

## PRESS RELEASE (EMBARGOED UNTIL 24 FEBRUARY 2020 7AM)

### WINNING FUND GROUPS AND FUNDS IN 2019

The Brexit brouhaha, geopolitical concerns and the Woodford fallout all conspired to make 2019 a tough year for fund groups. Thankfully it ended on a high with sales surging in December after the government's election victory and the end of political uncertainty. As a result, gross fund sales via platforms in the last quarter rose to £34bn and net sales £9bn, bringing yearly totals to £112bn and £36bn respectively<sup>1</sup>.

#### In the Vanguard

The top ten fund groups by gross and net sales include a heavy sprinkling of fund groups with both active and passive fund ranges. They have been benefited from the model portfolio trend and the use of trackers as portfolio building blocks. There was also strong demand for mixed asset funds. These trends put Vanguard streets ahead of the competition with double the sales of its closest rivals, and at least four funds in the top ten bestselling funds. Proving that boutiques can compete with larger generalists were Lindsell Train and Fundsmith, their Global funds attracting robust sales despite a tail-off in performance in the second half of the year.

TOP 10 GROUPS ON PLATFORM BY GROSS SALES (Q4 19)	
Vanguard	£3.9bn
Legal & General	£2.0bn
BlackRock	£2.0bn
Fidelity	£1.6bn
Royal London	£1.3bn
HSBC	£1.3bn
Quilter	£1.2bn
Dimensional	£1.1bn
Baillie Gifford	£973m
True Potential	£929m

TOP 10 GROUPS ON PLATFORM BY NET SALES (Q4 19)	
Vanguard	£1.9bn
HSBC	£895m
Legal & General	£828m
Royal London	£650m
True Potential	£638m
Fidelity	£591m
BlackRock	£568m
Quilter	£443m
Baillie Gifford	£413m
Liontrust	£334m

TOP 10 GROUPS ON PLATFORM BY GROSS SALES (2019)	
Vanguard	£11.8bn
BlackRock	£6.8bn
Legal & General	£6.0bn
Fidelity	£5.1bn
Quilter	£4.7bn
Royal London	£4.3bn
Lindsell Train	£4.0bn
Dimensional	£3.6bn
HSBC	£3.4bn
Baillie Gifford	£3.3bn

TOP 10 GROUPS ON PLATFORM BY NET SALES (2019)	
Vanguard	£6.1bn
Legal & General	£2.7bn
BlackRock	£2.5bn
HSBC	£2.2bn
Lindsell Train	£2.2bn
Fidelity	£2.1bn
Royal London	£2.1bn
Baillie Gifford	£1.5bn
Dimensional	£1.4bn
Quilter	£1.3bn

Passive funds have been strong all year, but in the fourth quarter of 2019 they dominated the market, with eight out of top ten funds by net sales being passive. Only two active funds were in the top ten, the Baillie Gifford American and Royal London Sustainable Leaders funds.

TOP 10 FUNDS ON PLATFORM BY GROSS SALES (Q4 19)	
Vanguard LifeStrategy 60% Equity	£709m
Fundsmith Equity	£564m
Vanguard LifeStrategy 40% Equity	£543m
Lindsell Train Global Equity	£454m
Vanguard Global Bond Index	£320m
CF Lindsell Train UK Equity	£318m
HSBC American Index	£308m
Vanguard LifeStrategy 80% Equity	£296m
Vanguard US Government Bond Index	£276m
BlackRock Cash	£269m

TOP 10 FUNDS ON PLATFORM BY NET SALES (Q4 19)	
Vanguard LifeStrategy 60% Equity	£491m
Vanguard LifeStrategy 40% Equity	£375m
Vanguard US Government Bond Index	£220m
HSBC World Selection Balanced Portfolio	£208m
Vanguard LifeStrategy 80% Equity	£192m
HSBC American Index	£182m
Baillie Gifford American	£122m
Royal London Sustainable Leaders	£115m
HSBC FTSE 250 Index	£106m
Vanguard Global Bond Index	£106m

TOP 10 FUNDS ON PLATFORM BY GROSS SALES (2019)	
Lindsell Train Global Equity	£2.4bn
Vanguard LifeStrategy 60% Equity	£2.2bn
Fundsmith Equity	£2.0bn
Vanguard LifeStrategy 40% Equity	£1.6bn
BlackRock Cash	£1.4bn
CF Lindsell Train UK Equity	£1.4bn
Vanguard LifeStrategy 80% Equity	£906m
Dimensional Global Short Dated Bond	£853m
Vanguard Global Bond Index	£813m
Liontrust Special Situations	£771m

TOP 10 FUNDS ON PLATFORM BY NET SALES (2019)	
Vanguard LifeStrategy 60% Equity	£1.5bn
Lindsell Train Global Equity	£1.4bn
Vanguard LifeStrategy 40% Equity	£1.1bn
Fundsmith Equity	£734m
Vanguard LifeStrategy 80% Equity	£609m
CF Lindsell Train UK Equity	£595m
HSBC World Selection Balanced Portfolio	£563m
Castlefield CFP SDL UK Buffettology	£508m
Vanguard US Government Bond Index	£463m
Investec Diversified Income	£381m

**Bella Caridade-Ferreira, CEO of Fundscape said,** “In 2019 investors chose to sit on the fence until the direction of Brexit was clear. Now that that is behind us, fund sales should surge. The ISA season, which was crippled in 2019 by the 31 March Brexit deadline, will be a bumper one in 2020.’

‘Demand for passive funds has grown exponentially. The regulator, advisers and investors are focused on value for money and that is driving down fees and pushing up demand for trackers. In 2019 trackers accounted for 40% of sales, but their market share rocketed to 52% in the fourth quarter. We expect that trend to continue in 2020... unless of course there’s a significant stock-market correction.’



**Notes to Editors:**

**The Platform Report** is a confidential report published by Fundscape. To subscribe to the report, platforms must contribute asset and sales data on a quarterly basis. For further information about the report and Fundscape, please visit [www.fundscape.co.uk](http://www.fundscape.co.uk). A total of 19 platforms are included in the analysis. Platform coverage is estimated at 98% of the platform universe.

Current and historical data in this press release is available by subscription to the Platinum database. To find out more, visit <https://fundscape.co.uk/service/the-platinum-database/>

<sup>1</sup> Source: Fundscape Platinum Database. Figures are provided by platforms. Some platforms do not provide the full list of fund sales, so group and fund sales may be underrepresented.

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