

Share Dealing - UK - October 2011

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“Some of the most successful investors in recent years have been women yet in the UK sharedealing account ownership among women is significantly behind that of men. Providers have an opportunity to narrow this gap by giving women investors a higher profile in promotional campaigns and also placing more emphasis on product features that would appeal to women investors.”

– **George Zaborowski, Senior Financial Services Analyst**

In this report we answer the key questions:

- **How can share-dealing services be made more appealing to women?**
- **What do experienced investors most want from a sharedealing service?**
- **How can providers make trading in volatile markets less intimidating?**
- **How can providers better support customers in times of distress?**

The stockbroking industry is remarkably resilient. Despite the ups and downs of the last several years, overall revenue for execution-only and full-service stockbroking firms is up by a third over the 2006-10 period. Even more importantly, pre-tax profits have also remained robust, especially for execution-only providers, where overheads are significantly lower than for full-service brokers.

Looking forward, although the return of deep economic uncertainty and extreme market volatility in August and September 2011 could have a negative effect in the near-term, the medium and long-term prospects of the industry continue to be favourable. Mintel consumer research has revealed that interest in equity-based investing is strongest among younger age groups (aged 45 and younger), and a decent proportion of these individuals who don't yet own a sharedealing account said they are planning on opening one within the next year.

This report provides an overview of the key developments taking place in sharedealing, focusing specifically on UK execution-only and full service stockbroking firms. As well as detailing the market performance and competitive dynamics of the individual sectors, it shows how the key economic and regulatory developments present both threats and opportunities for the industry. The report also highlights how recent innovations and technological advancements are continuing to shape the way individuals use sharedealing services. The study is reinforced by the final sections of the report which present the findings of Mintel's exclusive consumer research into sharedealing.

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- Product and service innovation

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