



Press Release

Global Growth of CFP Professionals Surpasses 230,000, Reflects Rising Demand for Financial Planning

(Hong Kong – 13 February 2025) – The global community of CERTIFIED FINANCIAL PLANNER professionals has surpassed 230,000 at the end of 2024, aligning with the [rising demand](#)* for financial planning advice delivered by those who have committed to rigorous professional and ethical standards.

[Financial Planning Standards Board Ltd. \(FPSB\)](#) is pleased to announce the number of CFP professionals worldwide has grown by **3.1%** in the past year, with an increase of **6,878** CFP professionals. As of 31 December 2024, a total of **230,648** CFP professionals are now practicing in 28 territories globally. The number of CFP professionals in Hong Kong ranks the eighth globally with a total of 3,616 CFP professionals.

“With more than 230,000 CFP professionals in our global community across 28 territories, the CFP designation continues to be internationally recognized as the global symbol of excellence in financial planning,” said FPSB CEO Dante De Gori, CFP. “The continued global growth of CFP certification supports the rising demand for financial planners who commit to the delivery of competent and ethical financial planning advice.”

Key highlights include:

- The United States and Brazil saw the largest net increase in growth, with net growth of 4,218 and 1,255 CFP professionals, respectively.
- Four territories saw double-digit growth rates in their number of CFP professionals: Thailand (18.5%), India (17.7%), Brazil (13.4%) and Switzerland (12.2%).
- CFP certification continues to grow in the newest territory, Italy, which was launched in 2023 and ended 2024 with 72 CFP professionals.
- Major milestones around the world:
 - United States: CFP Board topped 100,000+ CFP professionals
 - Brazil: Planejar – Associação Brasileira de Planejamento Financeiro surpassed more than 10,000 CFP professionals
 - South Africa: Financial Planning Institute of Southern Africa reached 5,000+ CFP professionals
 - India: FPSB India surpassed more than 3,000 CFP professionals
 - Ireland: FPSB Ireland topped 1,000+ CFP professionals



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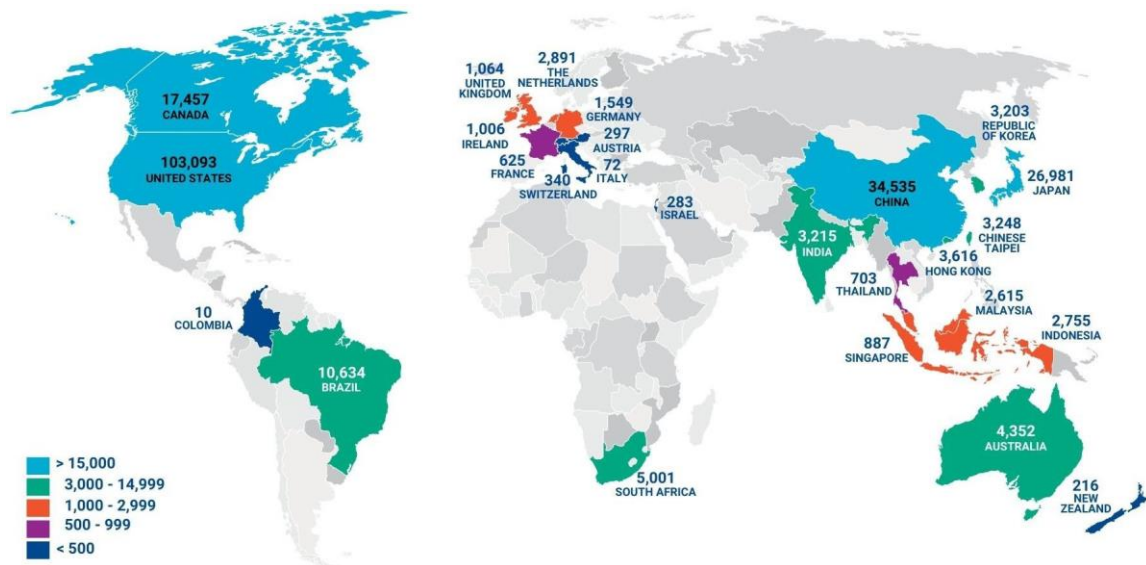


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- Five territories with the greatest number of CFP professionals at the end of 2024 are:
 1. United States: 103,093 CFP professionals (CFP Board)
 2. People's Republic of China: 34,535 CFP professionals (FPSB China)
 3. Japan: 26,981 CFP professionals (Japan Association for Financial Planners)
 4. Canada: 17,457 CFP professionals (FP Canada)
 5. Brazil: 10,634 CFP professionals (Planejar – Associação Brasileira de Planejamento Financeiro)

“As FPSB and its network celebrate 20 years of leading the global financial planning profession with CFP certification its symbol of excellence, we are pleased to see a growing number of CFP professionals worldwide to help positively impact and transform lives,” added De Gori. “According to our global consumer research, clients who work with CFP professionals experience a better quality of life, greater financial confidence and resilience, along with higher satisfaction in their financial situations. In fact, 98% of clients trust their CFP professional to act in the client’s best interests—a testament to the profound value and trust CFP professionals bring to their clients' lives.”

For more information on worldwide CFP professional growth in 2024, view [FPSB's infographic](#).



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About IFPHK

IFPHK was established in June 2000 as a non-profit organization for the fast-growing financial services industry. It aims to be recognized in the region as the premier professional body representing financial planners dedicated to upholding the highest professional standards.


The Institute is the sole licensing body in Hong Kong authorized by Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognized CFP Certification and AFP Certification to qualified financial planning professionals in Hong Kong and Macau.

Currently there are more than 230,000 CFP certificants in 28 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with approximately 3,600 CFP certificants in Hong Kong.

IFPHK has 6,700 members in Hong Kong including 1,200 Qualified Retirement Adviser (QRA) holders; and represents financial planning practitioners in diverse professional backgrounds such as banking, insurance, independent financial advisory, stock broking, accounting, and legal services.

About FPSB Ltd.

FPSB manages, develops and operates certification, education and related programs to benefit the global community by establishing, upholding and promoting worldwide professional standards in financial planning. FPSB demonstrates its commitment to excellence with the marks of professional distinction – CFP, CERTIFIED FINANCIAL PLANNER and  – which it owns internationally. FPSB and our global network of organizations certify CFP professionals in 28 territories. CFP professionals reside in Australia, Austria, Brazil, Brunei, Canada, Chinese Taipei, Colombia, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Macau, Malaysia, the Netherlands, New Zealand, People's Republic of China, Republic of Korea, Singapore, South Africa, Switzerland, Thailand, the United Kingdom and the United States. There are over 230,000 CFP professionals worldwide. For more, visit fpsb.org.

FPSB owns the CFP, CERTIFIED FINANCIAL PLANNER and  (the CFP Marks) outside the United States, and permits qualified individuals to use the marks to indicate that they meet FPSB's initial and ongoing certification standards and requirements. CFP professionals may use the CFP marks in the territory or region in which they are certified.



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About CFP Certification

CFP certification is the global symbol of excellence in financial planning and represents financial planners who commit to standards of competency and ethics, and to putting clients' interests first. The CERTIFIED FINANCIAL PLANNER credential represents financial planning professionals who commit to better serving their clients through rigorous international standards, ethical practices and lifelong learning.

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