



2025 Competitive Rankings of Top Asset Managers - United States

2025 U.S. Institutional Investors Study

March 13, 2026

Executive Summary:

View which asset managers are ranked highest by institutional investors in the U.S. for overall quality and service quality.

Methodology:

This research, conducted by Crisil Coalition Greenwich, is based on in-depth interviews with 698 decision makers at 573 of the largest U.S. institutional funds. The study, which took place from February to September 2025, covers investors with over \$150 million in assets, including corporate, public, and endowment funds. The research provides insights into investment strategies, manager evaluations, and market trends.



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