



# The financial case for engaging retail shareholders



In 2020, UK retail investors held an astounding

**£261BN**

of UK shares, showcasing their significant financial influence.



Of Gen-Z say they have invested before, making them the most active cohort of individual investor.

Almost 1 in 5,

**18%**

of Brits have invested in the stock market as of 2023, making it the most popular investment type.



In 2020, individuals represented the

**3<sup>rd</sup> largest cohort**

of investors in UK shares, holding

**6.7x**

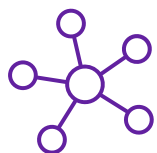
the value of pension fund holdings.



Retail investors are more likely to invest in growth companies, holding

**24%**

of AIM shares in 2020.



**3.5M**

In 2021, around 3.5 million people subscribed to a stocks and shares ISA