



PRUDENTIAL
COMMUNICATIONS

2025 GLOBAL RETIREMENT PULSE SURVEY

October 2025

METHODOLOGY

The 2025 Global Retirement Pulse Survey was conducted on behalf of Prudential by Brunswick Group from August 8 to 22, 2025, among **4,200 mass affluent**s in the U.S., Mexico, Brazil, and Japan. Mass affluents are defined as individuals who have:

\$100,000+

in investable assets in U.S.

MXN 400,000+

in investable assets in Mexico

R\$250,000+

in investable assets in Brazil

¥50,000,000+

in investable assets in Japan

N-SIZES	U.S.	Mexico*	Brazil*	Japan
Weighted Total	1,050	1,050	1,050	1,050
Age 30-49	350	418	363	350
Age 50-64	350	316	344	350
Age 65+	351	316	342	350

**In Mexico and Brazil, the age breaks are slightly different to account for the younger populations in those countries. Instead of age 50-64, it is 50-59, and instead of age 65+, it is 60+.*

Results from the full survey population have a **margin of error of +/- 3.1 percentage points** at the 95% confidence level. The margin or error for sub-populations may be higher. Percentages may not total 100% due to rounding.

The survey includes an oversample of Japanese mass affluent women to provide more precise estimates of the opinions and experiences of this smaller demographic subgroup. Oversampled groups are weighted to better reflect their correct proportions in the population, and each market has been weighted to represent an equal proportion of the total.

THE CONFIDENCE PARADOX: OPTIMISM HIGH, KEY OPPORTUNITIES UNTAPPED

Across all four markets, mass affluents are confident and motivated about retirement. Meaningful strategies, like professional advice, written plans and lifetime income strategies, are available to help turn that optimism into reality.

Retirement has long been imagined as a time of rest, freedom, and independence. Today, mass affluent adults still hold onto that vision, with many feeling confident about their future. Yet beneath the optimism lies a paradox: people feel confident, but too few have taken recommended steps to ensure and protect it. Research shows that best practice steps like written plans, lifetime income, and financial advice increase confidence, yet these remain underutilized, and many have not factored in for inflation and rising costs.

For more than two decades Prudential research, including the Pulse Survey, has focused on understanding and addressing the evolving financial needs of workers and retirees in America. The inaugural Global Retirement Pulse Survey reveals key insights and trends spanning the U.S., Mexico, Brazil, and Japan.

For Prudential, the opportunity is clear: Help people move from *feeling* ready to *being* ready, with tools, guidance, and solutions that **turn aspirations into lasting financial security.**

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The traditional view of retirement is evolving.

2. KEYS TO CONFIDENCE

Despite their overall confidence in being prepared for retirement, the majority of mass affluents are going it alone, with professional advice and other income planning resources.

3. CALL TO ACTION: DECUMULATION BY DESIGN

Consumer preferences highlight a need for more guidance on ways to protect retirement outcomes through decumulation strategies to withdraw and spend down retirement savings.



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FINDING 1: REFRAMING RETIREMENT

The traditional view of retirement is evolving.

A SHARED VISION FOR RETIREMENT ACROSS BORDERS

Retirement aspirations center on relaxing, wellness, and travel

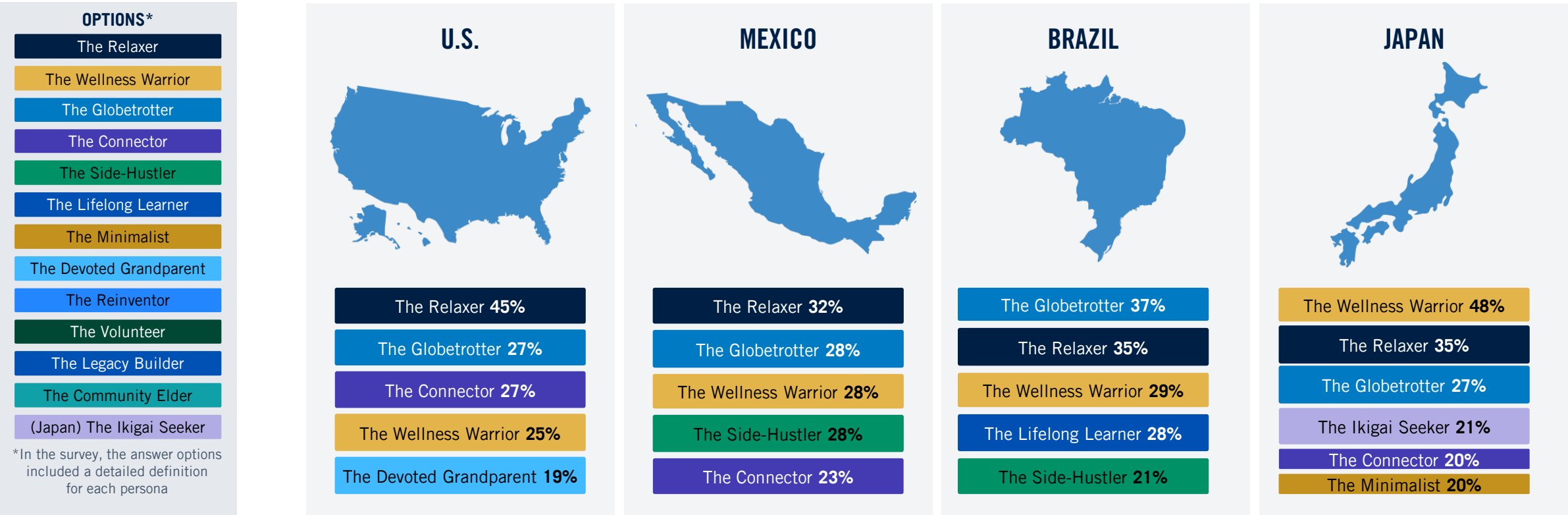
“Being financially independent and enjoying my family time.”
– U.S. mass affluent

“A wonderful stage of my life where I have tranquility and live in peace.”
– Mexico mass affluent

“I can travel more and see the people I care about.”
– Brazil mass affluent

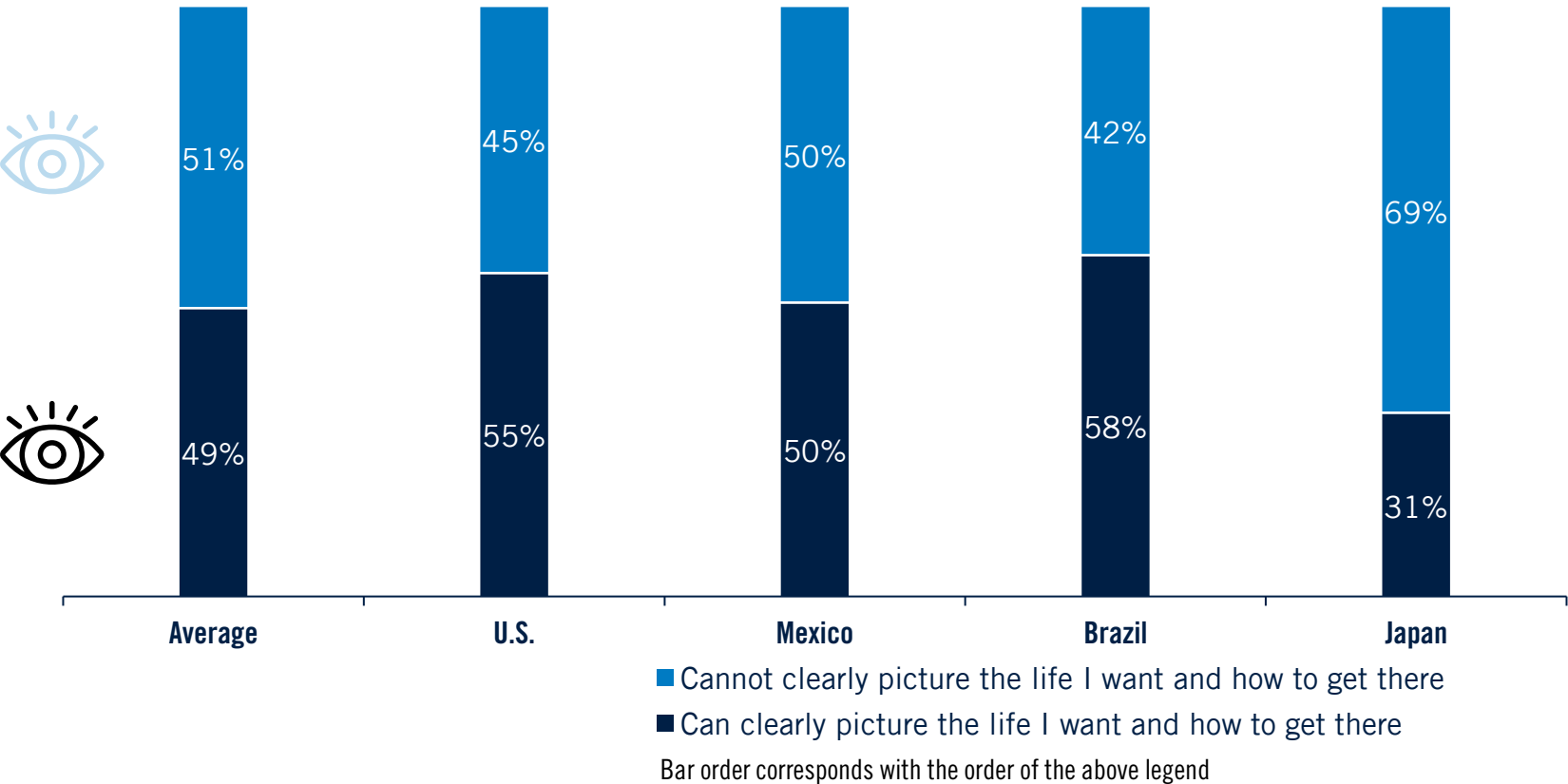
“I want to live a healthy life while pursuing my hobbies and contributing to the community.”
– Japan mass affluent

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR VIEW OF RETIREMENT?



A CLEAR VISION FOR RETIREMENT IS LINKED TO BETTER PLANNING AND GUIDANCE

WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU FEEL WHEN THINKING ABOUT YOUR FUTURE SELF IN RETIREMENT?



Those who can clearly picture their life in retirement are...

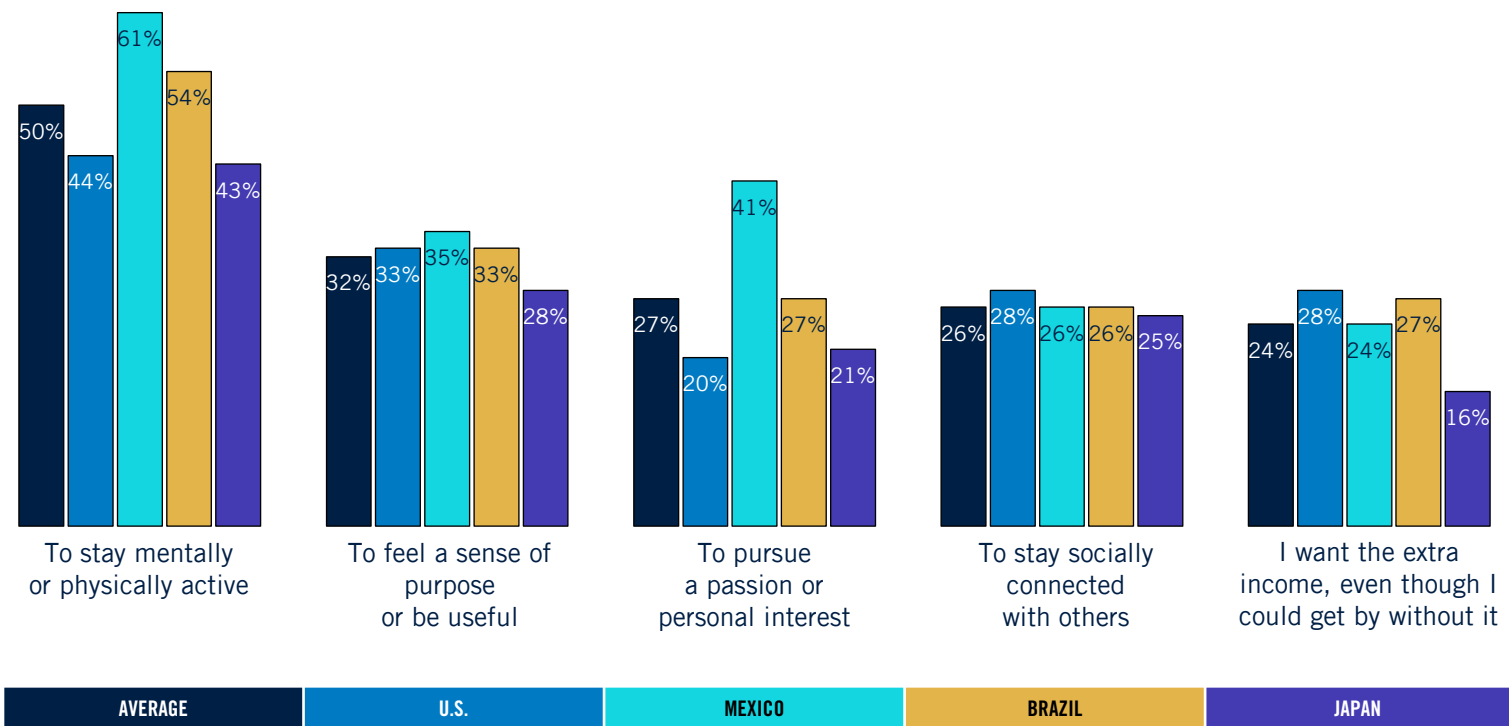
- **Three times as likely to have a written retirement plan** (clearly picture: 50% vs. cannot clearly picture: 17%)
- **Nearly twice as likely to work with a financial advisor** (clearly picture: 54% vs. cannot clearly picture: 29%)

MAJORITY WOULD CONSIDER WORKING IN RETIREMENT

The main drivers for working in retirement include staying mentally and physically active and feeling useful

WHICH OF THE FOLLOWING WOULD BE/ARE YOUR MAIN REASONS FOR WORKING OR CONSIDERING WORK DURING RETIREMENT?

Top 5 Reasons



Bar order corresponds with the order of the above legend

83%

OF MASS AFFLUENTS ACROSS MARKETS WOULD CONSIDER WORKING DURING RETIREMENT. THE MOST APPEALING OPTIONS, OF THOSE TESTED, INCLUDE:

- Working for oneself (50%)
- Teaching, tutoring, or mentoring (33%)
- Managing property (27%)
- Tourism, guiding, or museum roles (16%)

MANY ANTICIPATE NEEDING TO PROVIDE SUPPORT

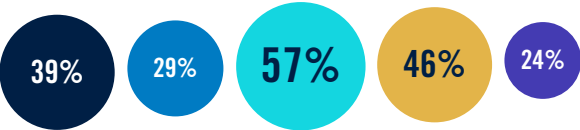
But not needing support from children is the goal

TO WHICH OF THE FOLLOWING, IF ANY, DO YOU ANTICIPATE NEEDING TO PROVIDE FINANCIAL SUPPORT IN THE FUTURE?



Order below corresponds with the order of the above legend

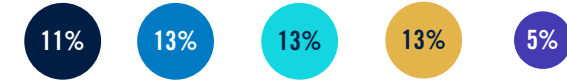
AN ADULT CHILD OVER THE AGE OF 18



PARENTS OR IN-LAWS



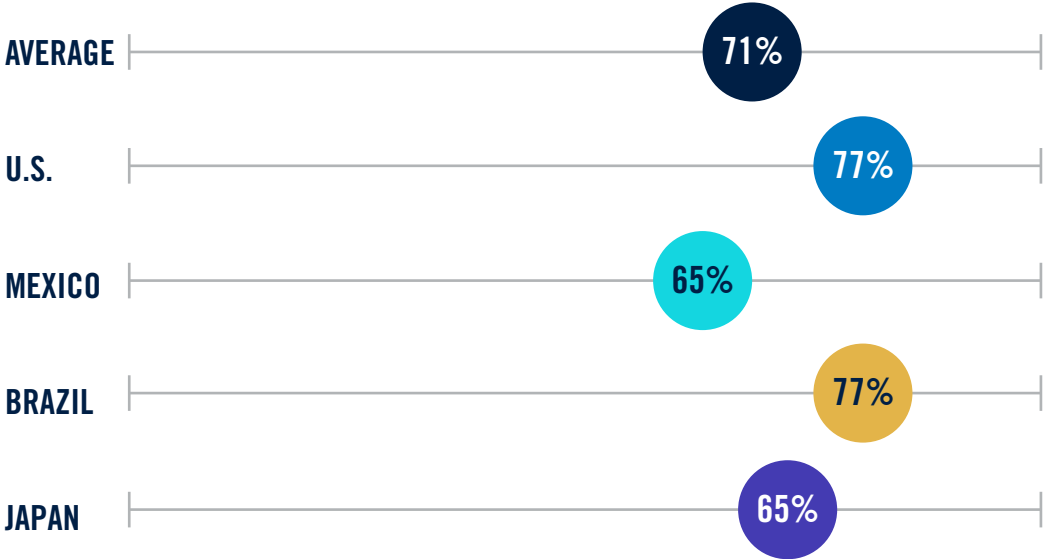
PEOPLE OUTSIDE IMMEDIATE FAMILY



MILLENNIALS ARE THE MOST LIKELY GENERATION TO ANTICIPATE NEEDING TO PROVIDE SUPPORT TO BOTH ADULT CHILDREN (49%) AND PARENTS OR IN-LAWS (50%).

HOW IMPORTANT IS IT TO YOU TO AVOID BECOMING FINANCIALLY DEPENDENT ON YOUR CHILDREN IN RETIREMENT?

% Very important



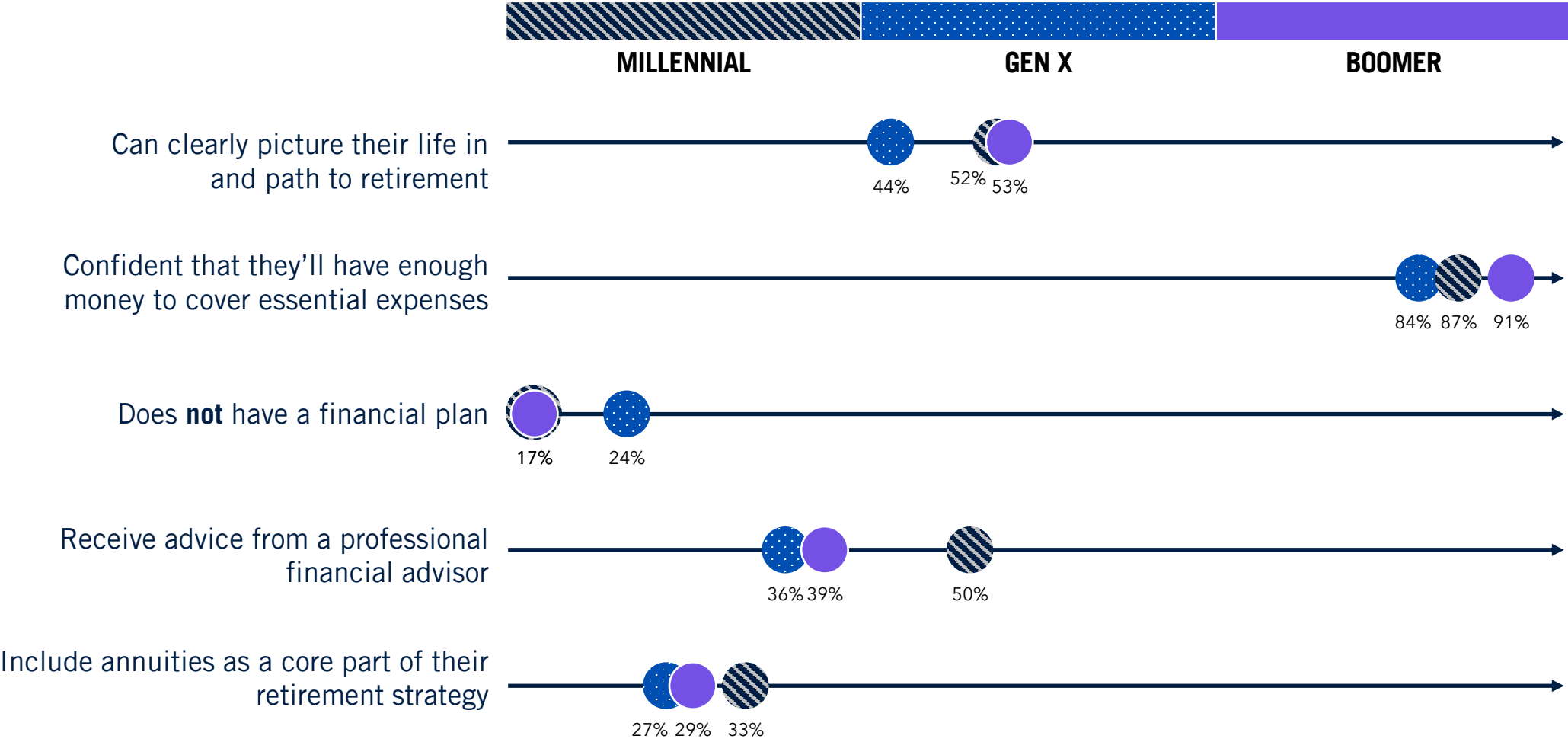
24% EXPECT TO NEED CAREGIVING SUPPORT

15% EXPECT TO NEED FINANCIAL SUPPORT

12% EXPECT TO NEED HOUSING SUPPORT

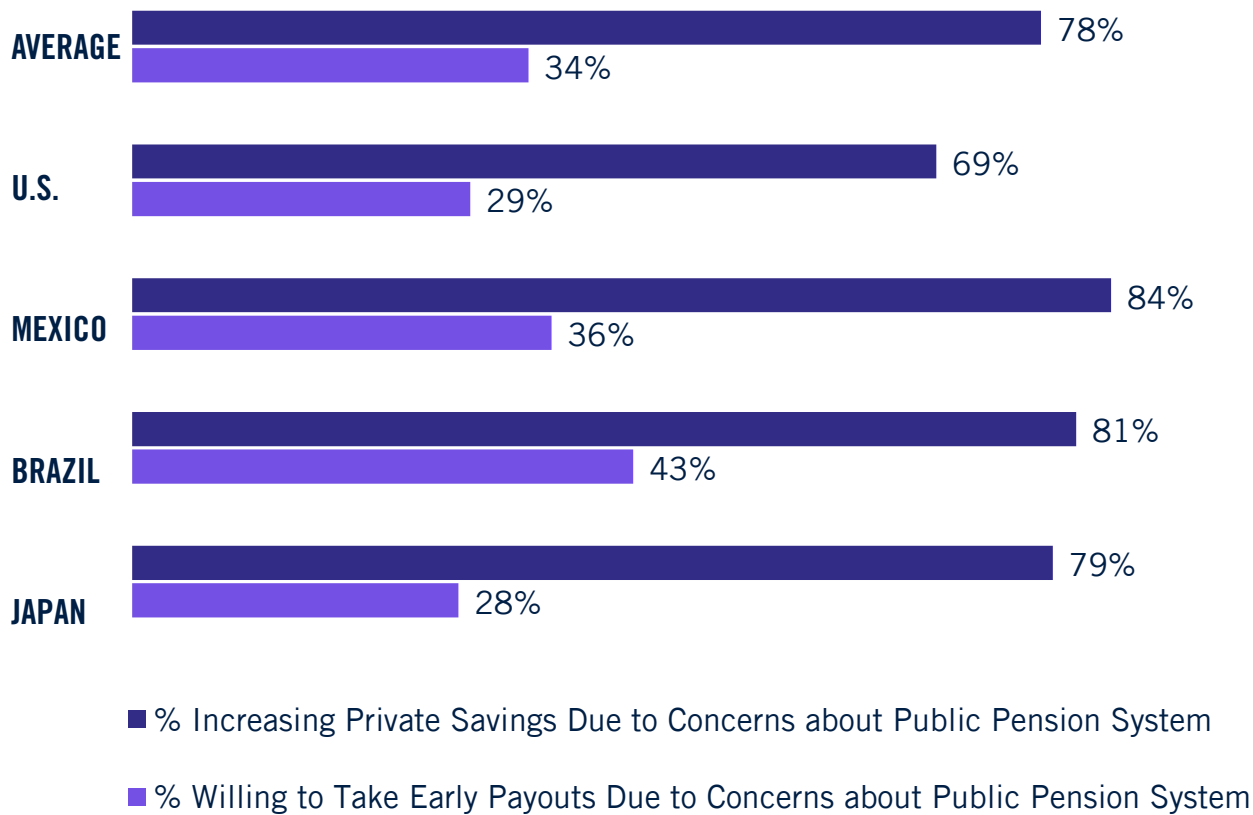
YET 43% OF THOSE WHO EXPECT TO NEED SUPPORT haven't discussed it with family.

OF MASS AFFLUENTS OLDER THAN 30, GEN XERS HAVE URGENT OPPORTUNITY TO IMPROVE SECURITY



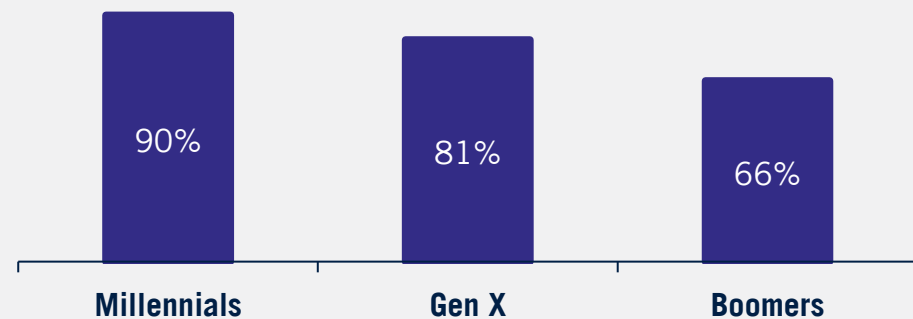
CONCERNS ABOUT PUBLIC PENSIONS LEAD MANY TOWARD PRIVATE SAVINGS, ESPECIALLY IN BRAZIL AND MEXICO

% TAKING ACTION DUE TO CONCERNS ABOUT PUBLIC PENSION SYSTEM

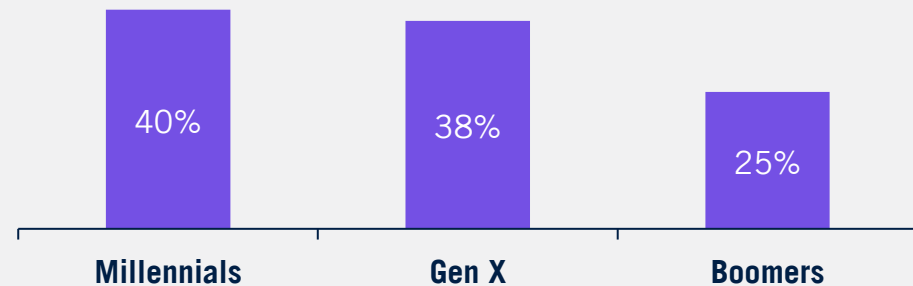


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% BY GENERATION: INCREASING PRIVATE SAVINGS DUE TO CONCERNS ABOUT PUBLIC PENSION SYSTEM

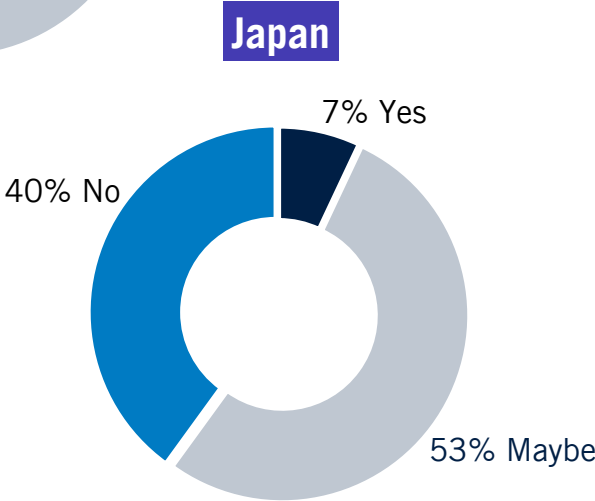
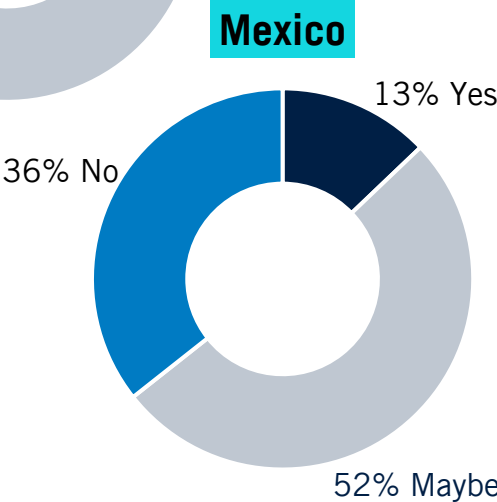
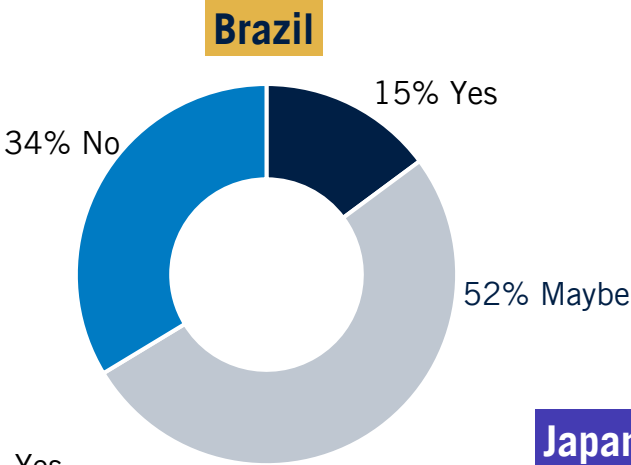
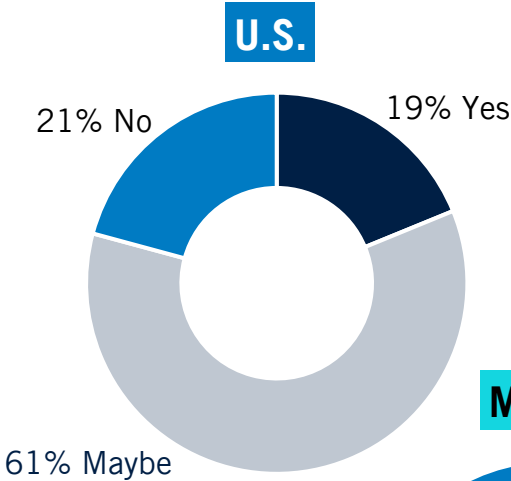
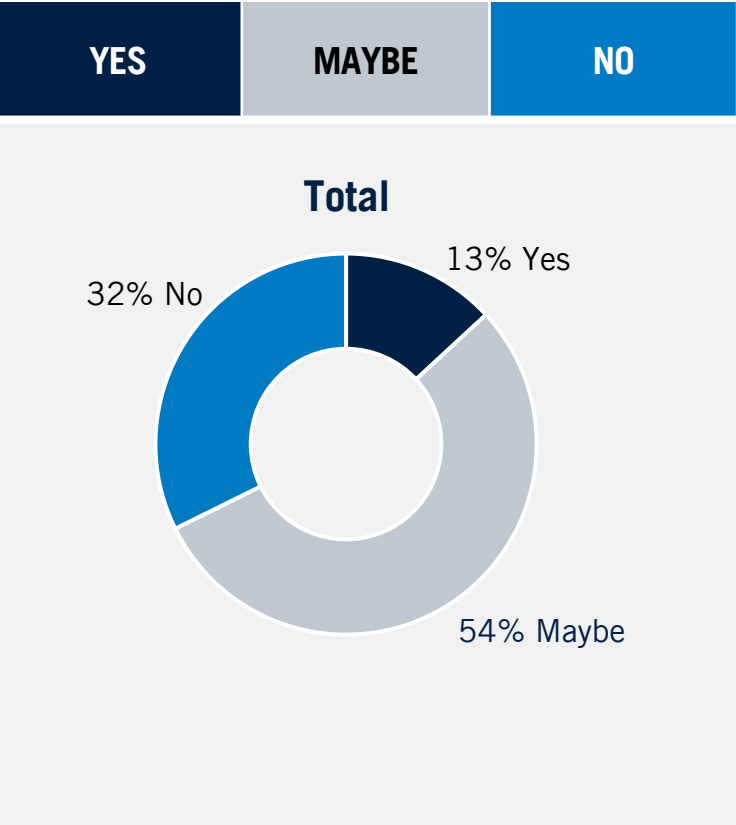


% BY GENERATION: TAKING EARLY PAYOUTS DUE TO CONCERNS ABOUT SUSTAINABILITY OF RETIREMENT SYSTEM



A LARGE MAJORITY BELIEVE FUTURE GENERATIONS LIKE GEN Z AND GEN ALPHA WON'T FULLY RETIRE THE WAY WE THINK OF IT TODAY

DO YOU BELIEVE FUTURE GENERATIONS LIKE GEN Z AND GEN ALPHA WILL BE ABLE TO FULLY RETIRE?





FINDING 2: KEYS TO CONFIDENCE

Despite their overall confidence in being prepared for retirement, the majority of mass affluents are going it alone, without professional financial advice and other income planning resources that can help protect for a more secure and well-funded retirement as people live longer lives.

MAJORITIES ACROSS MARKETS FEEL READY TO PLAN FOR RETIREMENT

To what extent do you agree or disagree with the following statement?

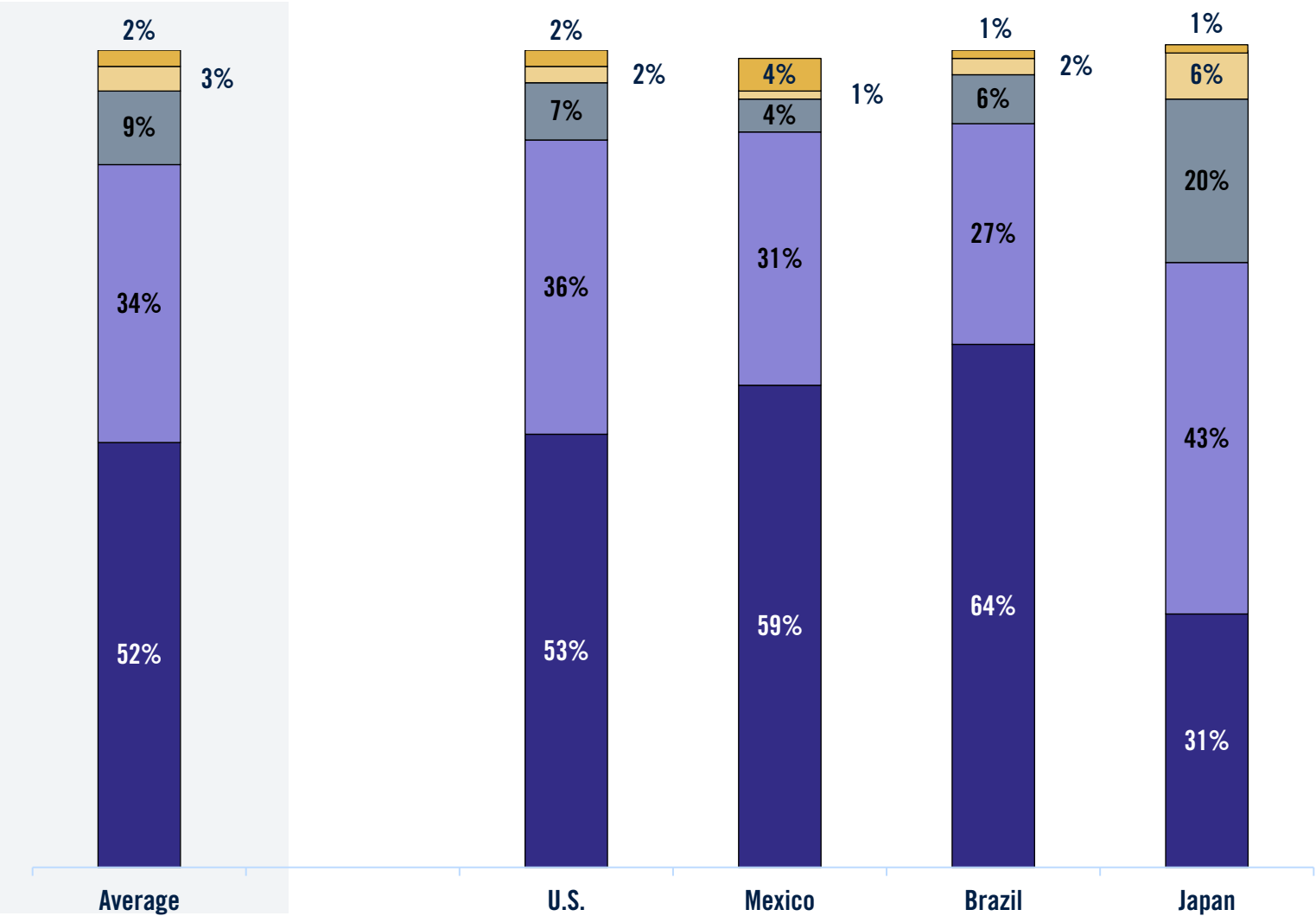
I AM MOTIVATED TO PREPARE FOR THE FUTURE I ENVISION FOR MYSELF

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Bar order corresponds with the order of the above legend



Men (70%) are more likely than women (63%) to say **they are more prepared for retirement than other people their age.**

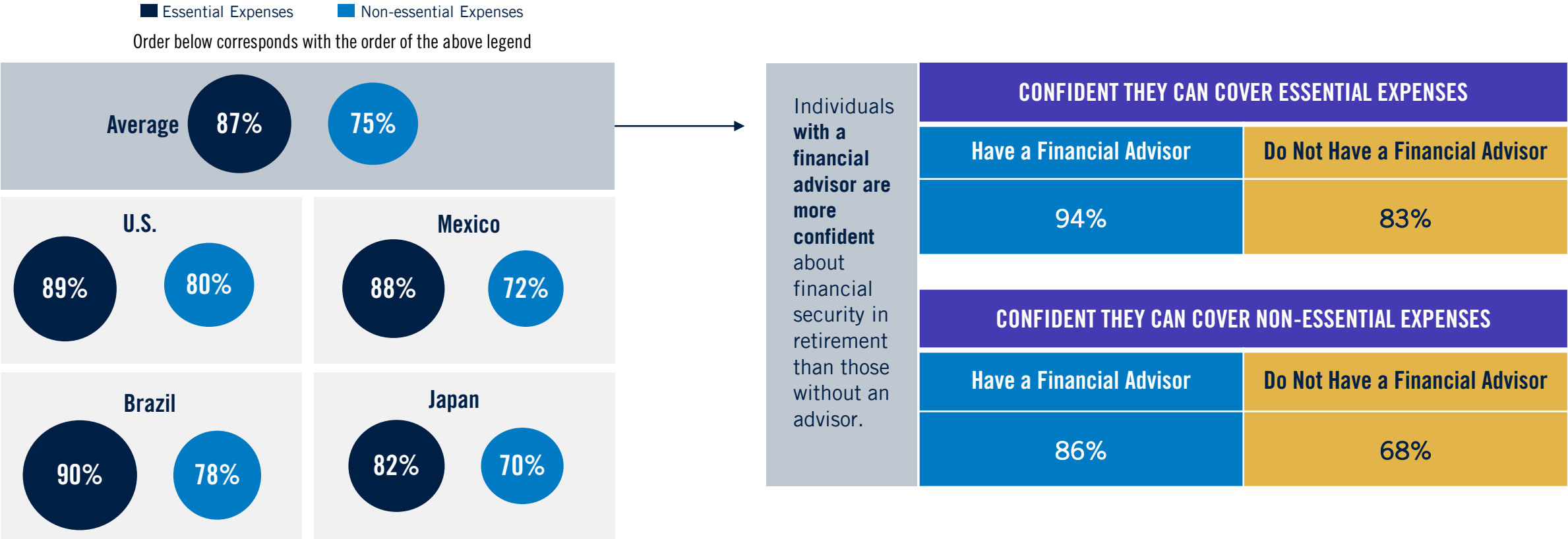


MOST HAVE HIGH CONFIDENCE IN COVERING RETIREMENT COSTS

Confidence is especially strong among those with a financial advisor

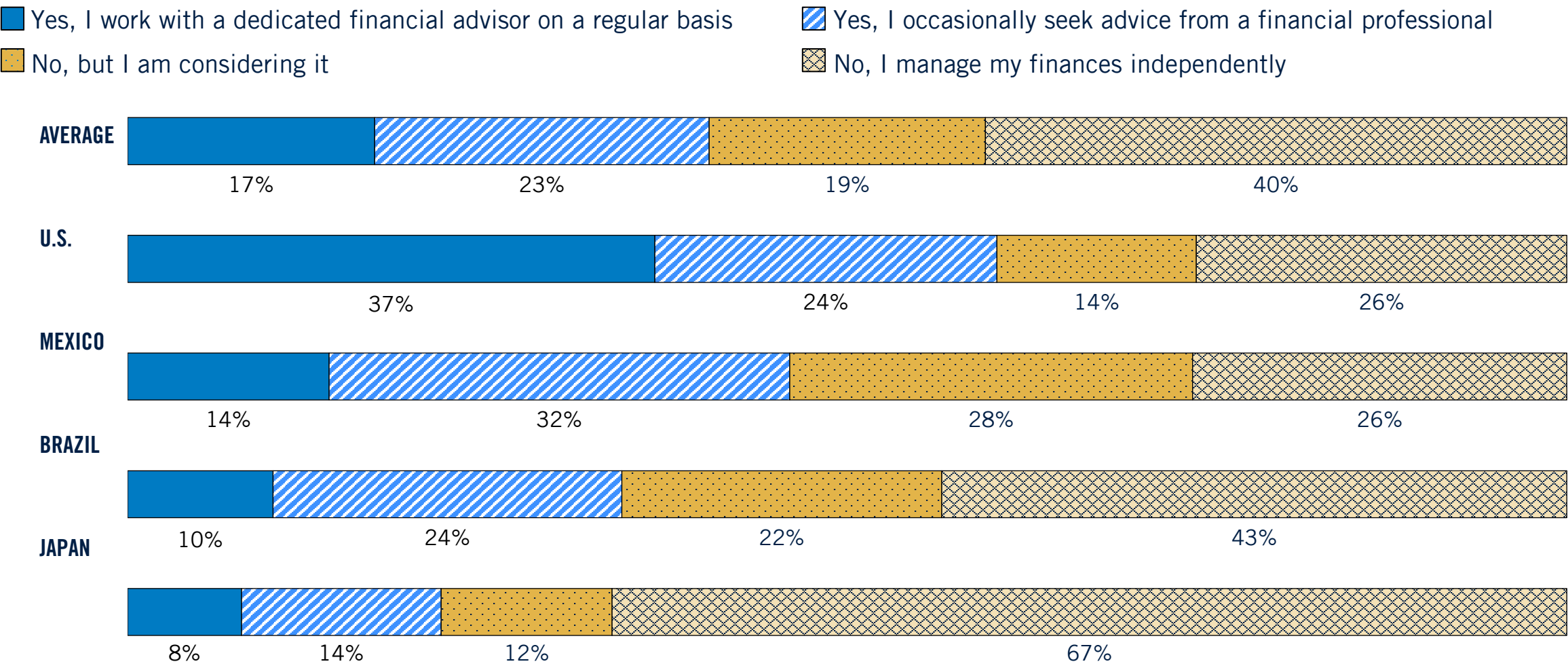
HOW CONFIDENT ARE YOU THAT YOU’LL HAVE ENOUGH MONEY IN RETIREMENT TO COVER EACH OF THE FOLLOWING?

% Total Confident



OPPORTUNITY FOR MORE FINANCIAL ADVICE ACROSS MARKETS

DO YOU CURRENTLY RECEIVE ADVICE FROM A FINANCIAL ADVISOR OR LIFE PLANNER?



INFLATION AND HEALTHCARE COSTS ARE TOP THREATS – BUT ONLY HALF OR LESS HAVE FACTORED IT INTO THEIR PLANNING

HOW WOULD YOU RATE THE FOLLOWING IN TERMS OF BEING A POTENTIAL THREAT TO YOUR RETIREMENT SECURITY?

Among Total

1. INFLATION/RISING COST OF LIVING

66%

2. RISING HEALTHCARE / LONG-TERM EXPENSES

62%

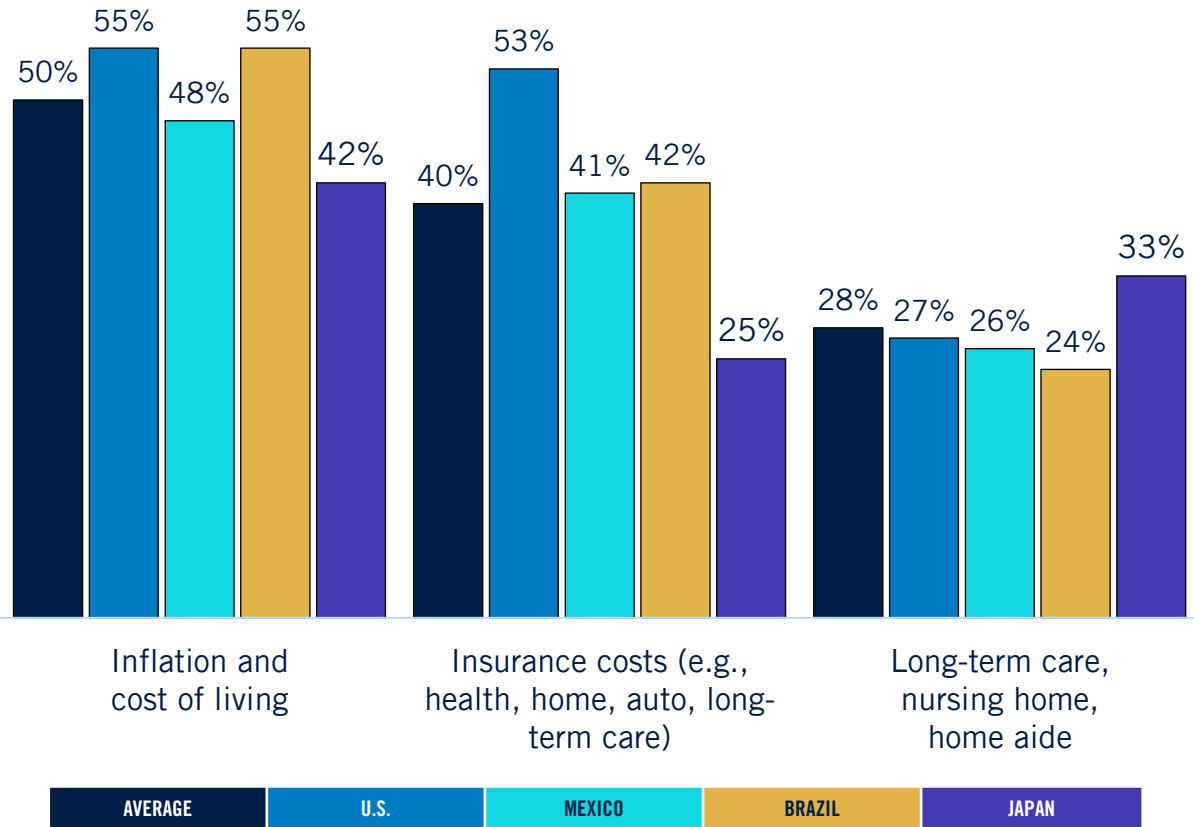
3. CHANGES IN GOVERNMENT POLICY AFFECTING RETIREMENT

60%

4. STOCK MARKET VOLATILITY OR POOR INVESTMENT RETURNS

50%

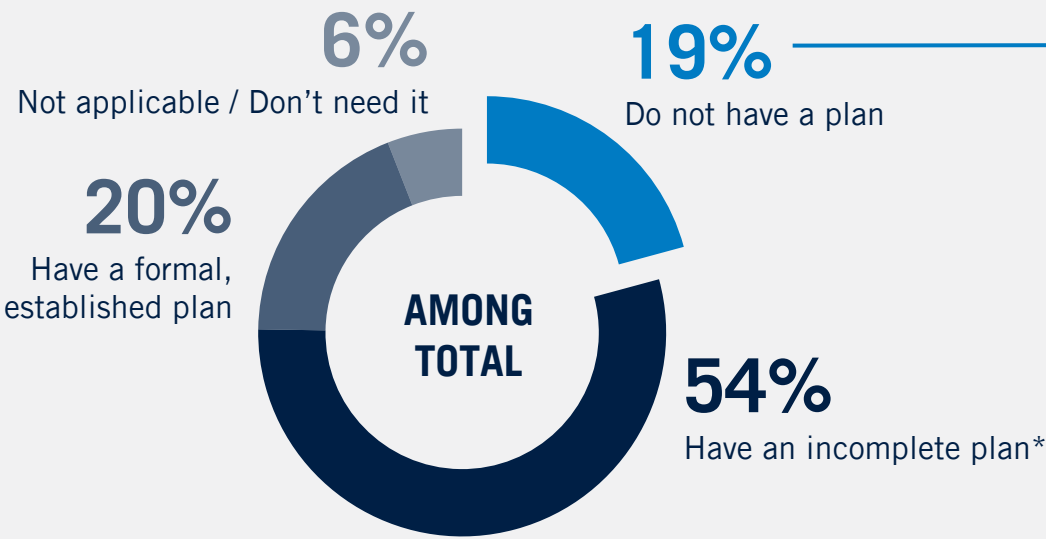
WHICH EXPENSES HAVE YOU FACTORED INTO YOUR PLANNING FOR RETIREMENT?



Bar order corresponds with the order of the above legend

GLOBALLY, FEW HAVE AN ESTABLISHED FINANCIAL PLAN

DO YOU HAVE A FINANCIAL PLAN FOR YOUR RETIREMENT, EITHER WRITTEN DOWN OR INFORMALLY?



*Have an incomplete plan includes: Yes, it is written but still finalizing it / Yes, it's more of an informal plan / Yes, it's mostly just ideas at the moment

JAPAN AFFLUENTS AND GEN X ARE LEAST LIKELY TO HAVE A WRITTEN PLAN



NO PLAN BY COUNTRY

- U.S.: 16%
- Mexico: 16%
- Brazil: 19%
- Japan: 26%**



NO PLAN BY GENERATION

- Millennials: 17%
- Gen X: 24%**
- Boomers: 17%

OPPORTUNITY ABOUNDS: KEY INDICATORS TO HELP TURN PLANNING INTEREST INTO REALITY

IF YOU DO NOT HAVE A FINANCIAL OR RETIREMENT PLAN, WHAT IS HOLDING YOU BACK?

Among Total

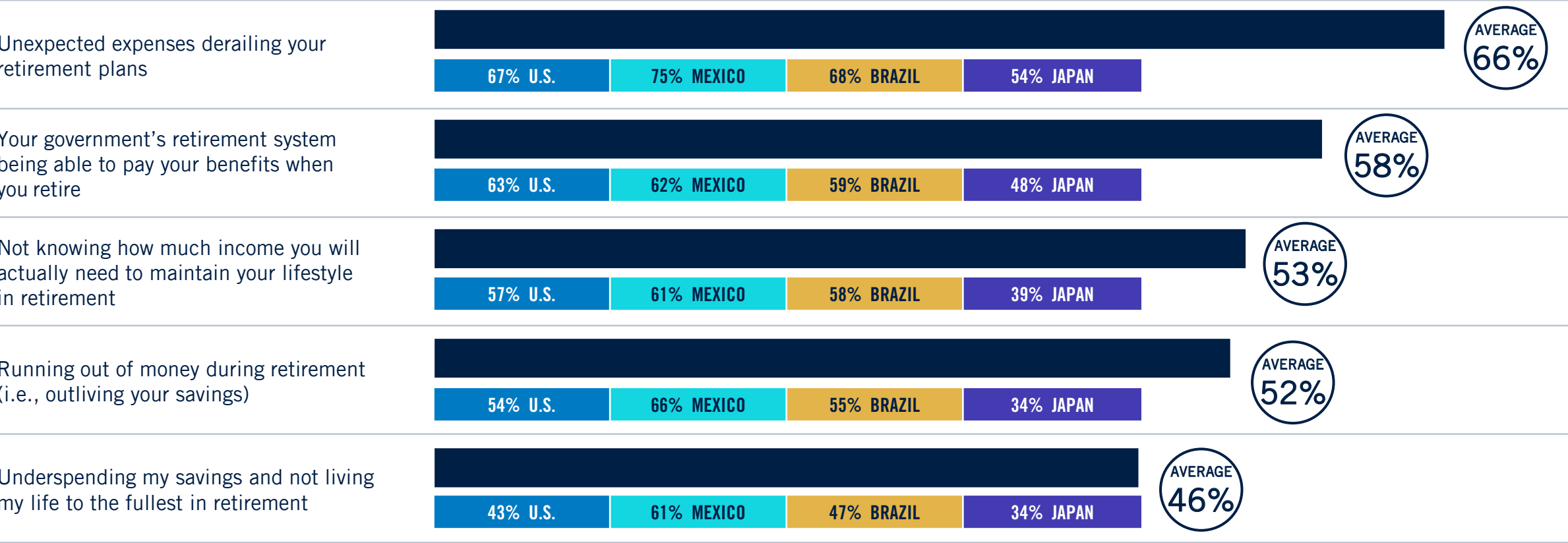


- Affluents in **Mexico (25%)** are more likely to say they **don't know where to start**.
- Those in **Brazil (28%)** and **Mexico (26%)** tend to be more focused on **immediate financial needs**.

FLEXIBILITY, RETIREMENT SYSTEM STABILITY, AND LONGEVITY RISK PROTECTION ARE TOP OF MIND

HOW CONCERNED ARE YOU ABOUT THE FOLLOWING?

% Total Concerned

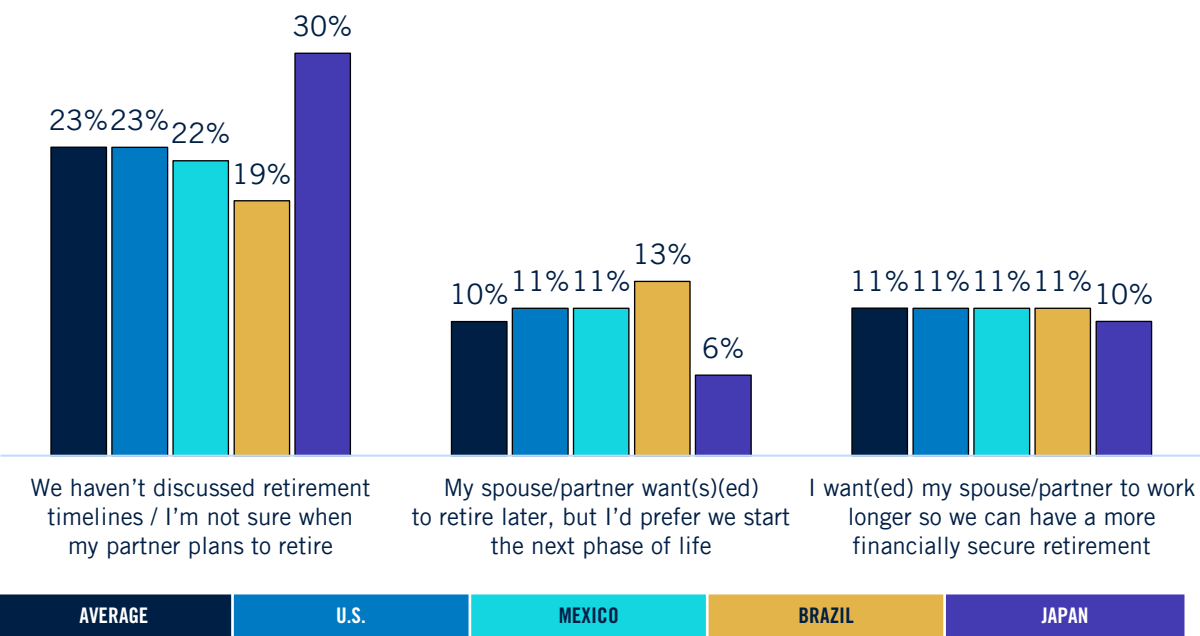


COMMUNICATION IS KEY

Those who discuss retirement expectations with their partner are more likely to plan for key risks and expenses

WHICH OF THE FOLLOWING APPLIES WHEN THINKING ABOUT THE TIMING OF RETIREMENT FOR YOU AND YOUR SPOUSE/PARTNER?

44% have not discussed or are not on the same page as their partner.



Bar order corresponds with the order of the above legend

FACTORING THE FOLLOWING EXPENSES INTO RETIREMENT PLANNING

	HAVE DISCUSSED RETIREMENT PLANNING WITH PARTNER	HAVE NOT DISCUSSED RETIREMENT PLANNING WITH PARTNER
Healthcare expenses	48%	37%
Taxes	42%	31%
Daily expenses	48%	38%
Inflation	53%	45%

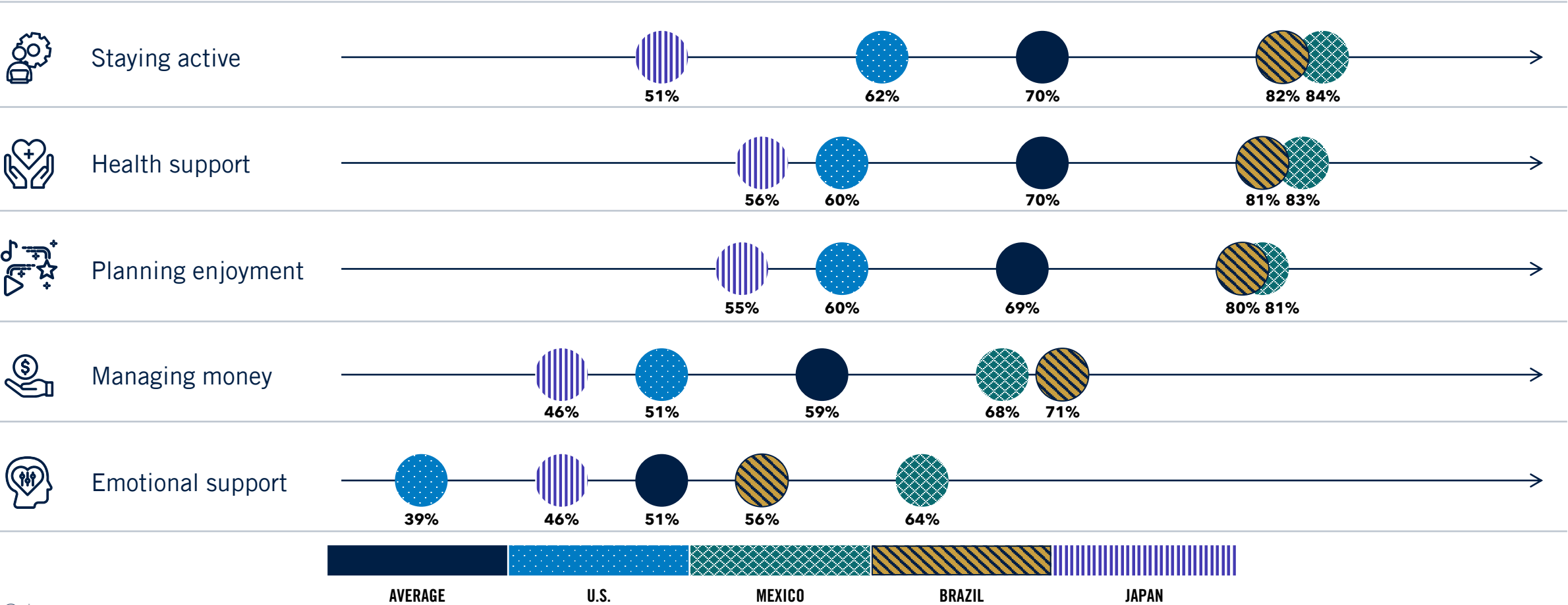


Women are twice as likely as men to say they want their partner to **work longer** to support a secure retirement for their household (15% vs. 8%).

TECHNOLOGY AND AI COULD TRANSFORM PLANNING – IF TRUST CAN BE EARNED

HOW COMFORTABLE WOULD YOU FEEL RELYING ON AN AI-POWERED COMPANION (ROBOT FRIEND) TO HELP YOU WITH THE FOLLOWING IN YOUR LATER YEARS?

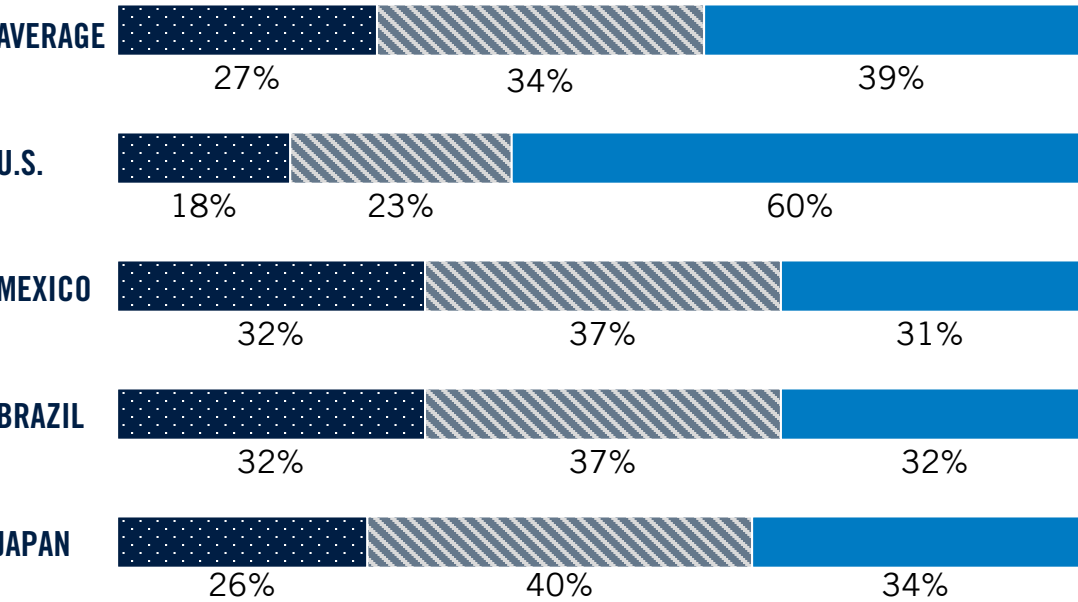
% Total Comfortable



YOUNGER MASS AFFLUENT ADULTS AND EMERGING MARKETS ARE MOST OPEN TO EMBRACING DIGITAL TOOLS & AI

IF YOU WERE TO RECEIVE FINANCIAL ADVICE FROM AN AI TOOL, HOW WOULD YOUR LEVEL OF TRUST COMPARE TO ADVICE FROM A HUMAN ADVISOR?

- I would trust AI advice more than advice from a human advisor
- I would trust AI advice about the same as advice from a human advisor
- I would trust AI advice less than advice from a human advisor



	MILLENNIALS 	GEN X 	BOOMERS 
More active planning for retirement if tools and advice were available in a mobile app	63%	50%	27%
Trust in AI advice more than advice from a human advisor	33%	28%	21%
Would be likely to consider using an AI-powered advisor for retirement guidance if it was less costly and more accessible	61%	47%	35%



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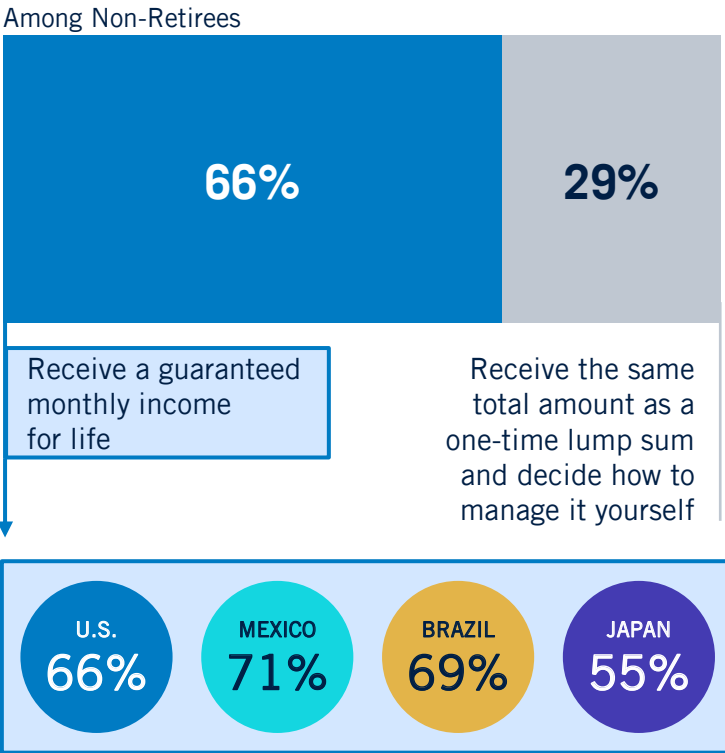
FINDING 3:

CALL TO ACTION: DECUMULATION BY DESIGN

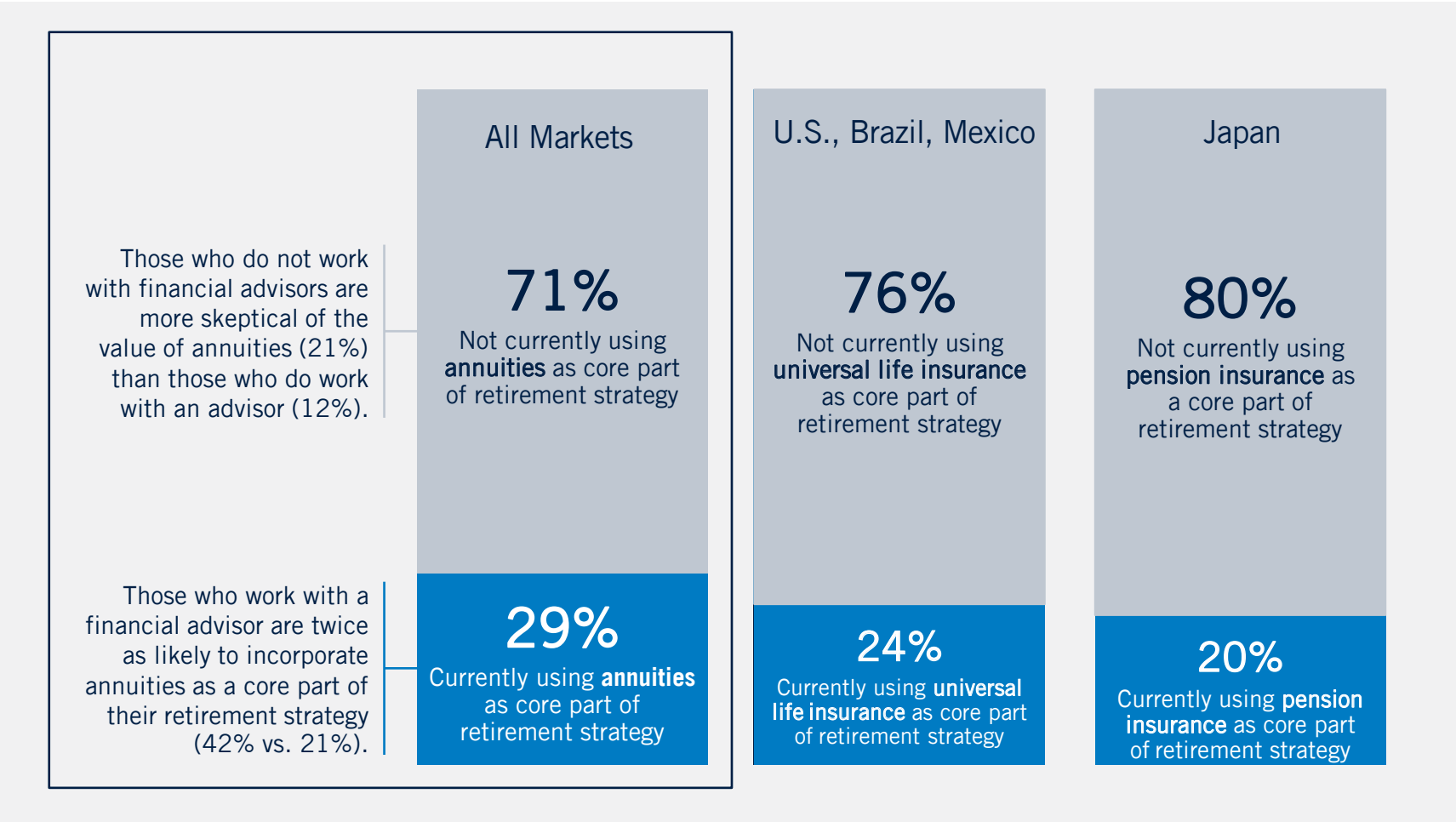
Consumer preferences highlight a need for more guidance about managing various retirement strategies and tools.

GUARANTEED LIFETIME INCOME IS A PREFERRED SOLUTION GLOBALLY, BUT MORE HELP IS NEEDED TO LEVERAGE FULLY

HYPOTHETICALLY, IF YOU HAD A CHOICE ON RETIREMENT INCOME PAYOUT, WHICH WOULD YOU PREFER?



HOW, IF AT ALL, ARE YOU INTEGRATING THE FOLLOWING INSURANCE PRODUCTS INTO YOUR RETIREMENT STRATEGY?



THOSE WITH A CLEAR WITHDRAWAL STRATEGY ARE MORE CONFIDENT IN ABILITY TO COVER EXPENSES IN RETIREMENT

JAPAN AND GEN X LAG ON STRATEGY PLANS

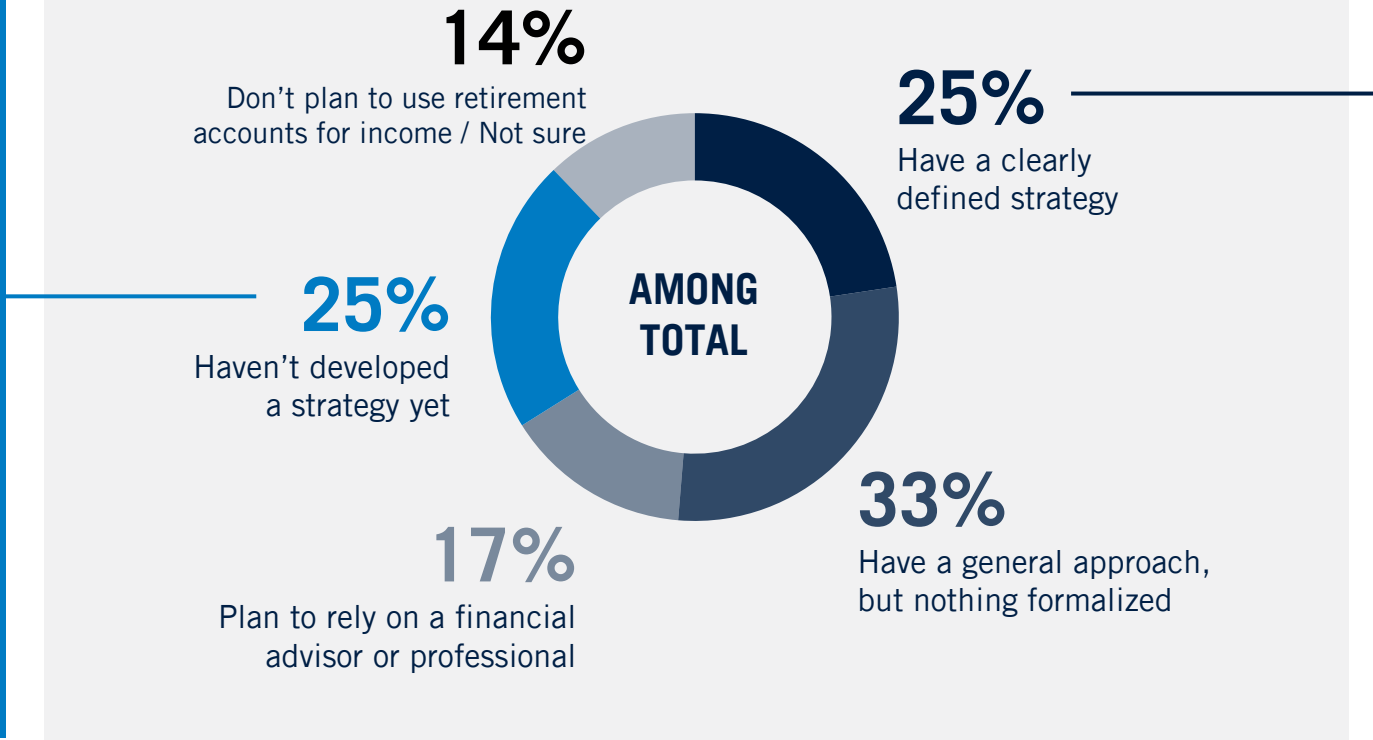
NO STRATEGY BY COUNTRY

U.S. 19%
Mexico 25%
Brazil 24%
Japan 34%

NO STRATEGY BY GENERATION

Millennials 28%
Gen X 30%
Boomers 19%

DO YOU HAVE A STRATEGY IN PLACE FOR HOW YOU WILL TAKE MONEY OUT OF YOUR RETIREMENT ACCOUNTS TO FUND SPENDING IN RETIREMENT?



AMONG THOSE WITH A CLEARLY DEFINED STRATEGY:

- 91% are confident they will be able to cover non-essential expenses in retirement, compared to 71% among those without.
- 96% are confident they will be able to cover essential expenses, compared to 85% without.

MASS AFFLUENTS SUPPORT ADDING LIFETIME INCOME FEATURES TO WORKPLACE RETIREMENT PLANS

TO WHAT EXTENT WOULD YOU SUPPORT YOUR GOVERNMENT REQUIRING ACCESS TO GUARANTEED LIFETIME INCOME PRODUCTS WITHIN WORKPLACE RETIREMENT PLANS?

% Total Support



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FIND AN ADVISOR

To be connected to an advisor, [click here](#)



Prudential

MORE ON THE SURVEY

For more information, you can find the press release [here](#)

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