



# Self-Directed Investors Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

*Self-Directed Investors 2017 Global Key Players - Barclays, Charles Stanley, Fidelity, Interactive Investor Market Analysis and Forecast to 2022*

PUNE, INDIA, December 22, 2017 /EINPresswire.com/ -- Summary

Although advisory and discretionary asset management services are more profitable to wealth managers, they cannot afford to ignore the needs of clients who self-direct. Globally over a quarter of HNW wealth is invested independently of wealth managers' mandates. Furthermore, a large chunk of assets already brought to wealth managers sits within execution-only platforms. Technological and regulatory changes in the financial services industry have affected the drivers for investors to self-direct in recent years. Understanding these factors is crucial to ensure the long-term profitability of wealth managers' business.

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## Companies mentioned

Barclays  
Charles Stanley  
Fidelity  
Hargreaves Lansdown  
Interactive Investor  
TD Ameritrade  
Merrill Edge  
Charles Schwab  
Scottrade  
Fidelity  
Bank of America Merrill Lynch  
Betterment  
Wealth front  
Wells ...

## Key Findings

- Globally execution-only mandates constitute 19.1% of total HNW assets held with wealth managers. Although clients in developing economies tend to prefer unadvised services, the US represents the biggest market opportunity in terms of self-invested assets.
- HNW clients under 35 years old and first-generation entrepreneurs are most likely to self-direct their investments.
- Price-sensitivity encourages HNW investors to look for alternatives to the services of wealth managers in mature economies, but in developing markets a pure preference to run simple portfolios independently is the key driver.

- Advances in digital technology are contributing to the growing interest in DIY investments, particularly in Asia Pacific.
- Traditional brokerage business models are being challenged by the growing number of platforms offering automated investment solutions (robo-advisors).
- The increasing popularity of exchange-traded funds (ETFs) and peer-to-peer (P2P) lending platforms has started to affect the business of wealth managers.

#### Synopsis

This report draws on our 2015 Global Wealth Managers Survey to analyze the independent HNW investors' landscape across the globe. It sizes the market for self-directed investments and examines the key drivers behind wealthy individuals' decision to build their portfolios without professional advice. The competitive landscape and product environment are also analyzed. Specifically, the report:

- Estimates the value of HNW and mass affluent assets invested outside discretionary and advisory mandates
- Analyzes the demographics of DIY investors
- Compares drivers for self-directed investments between developed and emerged economies
- Examines client targeting strategies of brokerages and robo-advisors
- Identifies what investment products are preferred by self-directed HNW clients and how wealth managers can use them to expand their offerings

#### Reasons to Buy

- Discover how much HNW wealth is invested independently from wealth managers
- Learn why HNW investors choose to self-direct, and how their motivations differ from those of mass affluent individuals
- Gain an insight into best practice examples from competitors operating within the self-directed landscape
- Understand how the rise of robo-advisors and the growing popularity of ETFs and P2P lending affects the wider wealth management industry

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[Self-directed investors](#) remain a lucrative target group for wealth managers

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##### SIZING THE GLOBAL MARKET FOR SELF-DIRECTED INVESTMENT

##### Defining the self-directed investment market

Globally execution-only mandates constitute 19.1% of total HNW assets held with wealth managers  
HNW clients in Central and Eastern Europe have the strongest inclination to use execution-only services

Among developed markets, execution-only platforms are popular particularly in France

Over a quarter of global HNW wealth is invested independently of wealth managers

Users of execution-only mandates are also likely to self-direct through third-party services

The HNW self-directed market is largest in the US and China

The US HNW self-directed market alone is worth \$2.6tn

Demand for execution-only services will grow, but will be outstripped by advised services

Prior to MIFID coming into force, minimal change is forecast in the European self-directed market

Mass affluent investors use advice less frequently than HNW individuals

The mass affluent self-directed market represents an opportunity for wealth managers

##### GLOBAL DRIVERS FOR SELF-DIRECTED INVESTMENT

Demographics are essential to understanding the self-directed market

First-generation entrepreneurs are likely to invest independently

Younger investors also show a tendency to self-direct

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