

Consumers, Saving and Investing - UK - January 2018

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“Financial pressures will make it increasingly difficult to save going forward. Providers can help people by offering budgeting and financial management tools that can increase engagement and offer insights into where they can make savings.”

- **Jessica Galletley, Financial Services Analyst**

This report looks at the following areas:

- **Majority are just trying to meet their savings goals**
- **Aggregation apps can offer more beneficial insights around savings behaviour**

The savings environment has been challenging over the last few years, as record-low interest rates have dis-incentivised savers and rising inflation has made it more difficult for people to save. More than half say they haven't saved as much as they planned over the last 12 months. As such, growth in retail deposits is expected to fall for the first time since 2013 in 2017.

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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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