

FOR IMMEDIATE RELEASE

Global CFP Professional Community Reaches Over 236,000 as Profession Advances Worldwide

(Hong Kong/Macau, March 25, 2026) The global community of CERTIFIED FINANCIAL PLANNER professionals continued its upward trajectory in 2025, closing the year with 236,300 CFP professionals across 29 territories. This represents a net increase of 5,652 CFP professionals over the previous year and a global year-over-year growth rate of 2.5%.

Since 2004, when Financial Planning Standards Board Ltd. (FPSB) was founded, the number of CFP professionals worldwide has continued to grow each year, reflecting the global commitment to rigorous professional standards and the value that competent, ethical financial planners bring to consumers and markets.

“The strength of the global CFP professional community reflects a worldwide commitment to excellence in financial planning,” said FPSB CEO Dante De Gori, CFP. “As more professionals pursue CFP certification and more consumers seek objective, client-first advice, we’re seeing global standards strengthen public trust and confidence in the profession.” –

Building a Younger, More Diverse Global Profession

As the profession grows, its demographic profile is also evolving. In 2025, the CFP certification continued to attract a new generation of financial planners:

- **62.1%** of those who achieved CFP certification in 2025 were **under the age of 40**
- **37.9%** of those who achieved CFP certification in 2025 were **female**

These trends highlight the increasing appeal of CFP certification among younger and more diverse talent entering the profession.

“It’s encouraging to see younger professionals and women choosing to pursue CFP certification,” added De Gori. “A diverse, next generation community of CFP professionals is essential to meeting the evolving needs of clients around the world. The momentum we’re seeing today will shape the future of the profession for decades to come.”

More than **32,500 candidates sat for CFP certification exams** around the world in 2025, reflecting strong interest in pursuing the credential that upholds professionalism in the practice of financial planning.

Across FPSB’s global network representing more than 500,000 financial planning professionals, **nearly half hold the CFP certification**, underscoring the certification’s standing as the global symbol of excellence in financial planning.

“In territories like Hong Kong, where there is one CFP professional for every 1,679 adults*, we’re seeing how markets with strong certification adoption can meaningfully expand access to competent and ethical advice,” noted De Gori.

2025 Highlights

The **United States** and **Japan** recorded the largest absolute gains in the number of CFP certification holders in 2025, with net increases of **4,436** and **805**, respectively.

Five territories achieved **double digit growth rates** in their CFP professional populations:

- **Italy:** 79.2%
- **Chinese Taipei:** 23.3%
- **Brunei:** 21.4%
- **Malaysia:** 10.5%
- **Thailand:** 10.1%

The five territories with the highest number of CFP professionals were:

1. **United States:** 107,529
2. **People's Republic of China:** 32,599
3. **Japan:** 27,786
4. **Canada:** 17,446
5. **Brazil:** 11,425


Other notable milestones:


- Chinese Taipei exceeded **4,000 CFP professionals**
- Italy surpassed **100 CFP professionals**, significant progress after launching CFP certification in that market in 2023
- San Marino became FPSB's 29th territory, strengthening the global footprint of the CFP professional community.

For more information on the global CFP professional community as of year-end 2025, view [FPSB's infographic](#).

**Source: United Nations, Department of Economic and Social Affairs, Population Division (2024). World Population Prospects 2024, Online Edition. Based on 2025 median population, ages 25-79.*

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 29 territories. CFP professionals are certified 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, San Marino, Singapore, South Africa, Switzerland, Thailand, the United Kingdom and the United States. There are over 236,300 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.

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.

CFP Certification *Global excellence in financial planning*™

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About IFPHK

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

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 236,300 CFP certificants in 29 regions; the majority of these professionals are in the U.S., China, Japan, Canada and Brazil. As at 28 February 2026, Hong Kong had approximately 3,238 CFP certificants.

At present, IFPHK has 5,298 members in Hong Kong including 956 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.

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