

Mutual Fund Assets Market By FUND TYPE (EQUITY FUNDS, BOND FUNDS, MONEY MARKET FUNDS, HYBRID AND OTHER FUNDS), By DISTRIBUTION CHANNEL (BANKS, FINANCIAL ADVISORS / BROKERS, DIRECT SELLERS, OTHERS), By TYPE (Active, Passive): Global Opportunity Analysis and Industry Forecast, 2025-2034

Market Report | 2025-08-01 | 256 pages | Allied Market Research

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Report description:

The mutual fund assets market was valued at \$55,851.0 billion in 2024 and is estimated to reach \$95,815.0 billion by 2034, exhibiting a CAGR of 5.4% from 2025 to 2034.

Mutual fund assets refer to the total market value of all investments held by a mutual fund at a specific point in time. These assets typically include a mix of financial instruments such as stocks, bonds, money market securities, and other holdings managed by the fund manager on behalf of investors. Commonly known as Assets Under Management (AUM), this figure reflects the overall size and financial health of the mutual fund.

The growth of the mutual fund market is positively influenced by rising financial literacy, increased awareness, and the expanding use of digital distribution channels. Additionally, supportive government regulations such as tax incentives and investor protection policies are expected to further boost market expansion during the forecast period. The growing demand for customized and goal-oriented products, including retirement and child-education funds, also presents significant growth opportunities. Moreover, increased participation from millennials and Gen Z fueled by mobile-first platforms and robo-advisors is anticipated to drive further market growth.

Moreover, the surge in technological advancements, such as AI-driven investment platforms and automated portfolio management tools, positively impacts the growth of the market. However, the lack of personalized advisory services, along with high management fees and associated expenses, are expected to hamper market growth. Conversely, the upsurge in tokenized mutual funds and the integration of blockchain technology for enhanced transparency and security are expected to drive market growth. Mutual fund distribution is increasingly powered by fintech, robo-advisors, AI-driven analytics, and blockchain-based settlement and KYC, enhancing scalability and transparency.

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In addition, the surge in the inclination of younger investors toward digital investment platforms, coupled with upsurge in cross-border investment opportunities, presents remunerative opportunities for the expansion of the global mutual fund assets market during the forecast period.

The mutual fund assets market is segmented into fund type, distribution channel, type, and region. On the basis of fund type, the market is segregated into equity funds, bond funds, money market funds, hybrid and other funds. By distribution channel, the market is classified into banks, financial advisors/brokers, direct sellers, and others. Depending on the type, the market is divided into active and passive. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key market players operating in the mutual assets market include BlackRock, Inc., The Vanguard Group, Inc., Charles Schwab & Co., Inc., JPMorgan Chase & Co., State Street Corporation, Deutsche Bank AG, Schroders plc, Franklin Templeton, Fidelity Investment, Invesco Ltd., T.Rowe Price Group, PIMCO, Capital Group, BNP Paribas, Goldman Sachs, Banco do Brasil, Sanlam investments, Nikko Asset Management Co., Ltd., Morgan Stanley, and Mirae Asset Financial Group.

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Technology Trend Analysis

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Additional company profiles with specific to client's interest

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Expanded list for Company Profiles

Historic market data

SWOT Analysis

Key Market Segments By FUND TYPE EQUITY FUNDS

BOND FUNDS

MONEY MARKET FUNDS

HYBRID AND OTHER FUNDS

By DISTRIBUTION CHANNEL BANKS

FINANCIAL ADVISORS / BROKERS

DIRECT SELLERS

OTHERS

By TYPE Active

Passive

By Region North America U.S.

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JPMorgan Chase & Co.
Deutsche Bank AG
Schroders plc
Goldman Sachs
Morgan Stanley
Franklin Templeton
Capital Group
BNP Paribas
Banco do Brasil S.A.
Fidelity Investment
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