

It's important to take a long-term view

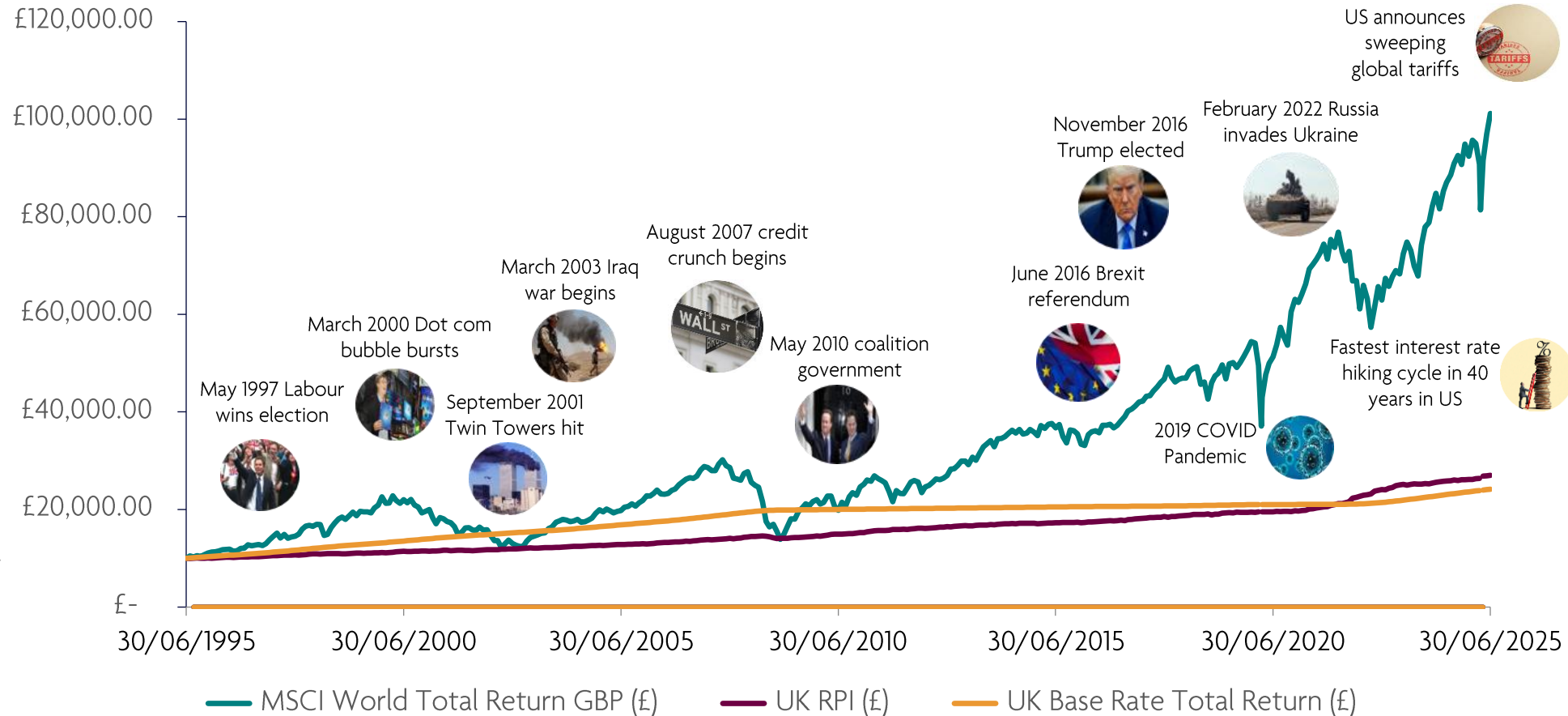
Time, not timing

Be in it for the long haul

Despite a number of stock market crashes, investing in equities over time has been proven to significantly outperform leaving money as cash savings.

Although the timing of buying and selling investments can be important, over a longer period, short-term price movements should have less effect on your investment, and it should have more time to grow.

This chart compares the growth of £10,000 invested in global equities with leaving money in a cash deposit account over the past 30 years, as well as the impact of inflation.



Source: Bloomberg as of 30 June 2025

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