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Private banks risk missing over \$100 trillion opportunity as women's wealth soars

Women today create, inherit and control a greater proportion of wealth than ever before, yet many financial institutions are failing to adapt their approach to women's financial needs, according to HSBC Private Bank's latest report.

Women and Wealth: A Global Opportunity finds that wealthy women have historically been under-served compared to men, as many financial institutions have yet to fully embrace a client-centric approach to engage female clients. This is partly as many are failing to understand some of the gender differences between male and female investors.

The report, which is the latest in HSBC Private Bank's Global Wealth Focus series, shows women are more likely to believe the purpose of their wealth is to plan for retirement or to fund their children's education. More women also want to make a positive impact on society, and they are nine percentage points more likely to support philanthropy.¹

As women's wealth grows – with approximately 40 per cent of investible global wealth set to be controlled by women in the next five years, amounting to \$113 trillion in assets² – there are clear opportunities for firms to adapt their approach.

- **Investment access:** Women investors remain underrepresented in private markets and direct investment opportunities. Private banks have an opportunity to expand access and engagement in areas such as private equity, venture capital and co-investments.
- **Advice and engagement:** Many women report lower confidence in investment decision-making, reflecting an industry that has historically been designed around male clients. There is an opportunity for private banks to provide clearer advice, education and engagement tailored to women investors.
- **Entrepreneurial wealth:** Female entrepreneurs continue to face barriers in building and scaling businesses, including access to capital and networks. HSBC Private Bank research also shows they are six percentage points less likely to have a mentor to provide business advice and guidance.¹

Ida Liu, Chief Executive of HSBC Private Bank, said: "The greatest wealth transfer is under way and women are not just participants – they are decision makers, founders, investors and stewards of capital. With women building, inheriting, and directing capital at an unprecedented scale, the future of private banking will depend on how well we act as partners."

Lavanya Chari, Head of Wealth and Premier Solutions, HSBC, said: "As we see more women join the ranks of the ultra-wealthy, we are not only seeing a greater understanding of the make-up of their portfolios and the companies within them, but also increasing demand for a full suite of world-class investment solutions to meet their specific needs."

Media enquiries

Venus Tsang
Darren Lazarus

venus.y.t.tsang@hsbc.com.uk
darren.lazarus@hsbc.com

Notes to editors

1. HSBC Private Bank, Global Entrepreneurial Wealth Report
2. McKinsey & Co, The new face of wealth: The rise of the female investor, May 2025

About HSBC Private Bank

HSBC Private Bank helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around the world, plan for the future with wealth and succession planning, manage their portfolio with tailored solutions, and find the right support for their philanthropy.

www.privatebanking.hsbc.com

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