Sharegain

The Sharegain Report | Q3 2025

The cash nation at a turning point

The UK retail market is shifting. Investors are ready to make their wealth work harder.
Who will capture the opportunity?

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info@sharegain.com
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Macro outlook

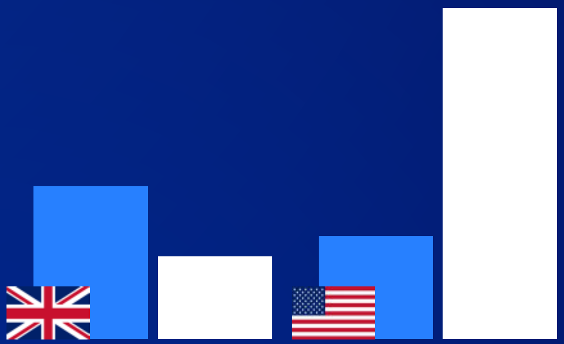
The UK remains a cash-first market, with implications for investors and platforms alike.

£614bn

is sitting in spare cash across UK savers.

Financial Times, 2025

Investor asset allocation:



- 15% cash
- 8% investments
- 10% cash
- 33% investments

Source: Aberdeen, 2025

- Net Interest Income (NII) is under pressure.
- The UK government is steering savers toward investments.
  Pension reforms, FCA Consumer Duty, ISA rule reviews
- Yet cash is still king.
  Billions remain untapped.

ISA contributions 2023/24

£70bn £31bn

Cash ISAs Stocks & Shares ISAs

The Guardian, 2025

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The investor shift

But the tide is turning. Retail investor participation in the UK is rising fast.

+10M

UK adults now investing via trading platforms.

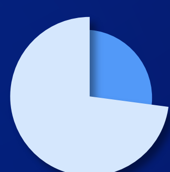
(Boring Money, 2025)

Investor profile

70%

check balances regularly

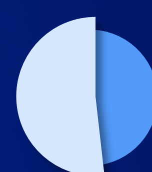
(Boring Money, 2025)



57%

use multiple platforms

(YouGov, 2025)



66%

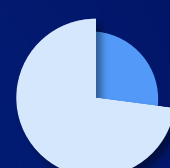
of young investors make investment decisions in under 24 hours

(Boring Money, 2025)

70%

of Gen Z and Millennials agree that investing in UK companies will help them meet their goals.

(The investment association, 2025)



Investor engagement is high. Platform loyalty is fluid. Investors are ready to move beyond cash—*they just need a catalyst.*

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The competitive landscape

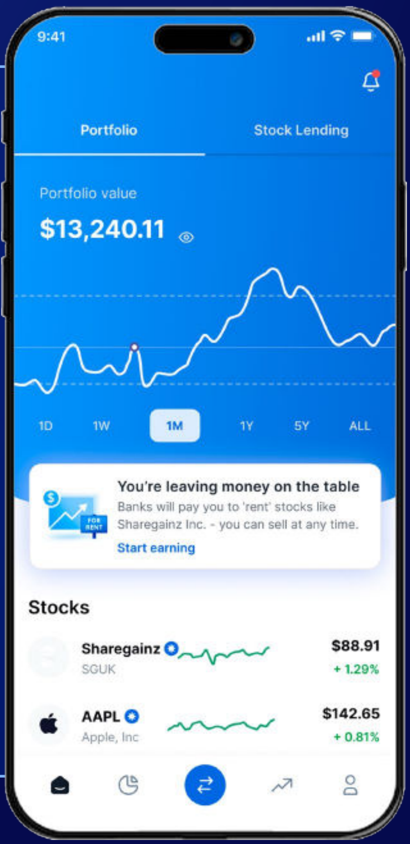
Trading apps are reshaping the investment experience:

50%
YoY growth
in UK trading app usage in 2024
(Fintech Global, 2025)

112%
YoY growth
in Robinhood's equity trading volumes
(Robinhood, 2025)

35%
YoY growth
in Trading 212 trading volumes
(Trading 212, 2025)

38%
YoY growth
in Revolut's global users (52.5m), with total customer balances up 66% to $38bn.
(Revolut, 2025)



New players aren't just cheaper, they're faster.
They compete with:

- Zero commissions & low fees
- Digital-first UX
- Value add services like securities lending

They're not only lowering barriers — they're *redefining expectations.*

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Make assets work harder

Securities lending and retail investors

Top 3 most in-demand UK stocks
and their lending rates, Sept 2025

Petrofac Ltd	Itm Power Plc	Aston Martin Lagonda Global Holdings Plc
PFC LN	**ITM LN**	**AML LN**
107%	**45%**	**19%**

Top 3 most in-demand UK ETFs
and their lending rates, Sept 2025

Is Msci China A Ucits Usd (Acc) Etf	Is Ftse 250 Ucits Gbp (Dist) Etf	Ishares Uk Prop Ucits Gbp Dist Etf
CNYA LN	**MIDD LN**	**IKUP LN**
4%	**3%**	**3%**

The securities presented above are based on Sharegain's proprietary lending data, which may incorporate information from third-party securities financing data providers. The potential lending returns shown are an approximation derived from certain assumptions and estimations for the period between 1 September and 30 September 2025 and are for informational purposes only. The lending rates displayed represent the approximate 'price' borrowers are paying to borrow selected securities within the given date range and are subject to change. This is quoted as a percentage (annually). Investing in securities involves risk, and past performance or demand does not necessarily predict future results. The inclusion of specific securities on this list does not constitute an endorsement or recommendation to buy, sell, or hold any security. Investors should conduct their own research and consult with a qualified financial advisor before making any investment decisions.

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info@sharegain.com

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