

Sharedealing - UK - September 2010

Report Price: £1500 / \$2310 / €1793



What is this report about?

The year 2009 was a much better one for stockbrokers, as it was for the whole retail investment industry. However, during 2010 a fresh wave of volatility and uncertainty has set in.

To what extent has investment activity in the UK retail sector been able to withstand this latest bout of uncertainty and market volatility? Mintel's report provides the answer to this question, and considers how current market conditions are influencing the confidence and plans of individual investors.

What have we found out?

- There has been a shift towards investment DIY, reflected by the increase in client numbers of execution-only stockbrokers in 2009.
- The markets may be volatile, but retail activity picked up strongly in 2009 and this growth was maintained in 2010.
- Over the last two to three years, the trading behaviour of retail clients has become increasingly sophisticated, as clients have more confidence investing at lower share prices, and selling higher to book short-term profits.
- iPhone, and more recently the iPad, have established themselves as 'devices of choice' when it comes to mobile sharedealing services, whilst expectations grow as to the possible impact of Android. Trade sources see mobile services maturing at a rapid rate.
- Just under one in ten (9%) plan to increase their equity-based holdings (eg by buying shares or funds). This is three times the proportion (3%) who plan to decrease their holdings (eg by selling shares or funds).
- There is significant scope to grow penetration of sharedealing accounts, with just over half (54%) of those with savings or investments expressing interest in online execution-only sharedealing sites.

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