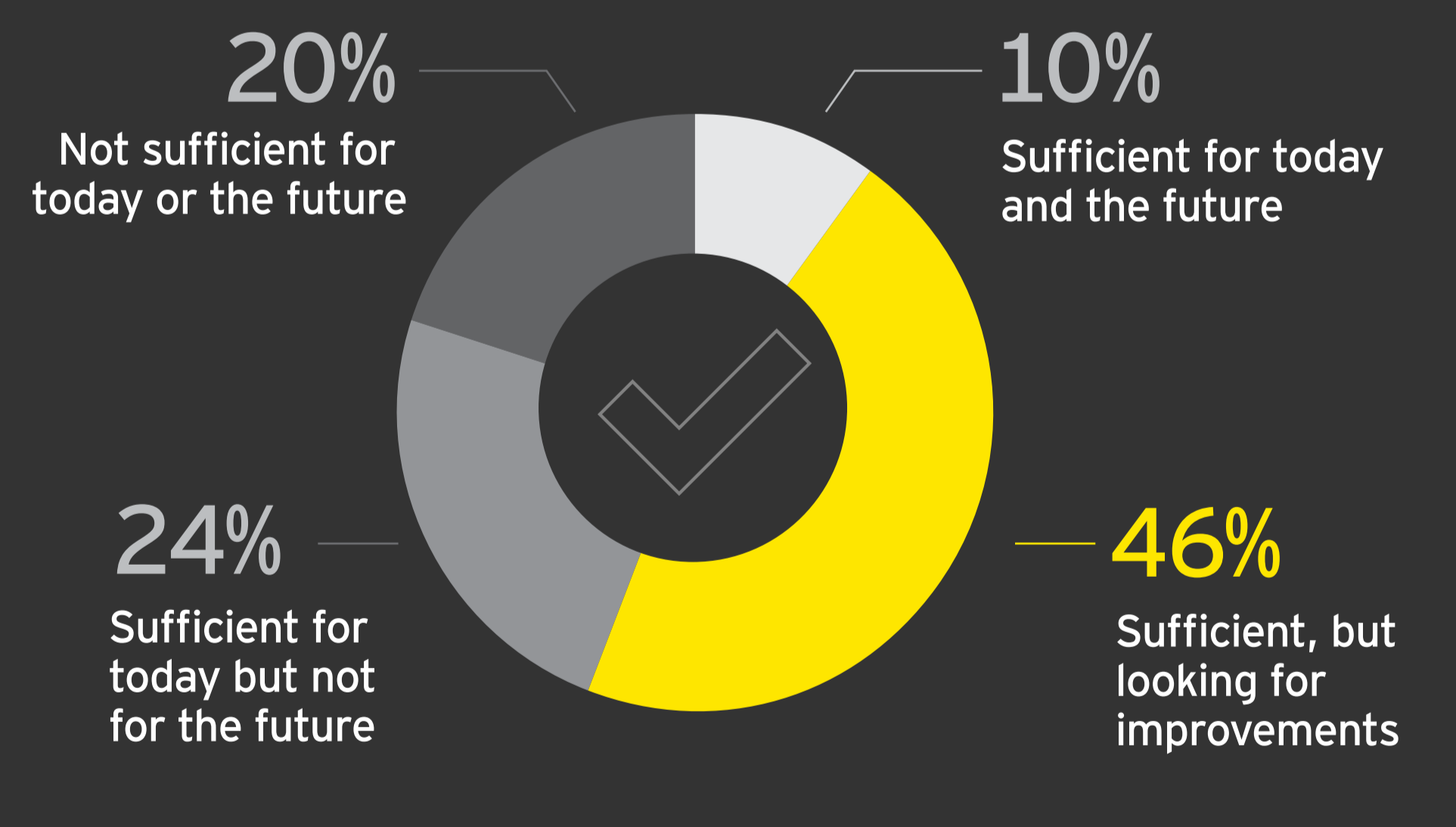


What expansion to your distribution network are you considering?

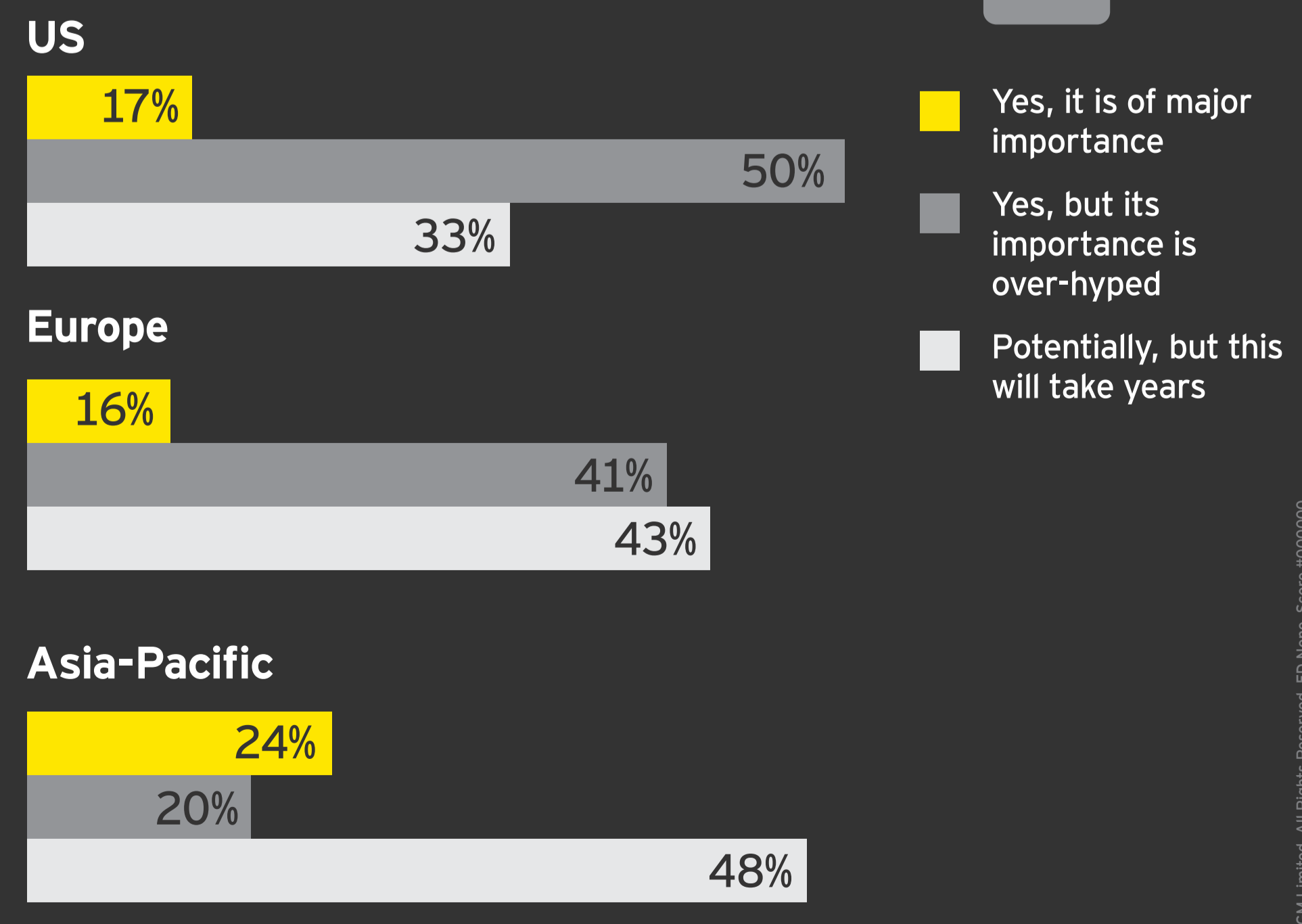


3 Digital distribution

How sufficient is your current distribution model?



Is digital/robo-advice the key that will finally unlock retail demand?



Find out how ETF providers can continue growing and lay the foundation for sustainable profitability with an integrated approach to innovation.

Download the full report: ey.com/etfsurvey2016