Brand is everything. A trusted name can drive engagement, referrals, and AUM. The key is possessing — and presenting — the attributes that fund selectors care most about.

Fund Brand 50 2023 provides the most comprehensive independent study of asset manager brand performance, capturing the voice and views of more than 1,200 of the most influential fund selectors in Europe, the U.S., and APAC. Access the results for an exclusive look into fund selector preferences and needs.

Explore companies' scores for 10 key metrics

Delve into region-by-region nuances

Here are just some of the regional highlights:

Europe

Top three brands
1. BlackRock
2. JPMorgan AM
3. Fidelity

Most influential attributes
1. Client-oriented thinking
2. Appealing investment strategy
3. Expert in what they do

Spotlight: ESG keeps BlackRock at the top in Europe
JPMorgan is closing ground on BlackRock, but an edge in innovation and social responsibility/sustainability helped BlackRock hold its lead.

Asia-Pacific

Top three brands
1. BlackRock
2. Vanguard
3. Capital Group

Most influential attributes
1. Appealing investment strategy
2. Client-oriented thinking
3. Expert in what they do

Spotlight: Amundi's impressive rise
In two years, Amundi jumped from 30th to 19th. Strong scores in social responsibility/sustainability, keeping clients informed, and client-oriented thinking have Amundi knocking on the top 10's door.

United States

Top three brands
1. BlackRock
2. Vanguard
3. Capital Group

Most influential attributes
1. Appealing investment strategy
2. Solidity
3. Knowledge of the market where they operate

Spotlight: Brand really does matter
Price is the leading selection criteria for U.S. fund selectors, but brand-related factors make up eight of the top 10 factors for picking a fund.

Order the full report for a transparent look at how fund selectors feel about leading asset managers. Find out which brands are rising or falling — and why.

Find out more about FB50 and FBF Intelligence, the data that powers the FB50 study.