

ISAs - UK - November 2018

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

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"Despite the difficulties faced by UK households looking to boost their savings, the decline in the ISA market has been halted in the last 12 months. Rising interest rates will act as a greater incentive to save, while stocks and shares ISAs continue to increase in popularity. The lifetime ISA, despite a difficult start, has the potential to become a popular product in the future."

- Douglas Kitchen, Financial Services Analyst

This report looks at the following areas:

- **Developments are required for the lifetime ISA to be a success**
- **New technology will drive growth in stocks and shares ISAs**

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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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Developments are required for the lifetime ISA to be a success

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New technology will drive growth in stocks and shares ISAs

The facts

The implications

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21% of cash ISA holders have a Nationwide ISA

Fidelity accounts for over 10% of the stocks and shares ISA market

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EasyJet founder forms EasyMoney

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Brand recognition is influential in product choice

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48% of those considering a stocks and share ISA are willing to use automated advice

Over half of eligible consumers would consider the lifetime ISA

Half actively favour cash lifetime ISAs over stocks and shares

62% would use a lifetime ISA for a deposit for their first home

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