

Consumers and Financial Advice - UK - July 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

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“The financial advice market enjoyed a year of healthy growth in 2018, as revenues reported to the FCA showed an 8% increase on 2017. Looking ahead, overcoming challenges such as convincing consumers of the value of advice and security of online systems are key to further success.”

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

This report looks at the following areas:

- Focus on life events, not products, could boost appeal of advice
- Online advice has a long way to go to convince the average consumer...
- ...but online guidance is a real threat to advisers

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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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Robo-advice continues to be the key area of innovation

£11.5 million spent on above-the-line advertising in the last year

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Robo-advice continues to be the key area of innovation

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