

PIF and BlackRock stay on top: 2025 world's most valuable sovereign wealth fund and asset management brands

Brand Finance data reveals the 50 most valuable asset management and sovereign wealth fund brands are 5% more valuable than in 2024

- **BlackRock** is the world's most valuable asset management brand at \$8.3 billion while **J.P. Morgan Asset Management** is the strongest asset management brand ranked
- **PIF** ranked as the most valuable sovereign wealth fund brand and fastest-growing in terms of brand value
- The **Abu Dhabi Investment Authority (ADIA)** is the strongest sovereign wealth fund brand

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LONDON, 28 July 2025 – For the second year, **BlackRock** is ranked as the world's most valuable asset management (AM) brand with a value of USD8.3 billion, and **PIF** is the most valuable and fastest-growing sovereign wealth fund (SWF), according to the latest data from Brand Finance, the world's leading independent brand valuation consultancy.

The **Asset Management and Sovereign Wealth Fund 50 2025** is the second iteration of the Brand Finance annual ranking of the world's strongest and most valuable AM and SWF brands. The collective value of the 50 ranked brands has grown 5% year on year, totaling nearly USD73.9 billion in 2025.

BlackRock's brand value has risen 17% in 2025, largely driven by a surge in assets under management, strategic acquisitions in private markets, and continued leadership in technology and AI. The coming months will be pivotal for the asset management giant and its ongoing efforts to carve out a share of private markets, as BlackRock announced 1 July it took over HPS Investment Partners, closing a trio of acquisitions totalling USD30.0 billion.

PIF has the single most valuable brand name among the world's SWFs; valued at USD1.2 billion, up 11% from 2024. It also ranked seventh for brand value to AUM ratio among all AM and SWF brands combined, the only SWF to feature in the top 10. PIF's assets under management have grown rapidly due to robust portfolio performance, driven by a range of key portfolio companies and long-term projects that are beginning to mature.

JP Morgan Asset Management (JP Morgan AM) is the second most valuable asset management brand, with a value just below USD7.2 billion, a modest 3% rise year on year. **Vanguard's** brand value is roughly the same as in 2024 at USD6.0 billion, enough to hold onto its third place spot for the second year in a row.

JP Morgan also remains the world's strongest AM & SWF brand ranked, boasting a Brand Strength Index (BSI) score of 87.6 out of 100, followed closely by BlackRock with a BSI score of 87.0 out of 100. Both achieve an AAA brand strength rating.

PIF's value is largely driven by high scores for the brand's awareness, purpose and commitment to positive growth. Among the other notable high-ranking SWFs, **Abu Dhabi Investment Authority** is the strongest SWF brand, scoring 64.1 out of 100. PIF's own BSI is

62.9 out of 100, an increase from last year and both brands achieve an A+ brand strength rating.

David Haigh, Chairman and CEO, Brand Finance, commented:

“Brand Finance research finds that high-profile investments with a positive impact continue to build the brand values of asset managers and sovereign wealth funds. This is evident in the impact of successful sports partnerships, which deliver an observable uplift in awareness and familiarity among B2B and informed audience. Formula 1 and football are powerful and popular ways for asset managers and sovereign wealth funds to raise their international profiles in a way that is consistent with the brands’ wealth and stature. For instance, JP Morgan’s banking division Chase just became the first sponsor of Arsenal FC’s VIP Lounge. In 2024, PIF signed groundbreaking global partnerships accelerating the growth of sports with ATP and WTA tennis, Concacaf and Formula E, Extreme E and E1 under the E360 umbrella while its ownership of LIV Golf is helping to expand the game’s audience around the world.”

Note to Editors

Every year, leading brand valuation consultancy Brand Finance puts 6,000 of the world’s biggest brands to the test, and publishes over 100 reports, ranking brands across all sectors and countries. The world’s top 250 most valuable and strongest British brands are included in the [Brand Finance Asset Management and Sovereign Wealth Funds 2025 report](#).

Brand value is understood as the net economic benefit that a brand owner would achieve by licensing the brand in the open market. Brand strength is the efficacy of a brand’s performance on intangible measures relative to its competitors. The full ranking, additional insights, charts, more information about the methodology, and definitions of key terms are available in the [Brand Finance Asset Management and Sovereign Wealth Funds 2025 report](#).

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About Brand Finance

[Brand Finance](#) is the world’s leading brand valuation consultancy. Bridging the gap between marketing and finance, Brand Finance evaluates the strength of brands and quantifies their financial value to help organisations make strategic decisions.

Headquartered in London, Brand Finance operates in over 25 countries. Every year, Brand Finance conducts more than 6,000 brand valuations, supported by original market research, and publishes over 100 reports which rank brands across all sectors and countries.

Brand Finance also operates the Global Brand Equity Monitor, conducting original market research annually on 6,000 brands, surveying more than 175,000 respondents across 41 countries and 31 industry sectors. By combining perceptual data from the Global Brand Equity Monitor with data from its valuation database — the largest brand value database in the world — Brand Finance equips ambitious brand leaders with the data, analytics, and the strategic guidance they need to enhance brand and business value.

In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity, and business performance, compliant with ISO 20671.

Brand Finance is a regulated accountancy firm and a committed leader in the standardisation of the brand valuation industry. Brand Finance was the first to be certified by independent auditors as compliant with both ISO 10668 and ISO 20671 and has received the official endorsement of the Marketing Accountability Standards Board (MASB) in the United States.

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