

Private Equity Looks to Private Wealth and Secondaries as Fundraising and Liquidity Challenges Persist

With Intelligence 2025 Private Equity Outlook Charts the Major Trends Driving the Industry

LONDON, UNITED KINGDOM, February 5, 2025 /EINPresswire.com/ -- A cocktail of global



Performance will be in the spotlight as we head into a transitional year that will offer many opportunities but also present a fair number of challenges."

Michael Rodwell, research lead, private equity, at With Intelligence

economic uncertainty, lingering inflation, geopolitical conflict, and spiraling government debt levels is creating a difficult operating environment for many private equity general partners. There are signs that the macroeconomic backdrop is improving, according to the [With Intelligence Private Equity Outlook 2025](#), released today, but general partners need to be nimble and creative if they're going to fight back the headwinds and outperform.

"Fundraising and dealmaking are incredibly tough right now. Many managers are having to tap new pools of capital to maintain asset growth while the secondaries

industry has become a key provider of liquidity," said Michael Rodwell, research lead, private equity, at With Intelligence. "Performance will be in the spotlight as we head into a transitional year that will offer many opportunities but also present a fair number of challenges."

Following are some of the highlights in the With Intelligence Private Equity Outlook 2025:

□ **Big Tailwinds... And Headwinds:** Overall, With Intelligence projects that private equity fundraising will rise in 2025 but remain below peak levels. Significant tailwinds that could drive notable improvement this year are the increasing size of private market opportunities, an easing exit environment, technological innovation (particularly around AI) and increased interest from new capital sources. Major headwinds include elevated interest rates, geopolitical and economic uncertainty, lingering fundraising challenges, and market saturation within the private equity space.

□ **Private Wealth as an Alternative Funding Source:** With many traditional pools of capital still overweight to private equity, private equity partners are increasingly seeking investment from

private wealth channels across geographies. In 2024, With Intelligence tracked more than a dozen semi-liquid vehicles coming to market in the US alone. Eyes are now turning to how successful firms will be at scaling these products and getting traction with advisers and 401(k) providers.

□ **Secondaries to Continue Unlocking Liquidity:** Strong fundraising within the secondaries sector suggests that 2025 will be another big year for deal volume. Specialist secondaries products raised over \$114 billion in fresh capital in 2024 with a further \$120bn being targeted by funds in the market. With Intelligence believes the secondaries industry will continue to grow to fulfil surging demand.

□ **Crowded Market to Experience Consolidation:** With Intelligence forecasts further consolidation in the private equity industry, with larger traditional asset managers continuing to buy up private equity managers to seize new opportunities and broaden fee revenues. Elsewhere, underperforming managers, and those lacking clear succession plans, are likely to struggle to raise new capital, instead either opting to focus on current portfolios or being forced to wind down.

To access the full With Intelligence Private Equity Outlook 2025, please click [here](#).

About With Intelligence

With Intelligence was founded in 1998 and is a leading provider of investment intelligence for allocating decisions, fund-raising, deal origination and business development. Bringing together some of the most reputable brands in investment information, With Intelligence's proprietary solution was launched in 2021 and is already regarded as a superior investment intelligence service.

The global team includes data scientists, analysts, technologists, developers, and industry experts – all obsessed with revealing the bigger picture of the asset management industry. The business delivers a unique blend of data that includes profiles, fund information, performance metrics, and our valuable analyst perspectives. With Intelligence's data, insight, and responsive platform combine to help investment professionals to connect with the right people, intelligence, and opportunities.



For more information on With Intelligence, or to arrange a demo or request a trial, please visit www.withintelligence.com

John Roderick
J. Roderick, Inc.
+1 917-923-6825
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/782919683>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.