

## Self Directed Investing - US - May 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The self-directed investment market is changing and becoming more consumer-driven. Younger investors, a demand for more sophisticated investments, and an increased need for mobile functionality are all forcing the industry to adapt to a new environment. It all points to growth for the industry, and companies that adjust most quickly to their customers’ needs will benefit the most.”  
 – Robyn Kaiserman, Financial Services Analyst

### This report looks at the following areas:

- How will the influx of younger self-directed investors impact the industry?
- Self-directed IRAs: the next big thing?
- Alternative investments in defined contribution plans?

When Mintel last reported on the self-directed investment industry in September 2012, the lackluster economy posed a major challenge. While population trends—primarily the fact that more people were coming of retirement age—were working in favor of the industry, many people were still recovering from the recession so getting rid of debt was their first priority. The improving economy, however, has allowed many people to pay down or even pay off a lot of their debt so they can now focus on other financial goals, such as saving and investing for retirement or their own or their child(ren)’s college education.

The continued growth of mobile technology is feeding the self-directed investment industry as well. While data from Mintel’s Self-Directed and Online Investing—US, September 2012 show that 9% of those with self-directed accounts were aged 18-24 and 35% were aged 25-34, data from this report show those percentages to have increased. Given the importance of mobile devices to these young age segments, their increased interest in self-directing investment is driving companies to expand their mobile offerings—and that focus needs to continue. However, older customers need to be attended to as well, and they may require more personal attention as their need for income distribution strategies increases as they enter their retirement years.

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### DID YOU KNOW?

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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