



# 2025 Competitive Rankings of Top Asset Managers - Japan

## 2025 Japanese Institutional Investors Study

February 24, 2026  
Executive Summary:

View which asset managers are ranked highest by institutional investors in Japan for overall and service quality for both Pension Funds, Endowments & Foundations, and Financial Institutions.

### Methodology:

This research is based on personal interviews conducted from April through October 2025 with 255 of the largest corporate pension funds, public pension funds, financial institutions, and endowments & foundations in Japan. Total reported fund assets were ¥517 trillion. Senior fund professionals provided quantitative and qualitative evaluations of their investment managers, assessments of those managers soliciting their business, and detailed information on important market trends.



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[www.greenwich.com](http://www.greenwich.com) | [ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

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[greenwich.com](http://greenwich.com)

[ContactUs@greenwich.com](mailto:ContactUs@greenwich.com)

Ph +1203.625.5038