

## Collective Investments - UK - July 2012

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"The single biggest reason why Britons say they do not own an equity-based investment is not a lack of interest but rather a fear of putting their money at risk. A potential way to get around this key barrier is to communicate the difference between taking a gamble and a well-thought out calculated risk."

– George Zaborowski, Senior Financial Services Analyst

### In this report we answer the key questions:

- What is the key organic growth area for investment fund providers?
- How can providers improve consumer interest in investing?
- How can providers help people get over their fear of risk?
- What do retail investors look for in a collective investment fund?

Following an improvement in new business levels in both 2009 and 2010, gross and net new sales of collective investment funds began to suffer in 2011 with the former stagnating and the latter declining by nearly a fifth. The key reason behind this is naturally associated with on-going global economic uncertainty, which has led to considerable stockmarket volatility. In particular, the yet to be resolved eurozone debt crisis is dragging down business, consumer and ultimately investor confidence. In short the UK's retail investors have been put into an especially cautious mood.

Longer-term prospects are more favourable than near-term prospects. Over the next year Mintel projects further stagnation in gross and net retail sales. While the fragility of the current economic environment makes it difficult to predict longer term eventualities, the key to a recovery in new business growth is naturally strongly aligned with more stability in the economic environment.

This report provides the reader with an overview of the key developments taking place in the market for collective investments, stretching from broader demographic and economic trends to industry-related regulatory changes such as the RDR. The Market Size section highlights changes and future prospects for growth, while the Market Share section shows how the competitive landscape has altered during the past several years. The final sections of the report reveal the findings of Mintel's consumer research. These sections provide valuable insight into the attitudes and behaviours of UK consumers towards collectives and retail investing in general.

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100