Amid COVID-19 Disruptions, Manager Brand Recognition is Key on Retail Fund Platforms

2020 Greenwich Leaders: Asian and European Intermediary Distribution

October 21, 2020

Executive Summary:



Banks, financial advisors, insurers, and other companies that distribute investment funds say COVID-19 has triggered profound changes in retail investing—some temporary and some that could prove permanent.

A small group of asset managers—including Allianz Global Investors, J.P. Morgan Asset Management and Pictet Asset Management in Europe, and Allianz Global Investors in Asia—have set themselves apart from competitors by helping fund platforms and retail investors navigate these changes with exceptional service capabilities and stability in crisis.

Methodology:

Between February and April 2020, Greenwich Associates conducted 152 interviews with some of the largest fund distributors in Asia and 211 with fund distributors in Europe. Senior gatekeepers were asked to provide detailed information on their business priorities, quantitative and qualitative evaluations of their investment managers, and qualitative assessments of those managers soliciting their business. Countries and regions where interviews were conducted in Asia include Hong Kong, Macau, Singapore, South Korea, Taiwan, Malaysia, and Thailand. In Europe, interviews were conducted in Austria, Benelux, France, Germany, Greece, Iberia, Ireland, Italy, Monaco, Nordics, Switzerland, and the United Kingdom.

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