

# **Mutual Fund Assets Market by Fund Type (Equity Funds, Bond Funds, Money Market Funds, and Hybrid & Other Funds), Distribution Channel (Banks, Financial Advisors/Brokers, Direct Sellers, and Others), and Investor Type (Institutional and Individual): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

A mutual fund is a professionally-managed investment scheme. It is one of the most popular investment options usually run by an asset management company (AMC). In addition, these AMCs bring together a group of people and pools investments from several individuals & institutional investors with common investment objectives. Moreover, these investments are made in several financial instruments such as stocks, bonds, and other securities.

Rise in disposable income, mobilization & allocation of the income toward profitable investments, and increase in emphasis on domestic savings are some of the factors that propel the mutual fund assets market growth. In addition, mutual fund companies implement technologies, such as artificial intelligence, robo-advisors, cloud computing, Big Data & analytics, and blockchain, to provide convenient & efficient services and reduce operational cost. Therefore, these factors drive the market growth. However, massive expenses over mutual funds with higher management fees and highly volatile market are some of the factors that hamper the market growth.

On the contrary, mutual fund providers have numerous opportunities such as offering value-added services to their customers and expanding the existing product portfolio with better returns on investments. In addition, governments, regulatory bodies, and

other authorities across several countries are executing tie-ups with e-commerce distribution, e-wallets, and other such platforms. This has resulted in providing major opportunities to the key players to accelerate the quality & depth of the engagement with channel partners in the mutual funds market.

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

The report analyses the profiles of key players operating in the market, including BlackRock, Inc., BNP Paribas Mutual Fund, Capital Group, Citigroup Inc., Goldman Sachs, JPMorgan Chase & Co., Morgan Stanley, PIMCO, State Street Corporation, and The Vanguard Group, Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

#### Key benefits for stakeholders

The study provides in-depth analysis of the global mutual fund assets market along with the current & future trends to illustrate the imminent investment pockets.

Information about key drivers, restrains, & opportunities and their impact analysis on the market size are provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global mutual fund assets market from 2020 to 2027 is provided to determine the market potential.

#### Key market segments

##### By Fund Type

Equity Funds

Bond Funds

Money Market Funds

Hybrid & Other Funds

#### By Distribution Channel

Banks

Financial Advisors/Brokers

Direct Sellers

Others

#### By Investor Type

Institutional

Individual

#### By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Ireland

Netherlands

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Hong Kong

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key market players

BlackRock, Inc.

BNP Paribas Mutual Fund

Capital Group

Citigroup Inc.

Goldman Sachs

JPMorgan Chase & Co.

Morgan Stanley

PIMCO

State Street Corporation

The Vanguard Group, Inc.

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