

## ISAs - UK - September 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“ISA providers should embrace the new ISA reforms and ensure that they can offer consumers the maximum amount of flexibility that the new ISA rules can afford. The traditional line between cash and stocks and shares ISA providers is now blurred.”

- Alexander Hiscox, Senior Analyst – Financial Services

### This report looks at the following areas:

- NISA flexibility will make consumers more willing to dabble in stocks and shares
- ISAs will complement, not compete with pensions, despite pension reforms
- Few consumers will be able to take full advantage of the new ISA allowance

This report examines the ISA market, investigating competing products and factors influencing the market, including wider economic trends and regulatory challenges. The report provides an overview of cash and stocks and shares ISA sales values and volumes, including a market forecast which shows expected growth in the value of the ISA market over the next five years. Mintel's consumer research concludes the report, looking at product ownership, reasons for choosing an ISA provider, uses for ISA savings and investments and general attitudes towards ISAs.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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