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BlackRock and PIF most valuable asset management and sovereign wealth fund brands for third consecutive year

Brand Finance Asset Management & Sovereign Wealth Fund 50 2026 values top 50 brands at $74.2 billion, up 3% on 2025

- **BlackRock remains the world's most valuable asset management brand, brand value up 17% to $9.7 billion**
- **PIF is the most valuable sovereign wealth fund brand for the third year in a row, up 2% to $1.2 billion, the highest-ranked asset management brand outside of the US and Europe, and the only SWF above a billion-dollar valuation**
- **Alternative managers generate around 4x as much brand value per dollar of assets managed as the rest of the ranking, largely reflecting premium fees**
- **J.P. Morgan Asset Management is the world's strongest asset management brand, earning the ranking's only AAA+ rating with a Brand Strength Index (BSI) score of 90.9 out of 100**

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LONDON, 17 November 2026 – Index giants **BlackRock**, **Vanguard** and **State Street Investment Management** have grown their combined brand value by 15% in 2026, well ahead of the top 50 most valuable asset management and sovereign wealth fund brands as a whole, according to a new report from Brand Finance, the world's leading brand valuation consultancy. The top 50 brands in the ranking, now in its third year, are worth a combined USD74.2 billion, up 3% on 2025.

PIF is the most valuable sovereign wealth fund brand for the third consecutive year, at USD1.2 billion. At 14th in the combined Asset Management & Sovereign Wealth Fund 2026 ranking, it is also the highest-ranked brand outside of the United States and Europe. Its brand value reflects a decade in which PIF became one of the world's most influential investors, growing its assets under management from USD150 billion in 2015 to USD900 billion by the end of 2025. Its 2026-2030 strategy reports shifting the focus from building at scale to "value realisation", developing globally competitive ecosystems, unlocking the full potential of PIF's strategic assets, and maximising long-term returns.

Norges Bank Investment Management (NBIM) remains second among sovereign wealth fund brands, its brand value up 4% to USD871 million, followed by **China Investment Corporation (CIC)**, up 3% to USD719 million. **Qatar Investment Authority (QIA)** enters the top 50 in 48th place, its brand value up 9% to USD345 million.

Alternative asset managers are holding their premium, generating around **four times** as much brand value per dollar managed as the rest of the ranking. That largely reflects the higher fees charged for riskier, less liquid strategies, but Brand Finance research finds alternative managers score well above their peers for unique expertise, investment strategy, talent and track record, qualities that help justify those fees. Caught between the two, a group of active independents, including **Capital Group**, **T. Rowe Price** and **Schroders**, grew their combined brand value by just 5%.

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BlackRock remains the world's most valuable asset management brand, its brand value up 17% to USD9.7 billion in 2026, as it adds private markets and technology to its index business, having completed acquisitions of Preqin and HPS Investment Partners in 2025.

Savio D'Souza, Sector Lead, Brand Finance, commented:

> *"Two very different models are setting the pace in asset management. The index giants are turning scale and technology into brand value, while alternative managers are earning a premium for expertise that investors are prepared to pay for. Managers caught between the two face a harder task, and for them brand is one of the few levers left to defend their pricing. Sovereign wealth funds, meanwhile, are moving deeper into private markets and AI infrastructure alongside some of the world's best-known managers, partnerships that also raise the profile of their own brands. For PIF, the most valuable sovereign wealth fund brand every year since our study began, that matters all the more as its strategy shifts from building at scale to value realisation, with its brand likely to rest increasingly on its already robust discipline, governance and partnerships."*

J.P. Morgan Asset Management holds second place, its brand value up 15% to USD8.2 billion. It is also the world's strongest asset management brand, with a Brand Strength Index (BSI) score of 90.9 out of 100 and a corresponding AAA+ rating, and the most familiar brand among both specialist audiences (99%) and the informed general public (73%). Banking brands lead on strength more broadly: six of the eight strongest asset management brands carry their bank's name, including **Goldman Sachs Asset Management** (3rd, BSI 87.8), **Morgan Stanley Investment Management** (4th, BSI 87.5) and **Bank of America Asset Management** (5th, BSI 86.8).

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 50 most valuable and strongest Asset Management and Sovereign Wealth Fund brands are included in the Brand Finance Asset Management & Sovereign Wealth Fund 50 2026 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 & Sovereign Wealth Fund 50 2026 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.

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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 over 6,000 brands, surveying more than 150,000 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, 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.

Disclaimer

Brand Finance has produced this study with an independent and unbiased analysis. The values derived and opinions presented in this study are based on publicly available information and certain assumptions that Brand Finance used where such data was deficient or unclear. Brand Finance accepts no responsibility and will not be liable if the publicly available information relied upon is subsequently found to be inaccurate. The opinions and financial analysis expressed in the study are not to be construed as providing investment or business advice. Brand Finance does not intend the study to be relied upon for any reason and excludes all liability to any individual, government, or organisation.

The data presented in this study form part of Brand Finance's proprietary database, are provided for the benefit of the media, and are not to be used in part or in full for any commercial or technical purpose without written permission from Brand Finance.

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