

# Tracking the trends

Unveiling Latest Product Launches in Asset Management Industry



## Insights for H1 2023 (Jan–Jun'23)

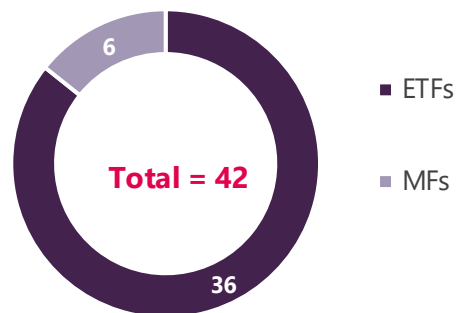
### ETF landscape advancing onto a next stage of growth, propelled by the rise of active ETFs

- ETF launches shined in H1 2023, as the top 10 US asset managers launched 6 times more ETFs compared to MFs. The surge was primarily driven by Active ETFs strategies
- This builds upon the industry trend observed last year, where ~70% of all new fund launches were ETFs
- The US regulatory environment offers tax advantages for ETFs, and their lower costs over MFs further contribute to their popularity
- According to OliverWyman, ETFs will likely account for 24% of the total fund assets by 2027, up from 17% currently

### Active ETF launches are becoming the top priority for Asset Managers. Investors seeking innovative and differentiated strategies

- Investors are looking for differentiated strategies, including ESG, theme-based and innovation-focused funds within the realm of active ETFs. Concurrently, advisors' confidence has increased when it comes to including active ETFs in clients' portfolios
- The count of active ETFs for top 10 US asset managers was double of passive ETFs in H1 2023, clearly showing the shifting preference towards actively managed ETFs
- Among the top asset managers, BlackRock and JP Morgan AM have emerged as leaders with the highest ETF launches in the first half of the year, closely followed by Fidelity and Morgan Stanley
- As per a recent Cerulli survey, 62% of asset managers identified Active ETFs as their foremost priority for development this year

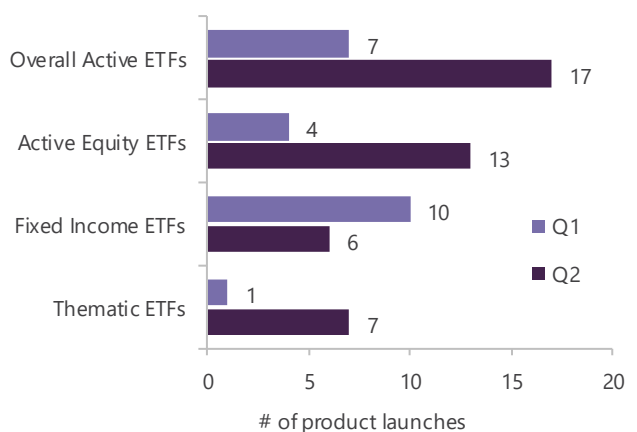
## Product Launches (H1 2023)



ETF product launches dominated H1 2023. ETF launches were sixfold that of MFs

The pace of new product launches picked up in Q2(23 launches) over Q1(19 launches)

## Trending Product Categories (H1 2023)





Active ETFs was the most popular category in H1 2023 accounting for more than half of the total fund launches

Thematic ETFs were in trend in H1 2023, driven by strong client demand

# Asset Managers launch ETFs to expand offerings, emphasizing Active ETFs

## Product Launches by Top 10 US Asset Managers (H1 2023)

Asset Manager	ETFs		MFs		Total Launches (ETFs + MFs)
	Q1	Q2	Q1	Q2	
 Fidelity	1	5	2	1	9
<b>BlackRock</b>	3	4	-	1	8
J.P.Morgan	1	6	-	-	7
Morgan Stanley	6	-	-	-	6
PIMCO	1	3	-	-	4
<b>Goldman Sachs</b>	2	1	-	-	3
 BNY MELLON	-	2	1	-	3
<b>Vanguard</b>	1	-	1	-	2
<b>Total</b>	<b>15</b>	<b>21</b>	<b>4</b>	<b>2</b>	<b>42</b>

*Note: State Street and Capital Group are not included in the above list as there weren't any publicly announced ETF or MF launches during Q1 and Q2 2023*

### Leaders in Overall Active ETFs

Asset Manager	# of Product Launches	Strategic Intent
 Fidelity	6	Expand product line-up   Client demand
<b>BlackRock</b>	5	Expand product line-up   Long-term investment objective
J.P.Morgan	4	Expand product Line-up
PIMCO	4	Expand product Line-up


### Leaders in Active Equity ETFs

Asset Manager	# of Product Launches	Strategic Intent
 Fidelity	5	Expand product line-up   Client demand
J.P.Morgan	4	Expand product line-up
<b>BlackRock</b>	3	Long-term investment objectives   Expand product line-up
 BNY MELLON	2	Promote thematic investing   Client demand
Morgan Stanley	2	Expand product line-up

### Leaders in Fixed Income ETFs

Asset Manager	# of Product Launches	Strategic Intent
Morgan Stanley	4	Expand product line-up
PIMCO	3	Expand product line-up
J.P.Morgan	3	Expand product line-up
<b>BlackRock</b>	3	Expand product line-up   Client demand

### Leaders in Thematic ETFs

Asset Manager	# of Product Launches	Strategic Intent
 Fidelity	5	Expand product line-up   Client demand
 BNY MELLON	2	Promote thematic investing   Client demand
<b>BlackRock</b>	1	Expand product line-up

*Note: This document analyzes the new ETF and MF launches by the top 10 asset managers in the US based on AUM. All the above data in the charts pertains to these top 10 asset managers and is based on publicly available information.*