



# Global Asset Management Study

## 2022 Insights Partner Report

► Brazil

July 2023

# About

## NMG Consulting

- ▶ NMG Consulting is a specialist multi-national consulting firm focused on investments and insurance
- ▶ Founded in Singapore in 1992, NMG Consulting now has 150+ employees operating from primary hubs in Sydney, Toronto, New York, London and Singapore as well as satellite offices



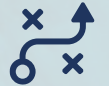
ASSET  
MANAGEMENT



WEALTH  
MANAGEMENT



PROTECTION



CONSULTING



INSIGHTS

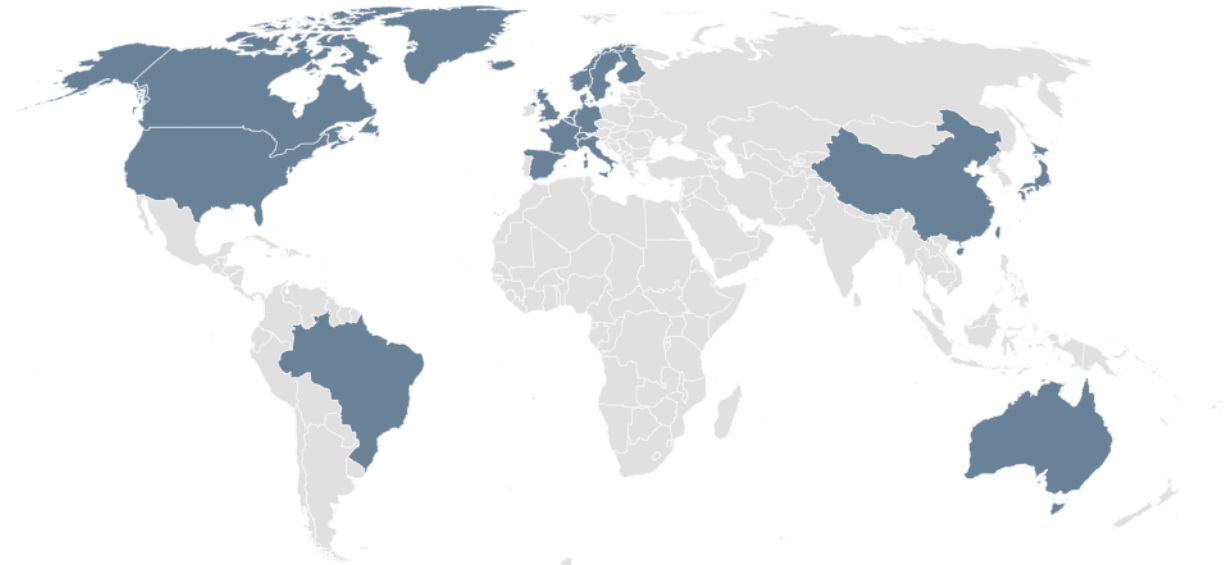


DATA  
ANALYTICS

## The Global Asset Management Study

- ▶ The Global Asset Management study was implemented by NMG Consulting in 2015 and runs on an annual cycle
- ▶ Every year, we conduct face-to-face or telephone interviews with more than 1,000 institutional investors and intermediary gatekeepers around the world
- ▶ In addition, over 2,000 retail advisors across the globe participate in the Study annually

## Coverage of the Global Asset Management study





## Study Overview



### Purpose

The purpose of the study is to objectively inform asset managers and investment buyers of client needs, behavioural drivers and competitive strengths and weaknesses



### Approach

An annual independent study built on structured interviews with investment decision makers within institutional asset owners, asset consultants, retail gatekeepers and retail advisers



### This report

This report shares findings with the 120 Brazil participants who took part in the study during the period December 2022 to March 2023



## Summary insights



### Manager performance

Itau Asset Management and XP Investimentos retained top positions with institutional audience and retail audiences respectively



### Thought leadership

Asset allocation and global perspectives remain key topics of interest with institutional audience and retail advisers. Inflation and macro economic outlooks are of interest with retail gatekeepers



### Asset allocation

Investors indicate increased appetite for domestic and international fixed income investments. Retail audiences also expect higher allocations into alternative investments



### Key challenges

The political landscape in Brazil was the leading challenge for institutional audience. Retail gatekeepers and advisers were concerned with growth and performance



### Investment factors

Long-term performance leads as the most important factor across all investor types. Alignment to risk appetite increased in importance for institutional audience

# Itau Asset Management claims top spot amongst institutional investors; XP Investimentos retains their lead with retail gatekeepers and advisers

## Top-10 Asset Managers Brand Ranking (Brazil)



**Institutional Brand Rank**  
(out of 128 asset managers)



**Retail Brand Rank**  
(out of 266 asset managers)

Domestic managers ranked well in Brazil, with at least six managers placed in the top-10 across both institutional investors and retail audiences

**BlackRock** climbed into the top 10 brand rankings (from 14<sup>th</sup>) with recognition for asset class capabilities including global equity, multi-asset balanced and target date funds

1	<b>Itau Asset Management</b>
2	XP Investimentos
3	SPX Capital
4	BTG Pactual
5	Capitania Investimentos
6	Schroders
7	BlackRock
8	Kinea (Itau)
9	J.P. Morgan AM
9	PIMCO
9	Vinci Partners

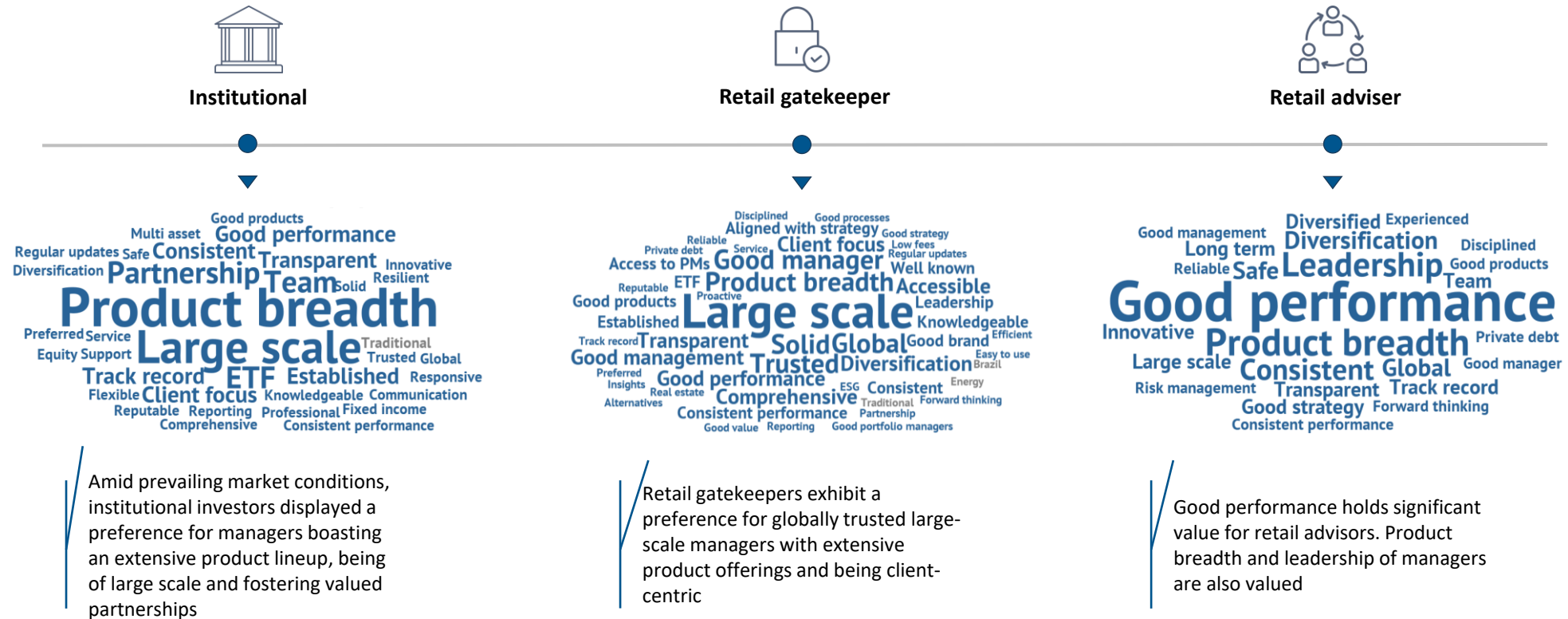
1	<b>XP Investimentos</b>
2	BTG Pactual
2	Verde Asset Management
4	Itau Asset Management
5	Kinea (Itau)
6	SPX Capital
7	Ibiuna Investimentos
7	J.P. Morgan AM
7	ARX Investimentos
10	BlackRock

**Ibiuna Investimentos** rose into a top 10 position with notable recognition for select capabilities (trusted, transparent, innovative, industry leadership, good value, ease of doing business, and client focused)

Notes: 1. Brand ranking is determined based on top of mind nominations for the asset managers across overall brand awareness, asset class offerings, and capabilities, averaged over 2021 and 2022.  
2. Overall retail rank is calculated by giving equal weighting to rank in retail gatekeeper and retail adviser.

# Product breadth stands out as the most highly regarded attribute amongst institutional investors. Retail audiences value scale and performance

## Lead active manager brand profile (Brazil)



Notes: 1. Change from prior year: ■ Increase ■ Decrease ■ Stay the same  
 2. The Active Leader is defined as the most important asset manager for active for a given respondent

# Retail audiences express interest in macro economics and interest rates, while institutional investors prioritise asset allocation

## Thought leadership topics of interest in the next 12 months (Brazil)



Institutional



Retail gatekeeper



Retail adviser



## Top 5 topics

2022 Rank

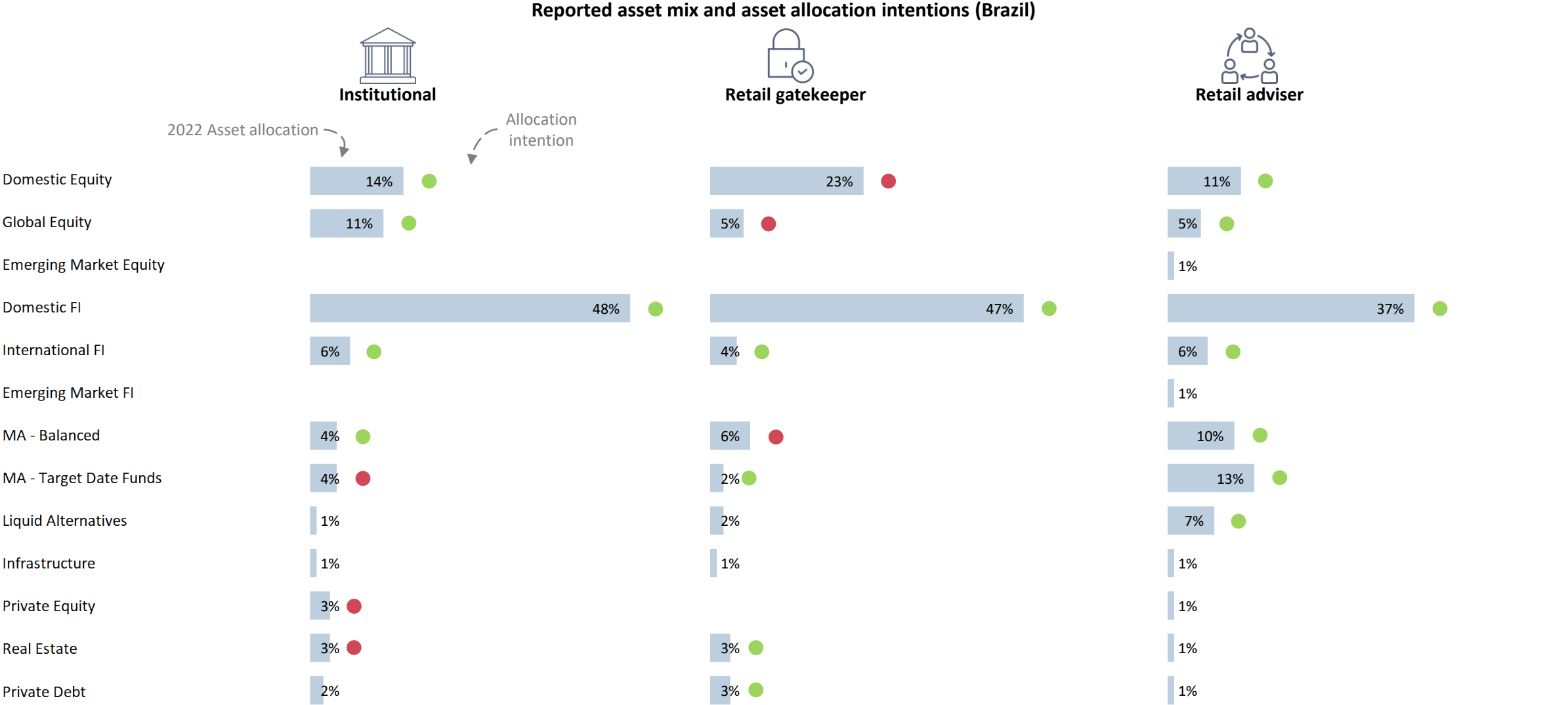
Change in rank

1	Asset allocation	↑
1	Global	↑
1	Risk management	↑
1	Fixed income	↑
5	Technology	↓
1	Inflation	↑
2	Macro economics	↑
3	Interest rates	↓
3	Equity	↑
5	Politics	=
1	Global	=
2	Risk management	↑
3	Asset allocation	↓
3	Macro economics	=
3	Interest rates	↑

Fixed income thought leadership pieces garnered heightened interest among institutional investors. Retail gatekeepers showed increased interest in equity related material

Risk management and interest rate topics saw a surge in interest among retail advisers

# Domestic fixed income is the dominant choice for allocation across all audiences; Retail audiences were positive to greater investment in alternatives



Note: 1. Allocation intention shows the asset classes with the highest proportion of respondents who intend to increase/decrease allocations to in the next 12 months (allowing for an allocation of >1%): ● Increase ● Decrease

# Among institutional investors, politics emerges as the top challenge. Retail audiences remain concerned with growth and performance

## Top 5 greatest challenges expected in next 12 months (Brazil)



### Institutional

Rank	Challenge	Change in rank
1	Politics	↑
2	Performance	↑
3	Market uncertainty	↑
3	Client reassurance	↑
5	Competition	↓

“Brazilian Economic Policy. The government itself is the main problem, how will they untie the knots that they have made.”  
**Pension Fund, Brazil**



### Retail gatekeeper

Rank	Challenge	Change in rank
1	Growth	=
2	Performance	↑
3	Client acquisition	=
4	Competition	↑
4	Rising interest rates	↑

“In my opinion will be a challenge to acquire more clients and grow my business with the recession like scenario.”  
**Retail Gatekeeper, Brazil**



### Retail adviser

Rank	Challenge	Change in rank
1	Growth	=
2	Performance	↑
2	Remaining invested	↑
4	Market uncertainty	↑
4	Service	↑

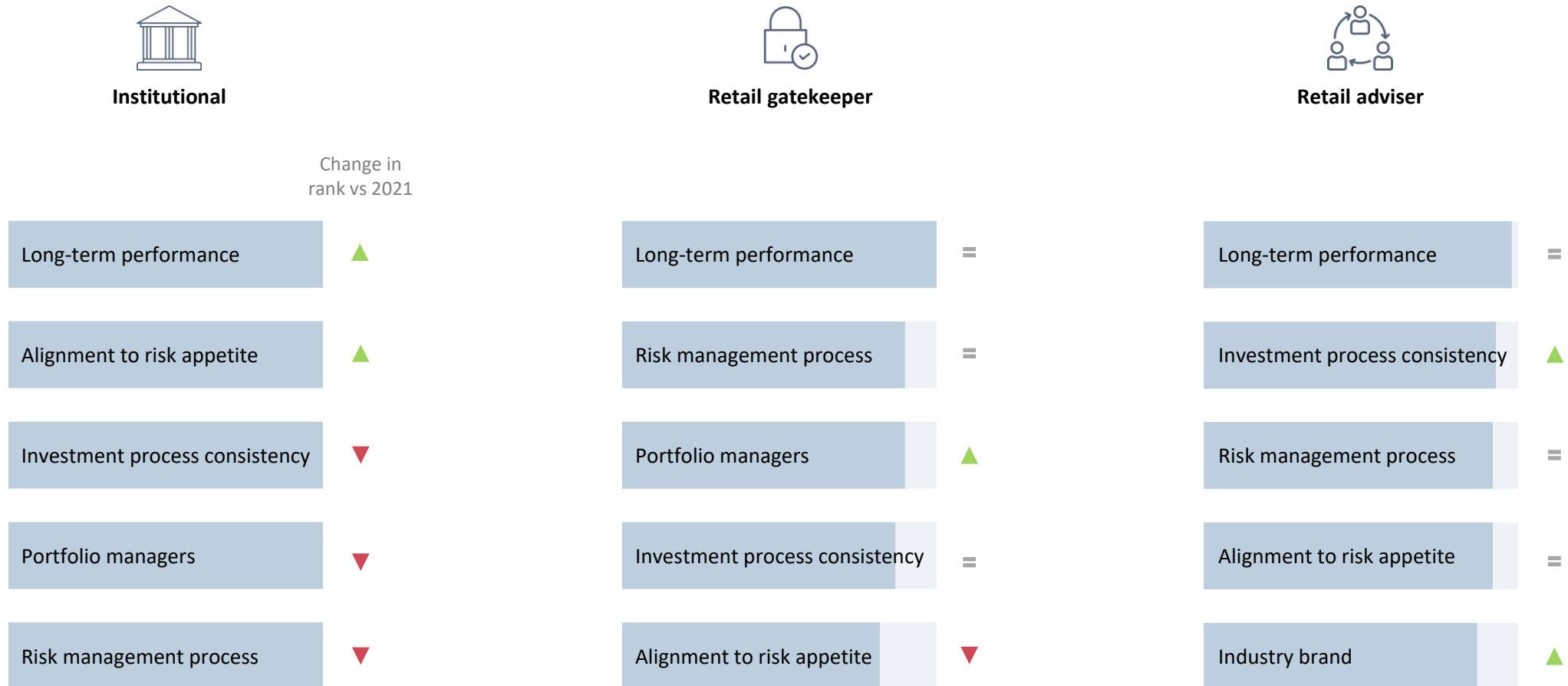
“Grow 30% of the company's net worth, while maintaining the quality and satisfaction in customer service and deliveries.”  
**Retail Adviser, Brazil**



# Long-term performance is the most important factor across all investor types.

## Alignment to risk appetite increased as a factor for institutional investors

### Top 5 most important investment factors (Brazil)



Note: 1. The top 5 investment factors are based on the proportion of respondents who stated this was important in 2022  
 2. Arrows to the right of the bar graph show the change in their rank from 2021. Note Active ownership is a new factor added in 2022: ▲ Increase ▼ Decrease = Stay the same

# Majority of institutional & retail gatekeepers have attended in-person conferences, driven by compelling topics of interest and valuable networking opportunities

## Attending conferences in-person (Brazil)



Institutional

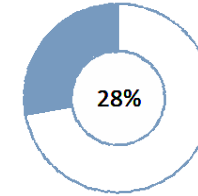
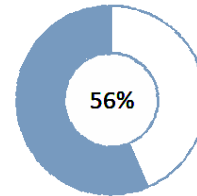
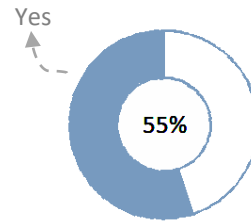


Retail gatekeeper



Retail adviser

Proportion of investors who attended a conference in-person in the last 6 months



Top 2 reasons for attending in-person

- The quality of speakers
- The topics were of interest

- The topics were of interest
- To network with colleagues and peers

- The topics were of interest
- To network with asset managers

# 100% of advisors utilize social media, with most common usage across Instagram, WhatsApp and LinkedIn

## Social media platforms – Retail adviser (Brazil)

Social media platforms regularly used  
(% of respondents who use social media)



100%

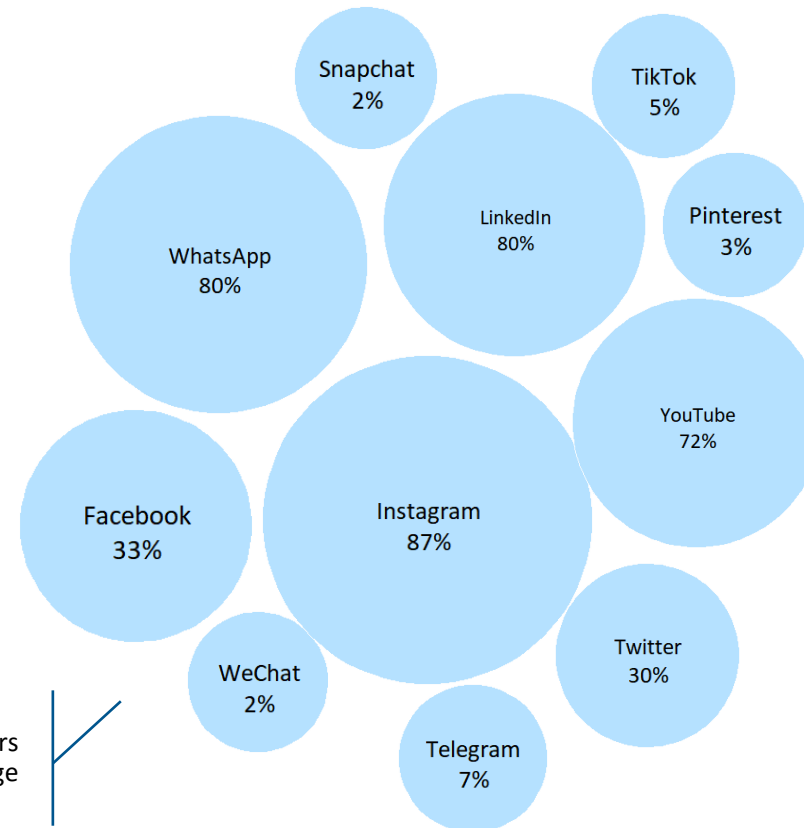
of Retail advisers leverage social media platforms regularly (weekly basis) for personal or professional use



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Platforms are used by retail advisers on average

Over the next 12 months, majority of advisers intend to increase their social media usage



# Thank you

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For more information about NMG, visit [www.nmg-consulting.com](http://www.nmg-consulting.com)

For more insights or further information on our Global Asset Management Study, please contact Will Fraser at [Will.Fraser@NMG-Group.com](mailto:Will.Fraser@NMG-Group.com)

