

ALLIANZ CENTER FOR THE  
FUTURE OF RETIREMENT™

# Driving improved financial security for Asian Americans

Helping financial professionals promote economic inclusion with risk management solutions built to last

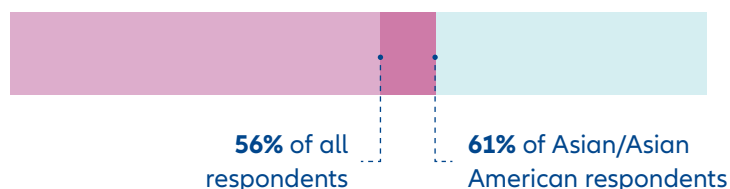
Many Asian and Asian American clients are taking thoughtful steps to build their financial futures – often with a focus on family, tradition, and purposeful living. While their planning habits are strong, deeper concerns about retirement readiness, rising costs, and financial uncertainty signal a need for more tailored support. **At Allianz, we're here to help you meet these needs with strategies designed to reduce ambiguity, strengthen financial foundations, and deliver guidance that reflects what matters most.**

## Balancing generations, bridging expectations

**Multigenerational support is a common expectation among Asian American clients – and a growing source of financial stress**

For many Asian and Asian American families, financial planning extends well beyond the individual. A strong cultural emphasis on supporting both aging parents and growing children means that the burden of care – and cost – often falls squarely in the middle. This "sandwich generation" reality is a source of rising concern.

**61% worry** about needing to financially support both their parents and children at the same time (vs. **56%** overall)



**For clients supporting both parents and children, traditional retirement planning may fall short.** Financial professionals can help empower clients caught in the middle by offering solutions that support multigenerational care without sacrificing personal goals.

Allianz Center for the Future of Retirement™ conducted an online survey, the 2025 Annual Retirement Study, in January/February 2025 with a nationally representative sample of 1,000 respondents age 25+ in the contiguous U.S. with an annual household income of \$50K+ (single)/\$75K+ (married/partnered) OR investable assets of \$150K+. The study also included an additional sample of respondents who identified as Black/African American (400 responses); Hispanic (404 responses); Asian/Asian American (364 responses).

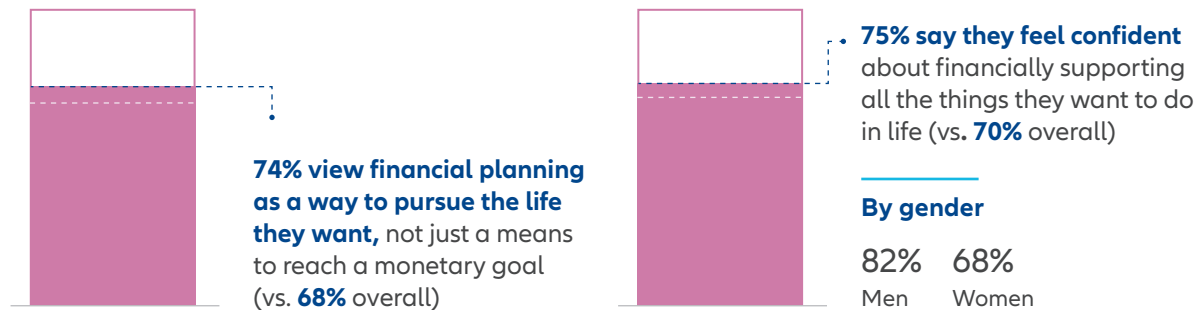
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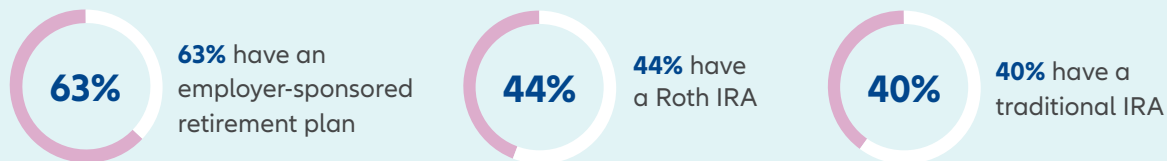
## Disciplined saving habits reflect deeper priorities

### Asian Americans are strong savers with ambitious goals tied to family, tradition, and quality of life.

Asian and Asian American respondents are more likely than the general population to view financial planning as a means to fulfill life goals, not just accumulate wealth. Many express high confidence in their savings goals – but their aspirations are deeply personal, often tied to family, tradition, and purposeful living.

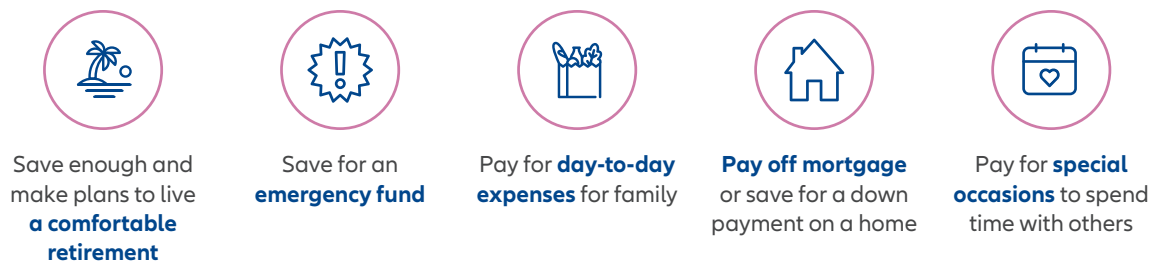


### This confidence is often reflected in behavior:



### But financial planning isn't just about retirement – it's about the milestones that matter most.

When asked about their top financial priorities for the next five years, Asian/Asian Americans focused on goals that blend practicality with personal meaning:

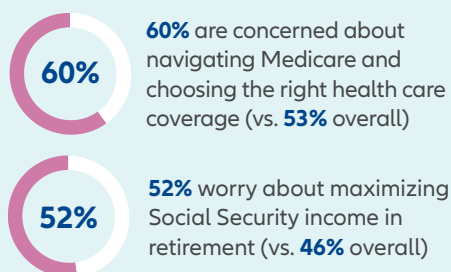


**The numbers tell a clear story: Asian Americans are careful financial planners with deeply personal goals.** While overall confidence is high, women, in particular, feel it less strongly. From supporting family to celebrating meaningful milestones, financial professionals can help refine the “how” while honoring the “why” behind financial decisions.

## Confidence in numbers. Concern about disruptions.

**Asian Americans demonstrate elevated worry about potential setbacks in retirement.** When it comes to planning for retirement, Asian Americans are thinking critically about what could disrupt it. From the complexity of navigating Medicare to the unpredictability of Social Security, these concerns are more pronounced in this group than in the general population. Additionally, many express heightened anxiety around cognitive decline and how it could affect their financial independence later in life.

### Worries about government programs

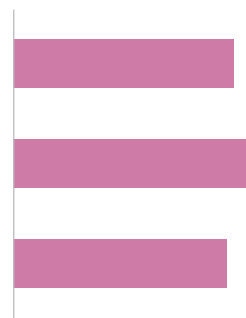


### Concerns about cognitive decline and financial self-management:

**58%** worry that cognitive decline will impact how long they can work (vs. **50%** overall)

**64%** are concerned it could force them to draw down income sooner (vs. **53%** overall)

**56%** think it's likely they'll struggle to manage finances on their own due to cognitive decline (vs. **51%** overall)

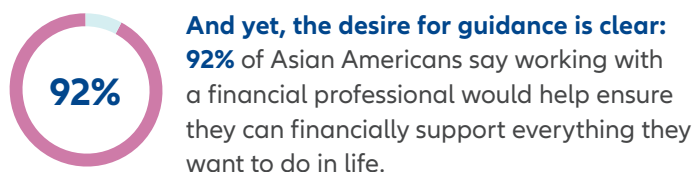
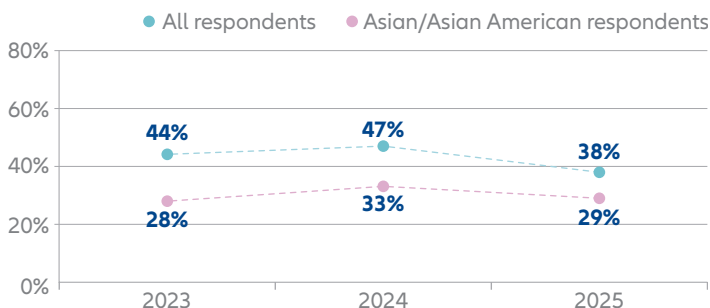


**Planning for longevity means preparing for both possibilities and vulnerabilities.** Financial professionals can help Asian and Asian American clients feel more in control by introducing long term care planning, simplified investment strategies, and solutions that account for cognitive changes later in life.

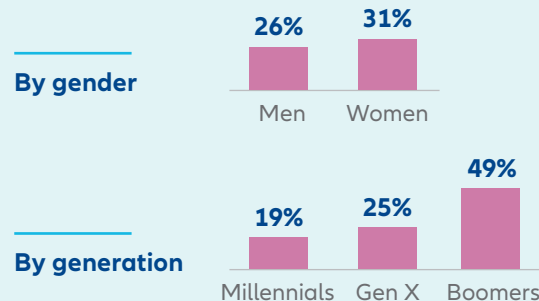
## Retirement is a priority – but support is missing

**Even as many Asian Americans proactively prepare for retirement, few are working with a financial professional to guide the way.** Retirement is often a priority for Asian and Asian American individuals – but it's one they're tackling largely on their own. Fewer than 3 in 10 currently work with a financial professional, despite acknowledging the value that specialty guidance could bring. In fact, this group's engagement with financial professionals has declined in recent years, creating a growing disconnect between retirement readiness and professional support.

### Currently working with a financial professional



**Asian Americans' engagement with financial professionals varies widely across age and gender too, revealing clear opportunities for more tailored support:**



**Many Asian Americans are prioritizing retirement – but not seeking guidance to match.** With engagement especially low among millennials and men, financial professionals have a meaningful opportunity to step in. By offering culturally aware, personalized strategies, you can help turn disciplined saving into long-term confidence.

# How a financial professional can help

## Building trust through structure, dependable support, and strategies that address uncertainties

Even with high savings confidence and retirement-focused behavior, many Asian and Asian American clients say they fear outliving their money more than death itself. This signals a clear need – not just for accumulation strategies, but for thoughtful, tailored financial strategies that address both practical concerns and personal aspirations.



**Strong saving habits are only part of the picture.** Lingered fears – especially among women – about outliving money signal a need for deeper support. Financial professionals can help meet that need with thoughtful, personalized strategies that address risks while honoring personal goals.

### When asked what they value most in a financial professional, Asian and Asian American respondents said:

- 1** Maximize **return on investments**
- 2** Develop a plan to **minimize tax burden**
- 3** Ensure my **money lasts as long as I live**
- 4** Help protect savings from market loss
- 5** Provide a plan **tailored to my personal situation and goals**

## Beyond the numbers

**Allianz is committed to helping you grow your business in multicultural markets.** At Allianz, we believe financial security should be accessible to every American. We understand that inclusion goes beyond data points – it's about providing real, tangible pathways to long-term financial well-being.

Financial professionals like you play a critical role in that journey. That's why we're proud to offer a range of retirement and risk management solutions, designed for resilience and sustainable success – along with the tools, insights, and support you need to help meet the evolving needs of a multicultural client base.

**→ TAKE ACTION TODAY.**  
Visit [www.allianzlife.com](http://www.allianzlife.com) for resources to help you address client concerns and take a proactive step toward bridging financial gaps and building wealth that can last.