



Dec 09, 2025 08:30 +08

## Investors overwhelmingly look to technology sector to fuel growth—but expect greater transparency on AI strategies and policies: PwC Global Investor Survey 2025

- 65% of Singapore-focused investors foresee technology as the sector attracting the most investment over the next three years.
- 94% of Singapore-focused respondents indicated that companies they invest in or cover should boost investment in technological transformation, and 90% in cybersecurity

- 86% of Singapore-focused respondents express a willingness to increase investments in companies developing and investing in enterprise-wide AI transformation efforts, but only 40% say companies disclose enough about AI strategies, risks and performance.
- Singapore ranks among the top ten global investment destinations, with 12% of investors selecting it, ahead of Australia, Vietnam, Hong Kong, and South Korea.

**SINGAPORE, 9 December 2025** – More than three-fifths (65%) of investment professionals who invest in Singapore foresee technology as the sector attracting the most investment over the next three years, according to PwC's latest Global Investor Survey 2025.

This mirrors the global sentiment, where 61% of investment professionals found that technology was two to three times as attractive as the next three sectors. For Singapore-focused investors, power and utilities came in next at 27%, followed by asset and wealth management at 22%.

Globally, investors remain cautious on their expectation of global growth against a challenging macroeconomic environment, with only 28% expecting moderate to significant improvement in global growth over the next year.

Despite this cautious outlook, Singapore ranks as one of the top ten investment destinations globally. According to the survey, 12% of global investors identify Singapore as attractive for investment over the next three years, ahead of Australia (10%), Vietnam (8%), Hong Kong (6%), and South Korea (4%). The United States (67%), India (45%), and China (32%) remain the top three preferred markets.

**Patrick Yeo**, Markets Leader, PwC Singapore, said:

"The message from investors is unequivocal – Singapore enterprises must articulate and execute strategic initiatives that are finely attuned to global economic cues. Discerning investors are focusing on companies which are driving profitability growth with enterprise-wide AI transformation. Companies must consistently build trust through greater transparency and by aligning with investor interests across key areas."

“Singapore's commitment to advancing frontier sectors such as AI and emerging technologies positions Singapore as a hub for businesses to develop new business models, strengthen competitive positioning through AI transformation and scale in the region.”

### **Investors call for bolder bets on digital transformation and stronger cyber readiness**

Technology is viewed as a key investment driver, with 94% of Singapore-focused respondents indicating that companies they invest in should boost investment in digital transformation.

Similarly, nine in ten (90%) of Singapore-focused respondents advocate that companies increase capital allocation in cybersecurity. A majority (63%) of investors describe high or extreme exposure in the next 12 months to cyber risk at the companies they invest in or cover, with nearly as many (58%) seeing the same in technological disruption. These concerns are more acute compared to global trends, where 55% of respondents describe high or extreme exposure to cyber risks, and 53% to technological disruptions.

**Jimmy Sng**, Technology Risk Services & Cybersecurity Leader, PwC Singapore, said:

“For investors looking at Singapore, technological progress and innovation must translate into effective cybersecurity measures and market dominance. Our survey findings reveal that investors expect businesses to not only integrate cutting-edge technology but also bolster their cybersecurity capabilities to pre-emptively address impending risks within the next year. This includes investing in cyber architecture, upskilling internal teams, and integrating cyber considerations into overall business strategy. For boards and management teams, this is a clear sign to treat cyber maturity as a competitive advantage.”

Beyond technological concerns, Singapore-focused respondents also show a higher sensitivity to global headwinds. More than half (53%) of respondents described high or extreme exposure in the next 12 months to inflation at the companies they invest in or cover. Geopolitical conflict (46%) and macroeconomic volatility (45%) were also identified as significant areas of concern.



## **Demand for greater AI transparency**

Recognising AI's potential, 86% of Singapore-focused respondents express a willingness to at least moderately increase investments in companies developing and investing in enterprise-wide AI transformation efforts, having seen marked improvements over the past year in productivity (91%), profitability (79%) and revenue gains (70%) in the companies they invest in.

These estimates are more optimistic than the global average, where investors also saw AI-driven improvements in productivity (86%), profitability (71%) and revenue gains (66%).

However, investors are calling for greater transparency. Fewer than half of Singapore-focused respondents say that the companies they invest in disclose sufficient information on AI strategies, policies and risks (40%), use of AI to reinvent business models (38%), or estimated return/hurdle rates on AI investments (35%).

**Anthony Dias**, AI Hub Leader, PwC Singapore, said:

“Investors' willingness to support AI innovation reflects a shared belief in its potential, especially as companies report measurable improvements in productivity, profitability, and revenue. However, with this optimism comes a call for greater accountability. Investors want visibility into how AI is being deployed, what risks are being managed, and how returns are being evaluated. What's missing in many cases is structured reporting on AI strategy, investment rationale, and business impact. As AI adoption accelerates, detailed visibility into companies' strategies will not only satisfy investors but can also help advance Singapore's AI ecosystem.”

Concurrently, Singapore-focused investors are keen on transparency among other key areas: innovation strategies (46%), plans to manage climate risks (35%) and resilience strategies (33%). This reflects a growing demand for companies to provide clear insights into how their business models will adapt to future sustainability and adaptability challenges.

For more information on the Singapore insights, please visit our webpage [here](#).

=====End=====

## Notes to the editor

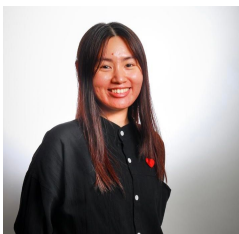
### About PwC Global Investor Survey 2025

PwC's Global Investor Survey 2025 captures the perspectives of investment professionals worldwide on the evolving landscape of risk, opportunity, and decision-making in a time of rapid change. Conducted between 1 September and 6 October 2025, the survey reflects the views of 1,074 investment professionals across 26 countries and territories, drawn from investment firms, banks, private equity and venture capital groups, hedge funds, pension funds, sovereign wealth funds, and other financial institutions. Over half of the respondents' organisations manage more than US\$50 billion in assets.

---

At PwC, we help clients build trust and reinvent so they can turn complexity into competitive advantage. We're a tech-forward, people-empowered network with more than 370,000 people in 149 countries. Across audit and assurance, tax and legal, deals and consulting we help build, accelerate and sustain momentum. Find out more at [www.pwc.com](http://www.pwc.com).

## Contacts



### **Ong Siew Ling**

Press Contact

Manager, Brand and Communications

[siew.ling.ong@pwc.com](mailto:siew.ling.ong@pwc.com)

### **Amelia Tan**

Press Contact

Senior Consultant

[Amelia.t.tan@pwc.com](mailto:Amelia.t.tan@pwc.com)

+65 8125 7038