

**Media Release: 1 November 2016**

**FOR IMMEDIATE RELEASE**

Global research house Investment Trends today publicly released its **2016 UK Leverage Trading Report**, an in-depth analysis of UK traders and investors’ attitudes and investing habits based on a large-scale survey of more than **12,000** UK investors conducted before and after the Brexit vote.

**Key highlights include:**

- **Trader numbers shoot up amid Brexit volatility**
- **IG remains the undisputed industry leader. CMC Markets, Plus500 and FXCM are strong runner-ups in each of the three product segments – Financial Spread Betting, CFDs and FX**
- **The UK leverage trading industry is in an arms race where continuous innovation is a minimum requirement**

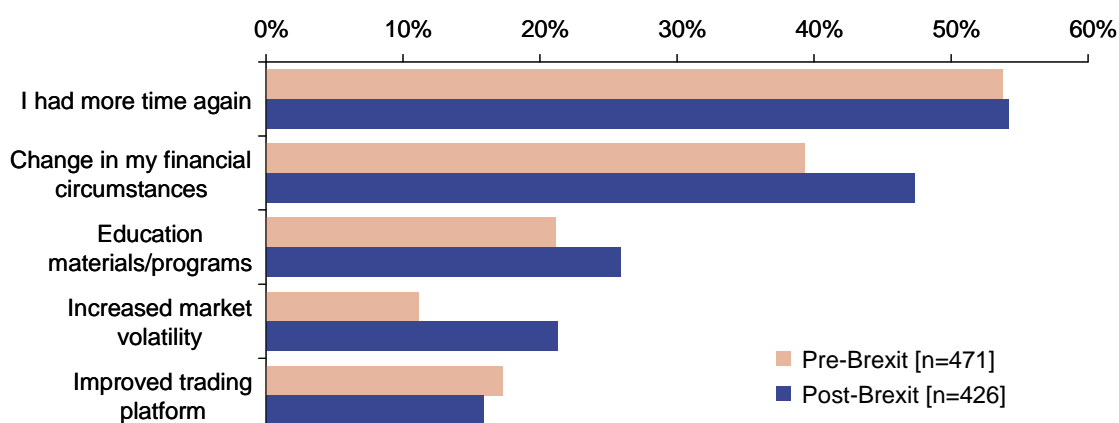
**Trader numbers shoot up amid Brexit volatility**

A total of 124,000 UK traders placed at least one spread bet, CFD trade or FX trade in the 12 months to July 2016, representing 14% year on year growth – a record for the past five years.

“The UK leverage trading industry latched onto last year’s momentum and continued to grow at a record pace,” said Dr Irene Guiamatsia, Research Director at Investment Trends. “This trend should continue given the generally subdued outlook for direct equities among retail investors.”

In addition to the many first-time traders who decided it was time to graduate from demo accounts, a whopping 30,000 dormant traders resumed their trading activity across the year, particularly driven by post-Brexit volatility (see chart).

**Q17 What prompted you to reactivate trading? (Multiple responses permitted)**  
**Among FSB/CFD/FX traders who resumed their trading activity in the past 12 months**



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**About Investment Trends:**

Investment Trends is the leading specialist market research organisation in the global wealth management industry

**IG remains the undisputed industry leader. CMC Markets, Plus500 and FXCM are strong runners-ups in each of the three product segments – Financial Spread Betting, CFDs and FX**

IG has been the clear leader in the UK leverage trading market since the inception of this study in 2009 and has successfully maintained a substantial lead on the competition.

“IG continued to cement their dominance among spread betters in the past year. However the CFD and FX segments are more hotly contested,” said Guiamatsia.

Plus500 and CMC Markets are respectively second and third most used provider among CFD traders, having each seen substantial growth in client numbers last year. Among FX traders, runner-up FXCM also made significant primary market share gains, in a market that is becoming increasingly crowded.

**The UK leverage trading industry is in an arms race where continuous innovation is a minimum requirement**

Across all three product segments, industry average satisfaction scores rose in nearly all service areas, yet overall satisfaction was stubbornly flat. Client satisfaction levels remain very high, with 89% leverage traders rating their main provider either “good” or “very good”.

“Overall client satisfaction levels were steady, while satisfaction in nearly all individual service areas lifted, sometimes substantially,” said Guiamatsia. “This is symptomatic of an arms race, where providers must continually improve and innovate to remain competitive.”

Fortunately, there is no shortage of innovation across the industry, with various players striving to outdo each other in deploying new features in the past year. The most notable innovation was CMC Markets’ introduction of binary options, but IG’s many charting improvements, ETX Capital’s website revamp, FXCM’s SSI tool and Spreadex’s availability of force open positions all received positive client recognition.

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## **About the report**

In its ninth annual edition, the Investment Trends 2016 United Kingdom leverage Trading Report provides a detailed analysis of the behaviour, service needs and provider usage of current spread betters, CFD traders and margin FX traders, as well as the next wave of traders.

It is the largest study of online retail investors in the United Kingdom each year. This year's report is based on a survey of 12,360 responses from UK investors and traders, collected before and after the Brexit vote.

## **About Investment Trends:**

Investment Trends is the leading researcher in the retail online share dealing and leveraged trading markets globally. We combine our analytical rigour and strategic thinking with the most advanced research and statistical techniques to produce deep insights that help our clients gain competitive advantage.

We have over 12 years of experience researching the retail wealth management and global broking markets from which we provide new insights and decision making support to over 200 leading financial service businesses globally.

Investment Trends' clients include a number of global banking organisations, all major online brokers and CFD providers as well as industry regulators, investment platform providers, industry associations and financial planning software providers.

**Website:** [www.investmenttrends.co.uk](http://www.investmenttrends.co.uk)

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