

## Affluent Investing - UK - December 2011

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"Although a large proportion of wealth manager funds continue to be under discretionary management, changing investor attitudes and behaviour, as well as ongoing advances in internet technology, suggest further growth in self-directed investment management among the high net worth. By giving their non-managed accounts a higher profile in the market, wealth managers may be able to benefit from this trend."

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

### In this report we answer the key questions:

- How is new technology influencing wealthy client behaviour?
- What kind of impact is the RDR having on wealth managers?
- In what key ways have affluent investor attitudes and behaviour changed in the last few years?
- How can the industry turn the trend toward self-directed investing in its favour?

This report provides an overview of the key developments taking place in the affluent investment market, focusing specifically on UK full service stockbroking firms, investment managers and private banks. In addition to establishing the size of the affluent investment target market, the report details the market performance and competitive dynamics of the individual sectors.

Further to this, the report investigates what kinds of threats and opportunities the current economic environment, regulatory changes, new technology and an increasingly demanding client base present to the market. The study is reinforced by the final sections of the report, which present the findings of Mintel's exclusive consumer research based on survey of individuals who own at least £50,000 in investible assets and/or have a gross annual household income of more than £50,000 per year.

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