

Euromoney's Private Banking and Wealth Management Survey 2018: Press release

UBS Wealth Management voted best global private bank; private banks more bullish on revenues; hiring to increase.

Tuesday, February 6, 2018

In [Euromoney's 15th annual private banking survey](#), UBS Global Wealth Management held on to the top spot in the overall global rankings. The Swiss bank also swept the board in the rankings by client type.



In response to ranking first globally, Tom Naratil, co-president of UBS Global Wealth Management, said: "We're very proud to be recognized for our commitment to providing customized, holistic advice to sophisticated clients across a range of markets and segments."

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Martin Blessing, co-president of UBS Global Wealth Management, echoed: "It is a privilege to be heading a team which has not only made UBS the largest wealth manager on the planet, but also the acknowledged world leader in meeting the needs, expectations and aspirations of wealthy clients around the globe."

JPMorgan and Credit Suisse retained their positions globally of second and third place, respectively.

Two new names entered the top 10 in this year's survey. ABN Amro joined the rankings in 10th place and Goldman Sachs moved into ninth place, pushing out Santander and Deutsche Bank. HSBC gained two positions globally, now ranking eighth.

In the global categories, HSBC ranked first for commercial banking capabilities for private clients – switching places with Citi. In investment banking, Goldman continued to be the global winner. And in asset management, BlackRock returned to first position, relegating JPMorgan into second place.

Revenues to increase

When it came to revenues, bankers were more bullish than they have been in three years. Some 78% of respondents to Euromoney's survey said they anticipated revenues to increase this year. And less than 10% said they would be cutting costs.

Rather, private bankers responding to Euromoney's survey said they expected profits to be driven by new clients, greater client engagement and technology. In the latter sector, 55% of survey respondents said that the client-user experience is where their focus lies.

Hiring is also expected to continue. Almost 60% of respondents said they would be increasing the number of financial advisers – up from 51% last year. More than 30% of respondents said they were looking to hire female advisers to respond to the growing share of wealth by women. Some 16% said they expect impact investments and socially responsible investment to be at the top of their clients' demands this year.

More data as well as interviews with the top CEOs of the leading global private banks and their thoughts on the new era of private banking can be found on [Euromoney's private-banking channel](#).

Notes to editors

2018 marks the 15th year of [Euromoney's Private Banking and Wealth Management Survey](#) – the industry's leading barometer of the world's best service and product providers to the world's wealthy.

This year, 634 institutions took part in the survey, with 2,395 valid responses, down 19% on last year. The survey covers 15 different product and client categories on a global and regional basis, and has

ranking results in 66 countries. The results are based on a peer review, and a [full methodology](#) is published online.

The trends that are shaping the industry are analyzed in detail in the [editorial coverage accompanying the survey results](#), which will be published in the February issue of Euromoney magazine and available online from February 6 on [Euromoney's private-banking channel](#).

To access the results and coverage of Euromoney's Private Banking and Wealth Management Survey, visit: www.euromoney.com/PB2018.

The awards will be celebrated at a dinner in London on February 22. To book your place, contact: Daniel Elton, commercial director, delton@euromoneyplc.com.

Further contact details

Any queries about the results, including requests for more detailed results and analysis, should be addressed to: Mark Lilley, head of data publishing; mark.lilley@euromoneyplc.com; +34 915 94 60 46.

To subscribe to Euromoney magazine and Euromoney.com, and for full access to Euromoney survey results, [subscribe online](#) or contact: Patrick McCulloch, patrick.mcculloch@euromoneyplc.com; +44 2890 290402.

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