

Consumers, Saving and Investing - UK - January 2017

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“The convenience of being able to easily access savings and investments online is now just as important as fees charged and rates paid, which means that providers who develop the most effective finance management apps and dashboards will be less vulnerable to competitor price moves.”

Paul Davies, Senior Financial Services Analyst

This report looks at the following areas:

- **Brexit uncertainty adds an extra sense of caution**
- **Balancing physical and digital demands**
- **Investing: a rich man's game?**

Scope of this Report

By drawing on Mintel's exclusively commissioned research, this Report examines the savings and investment markets for retail consumers. It considers consumer attitudes towards saving and investment markets, as well as market conditions to identify the challenges and opportunities presented to providers operating in this market.

With this in mind the Report looks at current ownership of savings and investment products as well as the value of people's savings and investments. It also highlights consumers' reasons for saving and investing, the ways in which they contribute funds, what influences their choice of provider and finally interest in new-to-market digital tools and services that look to help people manage their financial products.

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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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