

## Equity Investing - UK - September 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Low savings rates and new technology make investing in equities an attractive proposition. However, ownership across adults remains low and a risk-averse attitude continues to hamper the uptake of investment products. Helping customers to navigate these concerns through education and access to advice will be crucial in expanding the pool of investors.”

– **Scott McDonald, Financial Services Analyst**

This report looks at the following areas:

- **Generation X – A lost generation of investors**
- **Ethical and green funds provide opportunity to engage with young investors**

The investment market performed well in 2015 with new gross sales increasing by almost 6%, however, gross sales have somewhat masked the true performance of the market as net sales saw a 29% reduction. Mintel's forecast suggests that gross sales will continue to grow over the next five years, however, uncertainty brought about by the Brexit vote may affect consumer confidence and the overall performance of the market.

In an effort to attract more retail investors, investment firms are taking new and innovative approaches to their marketing, and developing online and mobile platforms to make investing easier and cheaper. With access to investments increasing and cost becoming less of a barrier, the market looks set to capitalise on the current low-rate savings environment and attract new investors who previously would not have considered investing.

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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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### The Market – What You Need to Know

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Only a minority own investment products  
Sales volumes have stabilised after RDR  
Rise in non-advised sales  
UK fund platforms account for 46% of new sales

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Vast majority of consumers are uncomfortable with investment risk  
Only around a quarter of adults own an investment product  
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Online platforms prove a popular option among older Millennials

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