

Attracting New to Market Investors - UK - October 2018

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“Investment providers can do more to make the route to investing easier, such as having low minimum investment amounts and clearer product information. Millennials are the key demographic here as they express more open attitudes towards risk, but lack the funds to invest in traditional funds.”

– **Rich Shepherd, Senior Financial Services Analyst**

This report looks at the following areas:

- **Changing attitudes towards risk**
- **A bright future among younger consumers?**

The investment customer base is understandably predominantly made up of wealthier consumers who have built up enough funds in cash savings to be willing and comfortable to put some of it at risk through investing. Ultra-low interest rates in the last decade have raised the appeal of investing as a means of earning greater returns on savings. However, the difficulty many find in saving and maintaining significant sums is a difficult barrier to overcome, preventing a large proportion of consumers from becoming viable customers for investment firms.

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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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47% are uncomfortable taking risks with their savings

51% of non-investors with savings are regular savers

Lack of funds and aversion to risk are the biggest reasons not to invest

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