

To keep business and ESG priorities in alignment, financial services firms will focus on three thematic areas



Customer First

Enterprise Management

Intelligent Industry

In 2025, market dynamics will catalyse...

Financial services firms can achieve success by...

Customer First

Growth in innovative and eco-friendly debt instruments with competitive ROIs

Support from financial institutions for clients' net-zero transition and resiliency

Expanding sustainable solutions portfolios and diversifying into new products to keep up with increasing demand

Integrating ESG into offerings, reshaping product strategies, and fostering loyalty through values-aligned services

Enterprise Management

ESG risk assessments integrated within investment and risk-management strategies to mitigate financial and regulatory impact

Enhanced regulatory frameworks and reporting to reshape corporate accountability through rigorous ESG standards

Need for robust climate risk modeling driven by heightened regulations, financial volatility, and climate-related financial losses

Heightened scrutiny on greenwashing and greenhushing sparked by stricter regulations and growing public distrust

Increased investment in low-carbon portfolios, driven by regulatory pressures and consumer demand

Incorporating ESG criteria into portfolios, enhancing valuations, and reducing long-term financial volatility and risks

Building centralized ESG data stores which can help streamline the reporting process

Integrating climate risk models, improving data accuracy, and enhancing decisions-making to mitigate financial losses

Ensuring transparent ESG reporting, adhering to regulations, and mitigating reputational and legal risks

Aligning portfolios with decarbonization goals, ensuring long-term resilience and stable returns

Intelligent Industry

Widespread integration of sustainability into core business strategies, urged by regulation and operational efficiency goals

Gen AI adoption for more efficient, data-driven sustainability practices

Expansion of ESG strategies to include social and biodiversity factors

Embedding sustainability across operations, improving resilience, reducing costs, and attracting long-term investors

Leveraging Gen AI to automate ESG reporting, optimize investments, and improve risk management

Prioritizing social and biodiversity impacts, enhancing reputation, and attracting investment

Future focus

In the upcoming years, financial services firms will increase focus on leveraging climate risk to improve business processes and target reduction of losses and improving ROI. Firms in Continental Europe and Asia Pacific regions will navigate an increasingly complex regulatory landscape driven by stringent ESG reporting and a heightened focus on sustainability. As investors and consumers demand more comprehensive social, biodiversity, and environmental disclosures, financial institutions must prioritize integrating these factors into their operations. The most successful firms will:

- Leverage AI and data analytics to enhance ESG data collection, risk management, and reporting processes, ensuring compliance and improving transparency.
- Expand investment portfolios towards sustainable, low-carbon assets, and social bonds, meeting both regulatory requirements and evolving consumer preferences.
- Adapt to evolving market demands by adopting circular economy principles and fostering resilient, sustainable supply chains.

Firms that innovate, reduce operational risks, and align with sustainability goals will gain a competitive edge, attract investment, and secure long-term growth in an increasingly eco-conscious market.



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