

Marketing Financial Services to the Mass Affluent - US - December 2015

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"The mass affluent market is largely untapped by traditional financial services providers and provides great opportunity for institutions to expand their customer base.

Less than one third of mass affluent consumers regularly work with a financial advisor, yet their financial needs are substantial and diverse."

- Monica Staco, Category Manager - Financial Services

This report looks at the following areas:

- More than 22 million mass affluent households in possible need of financial guidance
- Consumer attitudes are improving and more feeling optimistic
- Retirement is greatest concern

Readers of this report will learn the financial needs of mass affluent consumers and the major factors that influence their decision to choose a provider. New opportunities and marketing strategies are covered with a focus on consumer attitudes and potential for new demand. Financial needs based on demographics will be explored in detail to show how financial service providers might best position services to specific segments of the mass affluent market.

For the purposes of this report, Mintel has used the following definitions:

Mass affluent includes households with investable assets between \$100,000 and \$499,000. The report also makes mention of affluent households (investable assets between \$500,000 and \$1,000,000) and high net worth households (\$1 million and above).

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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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