

## Equity Investing - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“2017 was a bumper year for the equity investing market, but this is unlikely to be repeated in 2018, with Brexit looming. Competitive pressures are growing, even among the once-niche online platform providers, and the flow of new customers is inhibited by low levels of investable assets. Ethical and micro-investing show potential to expand the market and reach the next generation.”  
**– Rich Shepherd, Sr Financial Services Analyst**

This report looks at the following areas:

- **Micro-investing could hold the key to building a pipeline of new investors for the future**
- **Ethical investing could become the new normal**

The equity investing market performed strongly in 2017. Growth is likely to be more subdued in 2018, as the shadow of Brexit casts uncertainty across the market.

Competition has come to define the market. In the absence of any different business models, traditional providers had a clearly defined market, restricted largely to a regular and predictable wealthy customer. Online investing platforms offering low-cost investment in ETFs (exchange-traded funds) changed all that, challenging the status quo. But now, they find themselves mired in competition from like-minded rivals, and are struggling to differentiate and compete effectively.

Meanwhile, concerns remain over the weak flow of new investors to the market, particularly among younger generations who need to come through if they are to sustain the market in the future. Even low-cost platforms are out of reach for those with little or no investable assets, and little or no hope of accumulating any.

Micro-investing appears to offer a neat solution to this problem, providing a passive route towards investing without the pain of making regular efforts to put money aside. Younger people are also among the most engaged by ethical investing options and this gives providers the chance to start a meaningful conversation with them.

This Report reviews the market for equity investing, including the channels, drivers and an assessment of past and projected growth. It covers the bustling competitive landscape and the advertising efforts going into sustaining awareness among key target customers. Mintel's exclusive consumer research asks about product ownership and whether non-investors are intending to invest, as well as attitudes towards investing, with a focus on micro-investing and ethical investing.

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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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Stock-picking remains among most popular approaches

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- Online investing has become the firm favourite among investors
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