

## Consumers and Direct Investment - UK - December 2016

Report Price: £1995.00 | \$2460.23 | €2338.14

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“Direct-to-consumer investing has grown steadily in the last five years and this growth will continue in the coming years. As well as positive market conditions for growth, there is also consumer demand for direct services. People are keen to take control of their finances and will look for the tools that allow them to do so.”

– **Deborah Osguthorpe, Category Director, UK Financial Services Research**

This report looks at the following areas:

- **Robo-advice will become a bigger feature of the D2C market**
- **How much choice do people want from direct-to-consumer platforms?**
- **Mobile investment services are growing, but demand is limited**

Although intermediated sales still dominate the retail investment market, direct sales are a growing market. Direct business accounted for an estimated 22% of total retail investment sales in 2015, totalling more than £49 billion. According to Platforum, assets under management on direct platforms stood at £152 billion in March 2016, compared to £94 billion in September 2012. This growth is due to a range of factors including low interest rates and strong stockmarket performance tempting some savers to increase their exposure to equities, as well as changes in the advice market, pension freedoms and a growing demand for direct services among consumers.

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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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## Companies and Brands – What You Need to Know

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Hargreaves Lansdown leads the way in D2C market  
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