invested in insights

eastspring investments

A Prudential plc company

2026 Market Outlook
Balancing optimism and risk

Asia and Emerging Markets economies and assets are poised to outperform:

- Fiscal boosts
- Favourable interest rates
- AI-related exports
- Dollar weakness

Where are the opportunities?

Equities:

India
- Policy rate, GST and income tax cuts
- Earnings recovery

We like large caps financials, autos and energy.

China
- Attractive valuation
- Light investor positioning

We like consumer names and national champions.

Japan
- Supportive government policy
- Resilient earnings

"Growthy" large caps may see price reversal, we see opportunities in small to mid-caps.

In ASEAN, focus on markets that can:
- Deliver strong policy responses
- Implement structural reforms

We like banks (Vietnam), healthcare (Malaysia and Thailand), consumer staples (Indonesia) as well as small and mid-caps (Singapore).

Asian and EM bonds are supported by:
- Attractive real yields
- Easy monetary policy
- Limited corporate bond supply

We look for opportunities to increase USD and local currency duration.

What are the risks?

	Trade uncertainty	Pricey US equities	USD strength
Mitigating factors	Active investing can help navigate tariff risks	Asia's cheaper valuations offer portfolio buffer	New Fed chair likely to be dovish

Diversify. Stay active. Protect your downside. Read our 2026 Market Outlook.

Disclaimer

This document is produced by Eastspring Investments (Singapore) Limited and issued in:

Singapore by Eastspring Investments (Singapore) Limited (UEN: 199407631H)

Australia (for wholesale clients only) by Eastspring Investments (Singapore) Limited (UEN: 199407631H), which is incorporated in Singapore, is exempt from the requirement to hold an Australian financial services licence and is licensed and regulated by the Monetary Authority of Singapore under Singapore laws which differ from Australian laws.

Hong Kong by Eastspring Investments (Hong Kong) Limited and has not been reviewed by the Securities and Futures Commission of Hong Kong.

Indonesia by PT Eastspring Investments Indonesia, an investment manager that is licensed, registered and supervised by the Indonesia Financial Services Authority (OJK).

Malaysia by Eastspring Investments Berhad (200001028634 / 531241-U) and Eastspring Al-Wara' Investments Berhad (200901017585 / 860682-K) and has not been reviewed by Securities Commission of Malaysia.

Thailand by Eastspring Asset Management (Thailand) Co., Ltd.

United States of America (for institutional clients only) by Eastspring Investments (Singapore) Limited (UEN: 199407631H), which is incorporated in Singapore and is registered with the U.S Securities and Exchange Commission as a registered investment adviser.

European Economic Area (for professional clients only) and Switzerland (for qualified investors only) by Eastspring Investments (Luxembourg) S.A., 26, Boulevard Royal, 2449 Luxembourg, Grand-Duchy of Luxembourg, registered with the Registre de Commerce et des Sociétés (Luxembourg), Register No B 173737.

Chile (for institutional clients only) by Eastspring Investments (Singapore) Limited (UEN: 199407631H), which is incorporated in Singapore and is licensed and regulated by the Monetary Authority of Singapore under Singapore laws which differ from Chilean laws.

The afore-mentioned entities are hereinafter collectively referred to as Eastspring Investments.

The views and opinions contained herein are those of the author, and may not necessarily represent views expressed or reflected in other Eastspring Investments' communications. This document is solely for information purposes and does not have any regard to the specific investment objective, financial situation and/or particular needs of any specific persons who may receive this document. This document is not intended as an offer, a solicitation of offer or a recommendation, to deal in shares of securities or any financial instruments. It may not be published, circulated, reproduced or distributed without the prior written consent of Eastspring Investments. Reliance upon information in this document is at the sole discretion of the reader. Please carefully study the related information and/or consult your own professional adviser before investing.

Investment involves risks. Past performance of and the predictions, projections, or forecasts on the economy, securities markets or the economic trends of the markets are not necessarily indicative of the future or likely performance of Eastspring Investments or any of the funds managed by Eastspring Investments.

Information herein is believed to be reliable at time of publication. Data from third party sources may have been used in the preparation of this material and Eastspring Investments has not independently verified, validated or audited such data. Where lawfully permitted, Eastspring Investments does not warrant its completeness or accuracy and is not responsible for error of facts or opinion nor shall be liable for damages arising out of any person's reliance upon this information. Any opinion or estimate contained in this document may subject to change without notice.

Eastspring Investments companies (excluding joint venture companies) are ultimately wholly-owned/indirect subsidiaries of Prudential plc of the United Kingdom. Eastspring Investments companies (including joint venture companies) and Prudential plc are not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America or with the Prudential Assurance Company Limited, a subsidiary of M&G plc (a company incorporated in the United Kingdom).