

Equity Investing - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Equity investing has become far more accessible, but there are many real and perceived barriers that hold people back. Simplicity is key to extending the market, but regulation and remedies due in 2018 stall progress. Uncertainty over Brexit has discouraged investors from holding UK equities, but this means new opportunities for growth will emerge as confidence improves.”
– Patrick Ross, Senior Financial Services Analyst

This report looks at the following areas:

- **With-profits products offer potential as retirement income boosters**
- **Simplification is the key to expanding the market**

Gross retail fund sales have achieved year-on-year growth since 2012, as investment capital continued to pour into the UK market as the economic recovery took hold. The equity investing market is expected to continue growing, despite the pressure of upcoming regulatory change and the uncertainty associated with Brexit. Investing has become much more accessible in recent years, as online platforms have made it easier and more cost effective to invest for many. While investing is never going to be for everyone, the market looks set to continue expanding to reach new customers. Existing and prospective customers are demanding simplification, and while online distribution can be effective in this regard, expert advice is still valuable in distilling information.

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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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More than half with savings or investments are uncomfortable with risk

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