

Private Banking Subscription

Euromoney’s private banking research platform delivers the market’s most comprehensive, proprietary intelligence for the private banking and wealth management industry. We capture key performance indicators, capability metrics and client sentiment to provide performance and market positioning insights that help firms build credibility, understand best practice across the industry and determine their competitive position across products, capabilities and peer groups.

Your subscription enables you to benchmark AUM, NNM and capability strength using data you won’t find elsewhere, understand client perceptions, and use independent validation to guide strategic decisions on product innovation, market focus, service delivery and differentiation.



Validate your market position

We benchmark the world’s leading private banks on AUM, NNM and key capability metrics to allow you to understand your relative position and identify where you’re leading or lagging in the market.



Reinforce your reputation with independent insight

Our research provides trusted external validation to allow you to demonstrate credibility, support commercial narratives, and strengthen your reputation in competitive markets.



Focus investment on the right opportunities

We deliver clear visibility of client priorities, competitor strengths and emerging trends to allow you to prioritise product innovation, service enhancements and resource allocation where they will have most impact.



Understand and apply industry best practice

Our research offers comparative insight into the leading products, capabilities and service models to allow you to understand proven best practice and assess how your own approach compares.

How your subscription helps your organisation

C-suite

Independent benchmarking to validate and steer strategy

Benchmark AUM and NNM growth, products and service capabilities against peers to validate your strategic direction or justify recalibration based on performance and client perception.

Product & Department Heads

Sharper product positioning backed by comparative intelligence

Identify where your products and services lead the market or lag peers to focus investment, refine product strategy and strengthen competitive positioning.

Sales & Relationship Managers

Insights that enhance client conversations

Understand client priorities and perception of your services to showcase strengths versus competitors, grow wallet share, and target improvements that sustain performance.

Marketing & Communications

Credible proof points to elevate brand and differentiation

Leverage independent benchmarking and client feedback to amplify your strongest capabilities, sharpen differentiation in competitive markets, and equip teams with authoritative proof points.

Private Banking research release calendar*

Your subscription provides access to:

Jan '26 Feb '26 Mar '26 Apr '26 May '26 Jun '26 Jul '26 Aug '26 Sept '26 Oct '26 Nov '26 Dec '26

Market Positioning

See where you stand. Lead the way.

MarketMaps - built on Euromoney's proprietary data - showcasing the leading private banks across critical product and servicing capabilities allow you to understand where you lead, where competitors outperform and where growth opportunities exist.

World's
Best Private
Banks

Best
Private
Banks
for DPM

Best Private
Banks for
Digital

Best Private
Banks for
Digital Assets

Best Private
Banks for
Alternative
Investments

Performance Rankings

Rank. Compare. Outperform.

Rankings of the largest private banks by client assets under management and net new assets draw on data only Euromoney collects to provide independent validation of your market share to help guide strategy and resource allocation.

Largest
Private Banks
by AUM/NNM
H12025

Largest
Private Banks
by AUM/NNM
FY2025

AUM
Market
Sizing

World's
Safest
Private
Banks

Client Sentiment

Hear your clients. Meet their needs.

Benchmarking of private banks based on U/HNW client satisfaction with key services, products and capabilities provides independent verification of your strengths versus peers and helps align your offering with client priorities.

Client sentiment survey:
Investments and products

Private Banking Awards

The gold standard in private banking.

Global, regional and national award results provide trusted, independent recognition of the leaders and innovations shaping the private banking industry.

Private
Banking
Awards 2026
Results

Your subscription is supported by:

- Annual presentation of the latest private banking market trends and peer performance, tailored to your business requirements.
- Regular briefings with a Euromoney Analyst to share the latest strategic updates and product launches within Euromoney's Private Banking portfolio.
- Post-award debrief to provide feedback and scoring.
- Dedicated account support from a customer success manager.

*Research release dates subject to change.

Market Positioning: 2026 Research Highlights

World's Best Private Banks

Understand the strengths, strategies and market positioning of the world's leading private banks.

Our exclusive MarketMap benchmarks the world's top private banks across business performance, asset gathering, product and solution breadth, ESG, innovation and more. Combining quantitative data with qualitative insight from senior leaders, this research shows where institutions demonstrate strength, how peers are evolving, and the trends shaping global private banking.

Use this research to:

- Gain independent visibility into how your organisation compares with global leaders
- Identify where best practice is shifting and how peers are advancing their capabilities
- Focus investment and strategic priorities on areas with the greatest potential impact

Designed for:

Senior decision makers shaping firm wide strategy and performance:

- CEOs, market and country heads
- Heads of sales, investment, technology, and private banking distribution
- Marketing leads

Best Private Banks for DPM

Learn which banks are delivering best in class discretionary portfolio management.

This report assesses DPM performance across penetration, mandate quality, product suite strength and innovation. It shows how leading banks structure and deliver their DPM offering, where leaders differentiate, and how capabilities are evolving across the industry.

Use this research to:

- Benchmark your DPM penetration and product breadth against leading peers
- Identify best practice in mandate design and client engagement
- Direct investment toward the areas that will strengthen your DPM proposition

Designed for:

Leaders overseeing portfolio management and investment delivery:

- Heads of DPM
- CIOs and heads of investment
- Portfolio managers and private banking distribution leaders

Best Private Banks for Alternatives

Explore how leading private banks are building their alternative investment shelves.

Our research evaluates how private banks build and manage their alternatives product shelves - from penetration and product performance to breadth, innovation and client relevance. It highlights where institutions excel, how approaches differ, and what best practice looks like as demand for alternatives grows.

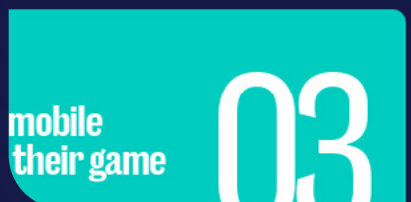
Use this research to:

- Benchmark your alternatives penetration and overall shelf strength
- Guide investment decisions to strengthen your alternatives proposition
- Identify emerging best practice in alternatives strategy

Designed for:

Specialists driving alternatives strategy, product development and client delivery:

- Heads of alternatives
- CIOs and heads of investment
- Private banking and wealth management distribution leaders



Performance rankings AUM & NNA Benchmarking

World's Largest Private Banks by AUM & NNA

Analyse how the world's largest private banks perform on AUM scale, growth and net new assets across global and regional markets.

This research provides a data-driven view of the top 100 private banks worldwide, presenting rankings by AUM, AUM growth and NNA performance that are not available anywhere else in the market. Regional tables for Asia, the Middle East, Europe and LATAM offer a granular view of competitive positioning, supported by contextual analysis and heat maps illustrating growth dynamics. The findings show where banks are gaining share, how performance differs across regions, and the strategic implications for resource allocation.

Use this research to:

- Benchmark AUM scale, growth and NNA performance globally and within key regions
- Identify where competitive dynamics are shifting and where growth opportunities lie
- Support strategic planning and regional resource allocation with independent, comparable analysis

Designed for:

Leaders shaping regional strategy, performance and growth priorities in private banking:

- CEOs and regional private banking heads
- Heads of sales
- Private banking and wealth management distribution leaders

Client sentiment U/HNW Client Survey

Private Banking Client Sentiment Survey

Benchmark how clients perceive the strengths of leading private banks across their core capabilities.

This survey captures client views on key private banking services - including discretionary portfolio management, trading, wealth planning, ESG and digital - and ranks institutions based on real client responses. Performance in each capability is benchmarked against peers, segmented by region and business model, providing a clear view of where banks stand in the eyes of their clients and where competitive differentiation is emerging.

Use this research to:

- Verify the strength of individual capabilities through independent client driven assessment
- Identify where client expectations are shifting across regions and business models
- Guide resource allocation by understanding which capabilities most influence client satisfaction

Designed for:

Leaders responsible for client strategy, service delivery and capability development:

- CEOs and COOs
- CIOs, heads of investment, heads of DPM
- Heads of wealth planning, heads of sustainability
- Heads of digital

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