

If 50% of the world's investments are going to ethically...

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The FT's [Moral Money column](#) noted this yesterday:

For years, US investment managers have been talking about huge demand building for ESG funds – but until recently the flow of money into sustainable products had failed to live up to the hype. Now, however, it appears the dam has burst. After a record-setting 2019, Deloitte is predicting that ESG funds will account for half of all professionally managed assets in the US within just five years.

As they add:

Yes, you read that correctly. Half. That would mean growth from about \$12tn in assets right now to \$34.5tn by 2025.

I think there will be a market for [sustainable cost accounting](#).