



THE GLOBAL CITY

The UK: a top destination for financial and professional services investment

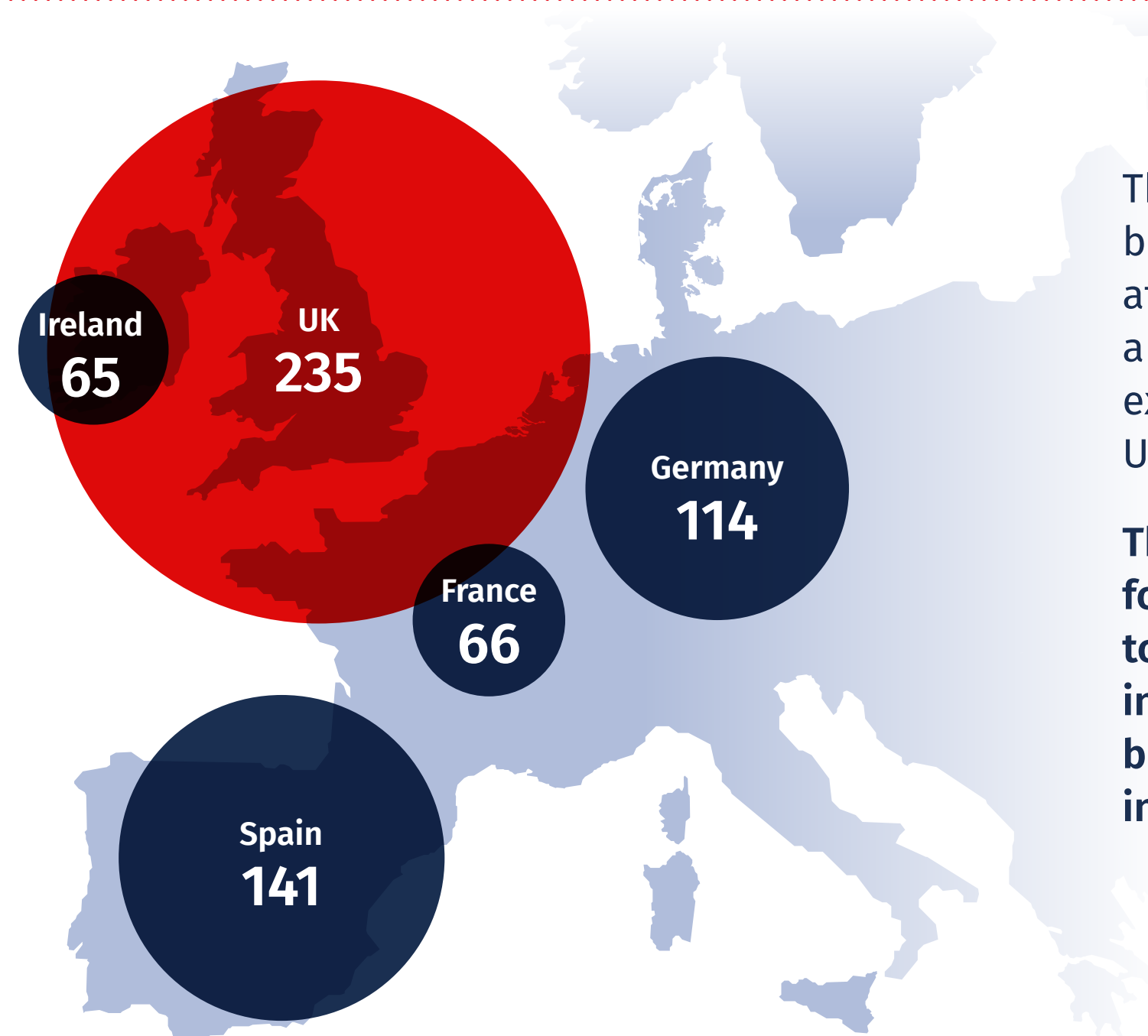
Trends in 2024

May 2025

With strong growth in 2024, the UK remains Europe's most popular destination for financial and professional services FDI

The UK is one of the world's leading financial and professional services (FPS) centres, attracting businesses and investors from across the world. As such, it has a strong track record of attracting foreign direct investment (FDI). By projects and investment value, **the UK was Europe's most popular destination for FPS FDI** and the third most popular destination globally in 2024.

Top FPS investment destinations in Europe by number of projects, 2024¹



The UK's world-class business environment attracts global investors and firms who are expanding to serve the UK market.

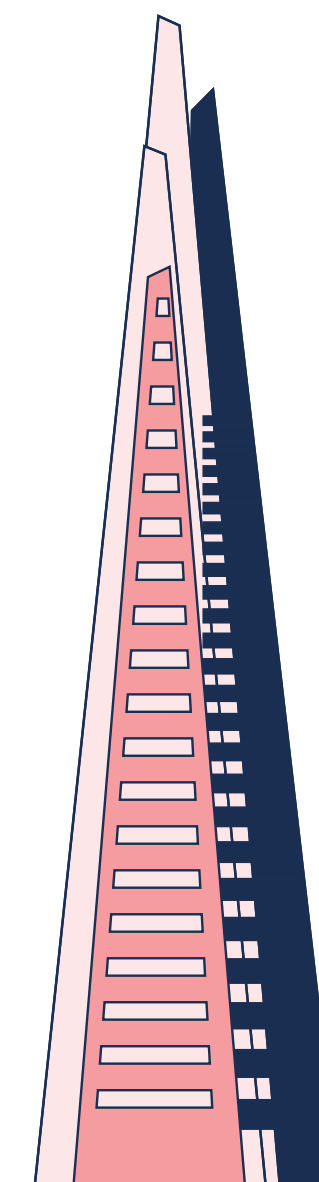
The UK acts as a hub for global investors to manage their international business or to scale internationally.

Source data: fDi Markets

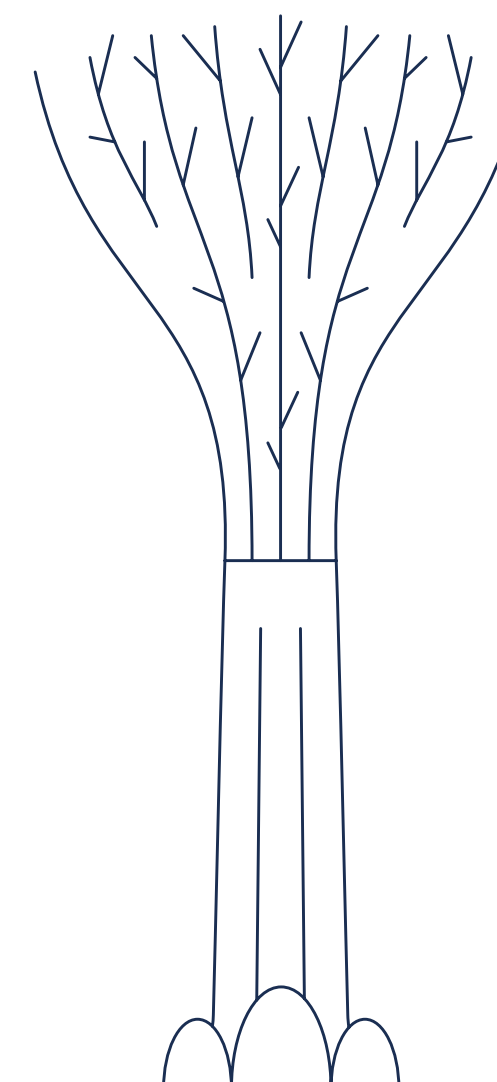
Across the past 5 years, **London has been the world's #1 global financial centre** for FPS investment by number of projects attracted (659), and the #3 global financial centre by total investment value (£3.4bn).

The UK offers:

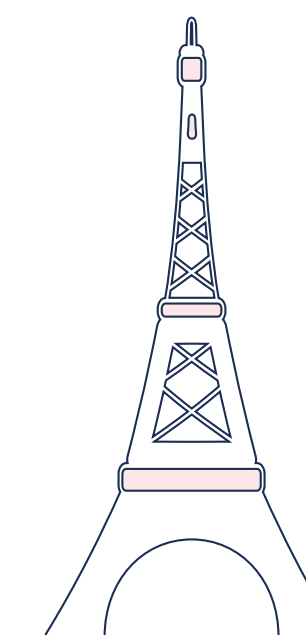
- access to global markets
- deep, liquid pools of capital for growth
- a thriving tech and innovation ecosystem
- a highly skilled and international talent pool
- a stable and responsive regulatory regime



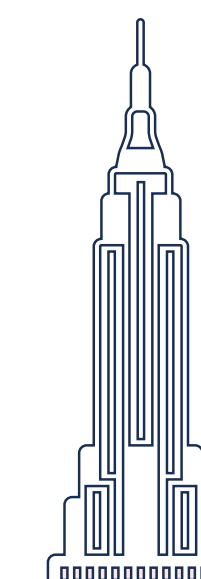
1. London
659



2. Singapore
603



3. Paris
352



4. New York City
316



5. Hong Kong
257

Ranking: Total FPS FDI projects (January 2020 - December 2024)²

Source data: fDi Markets

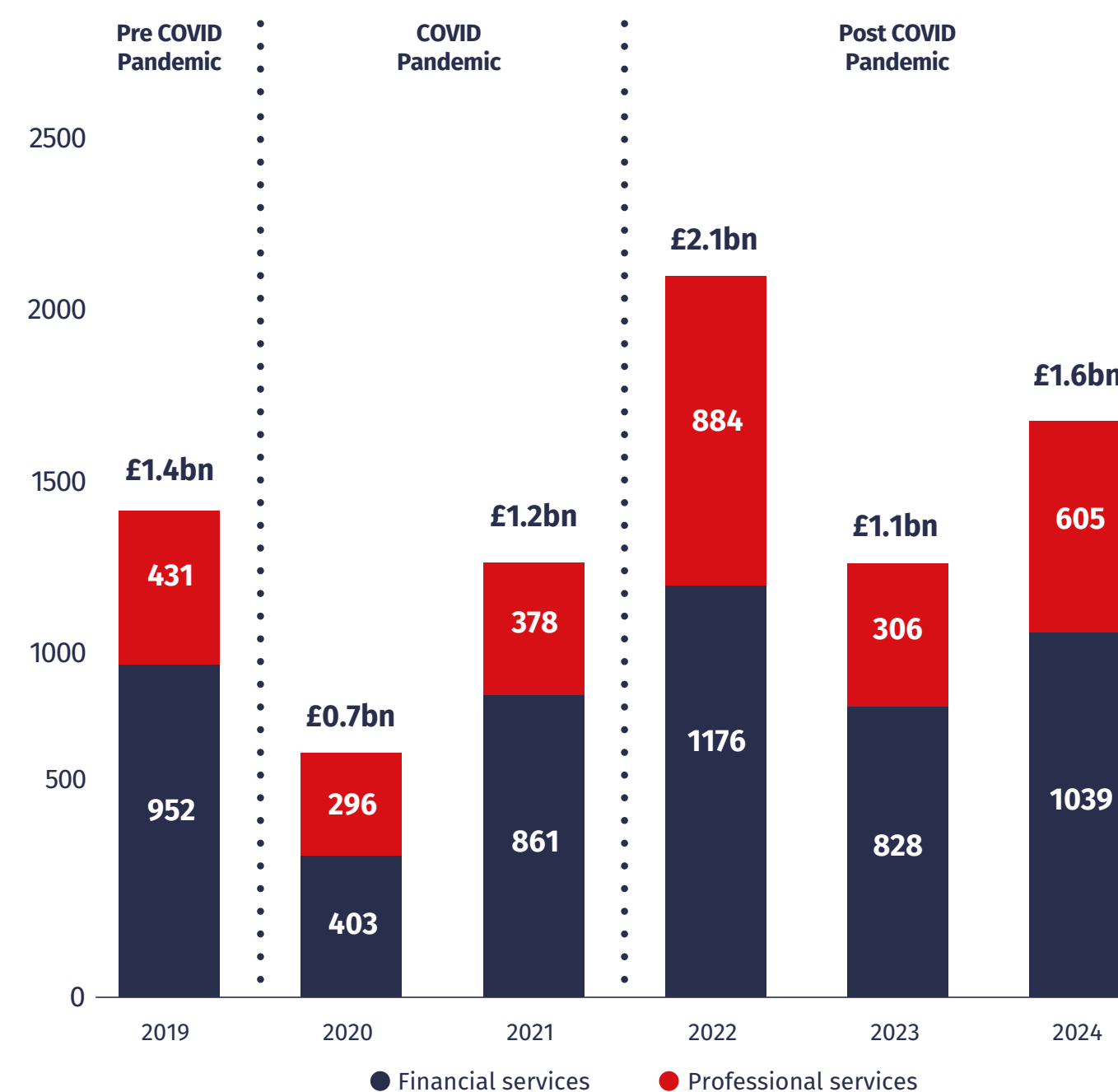
UK FDI in financial and professional services saw a significant increase in 2024, exceeding pre-pandemic levels in 2019

FPS FDI to the UK exhibited strong growth in 2024. The value of capital invested in FPS projects in 2024 was up from 2023, with a year-on-year increase in FDI flows of 45%. Total investment value in 2024 was £1.6bn, exceeding pre-pandemic levels in 2019.

In 2024, the UK attracted 235 FPS projects involving 194 foreign companies. Boosting FDI will continue to be a key economic driver for the UK.

The City of London Corporation is partnering with HM Treasury, the regulators and the Office for Investment to establish a concierge service that will enhance the UK's position as a leading global financial services hub. By streamlining access to our regulatory framework and removing barriers to entry, this initiative will make it easier for international firms to invest and thrive in the UK.

FPS investment into the UK, £million³



Source data: fDi Markets

FPS FDI contributes to the wider UK economy

FPS FDI brings capital and employment to the whole country, both directly and with the investment flows they bring. After establishing in the UK, many firms substantially grow their investment flows in the UK. Over the past decade, foreign sovereign investors who have opened a UK office have more than doubled their investments across the UK,⁴ which was worth an additional £13.4bn investment uplift.

In 2024, London attracted the largest number of FPS FDI projects in the UK and these created the largest number of jobs. Additionally, cities across the UK attracted FPS FDI, with projects announced in all four UK nations. UK cities outside of London accounted for 45% of jobs created by FPS FDI in 2024.

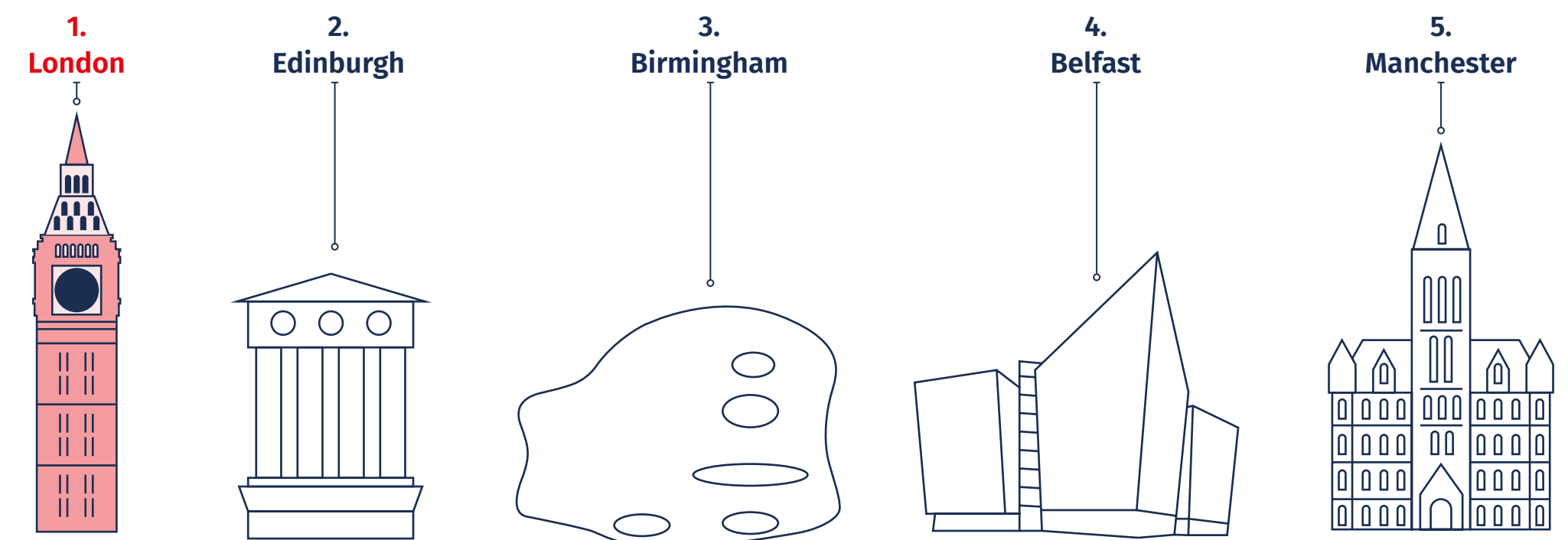
Cities outside of London accounted for

37%
of the
projects

45%
of the jobs
created

40%
of the
investment
value

Top 5 FPS FDI hubs in 2024 (by number of projects attracted)⁵



Source data:
fDi Markets

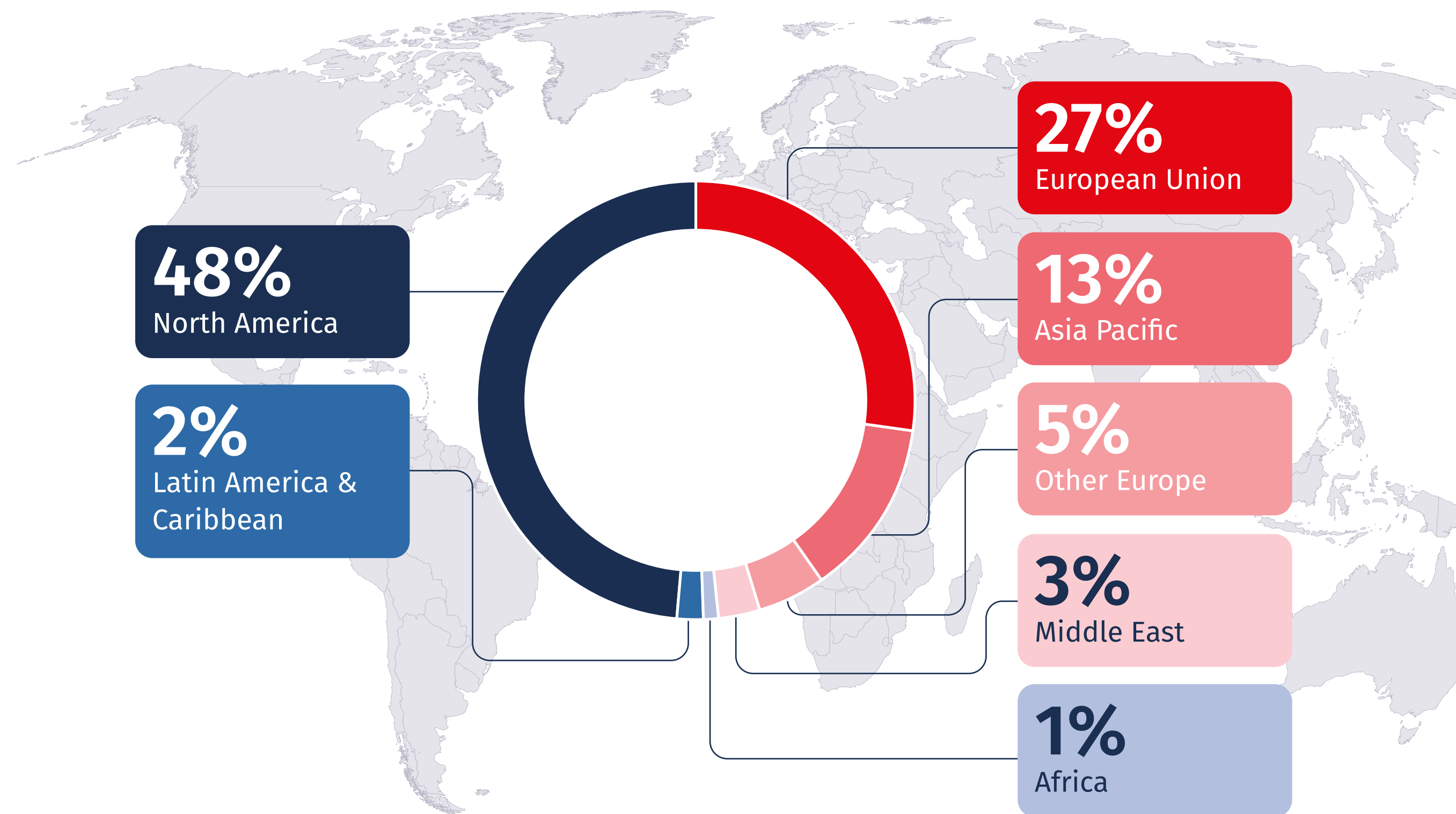
The UK attracts investment from around the world

FPS investment activities in the UK are truly global, reflecting the UK's international outlook and connections.

In 2024, the UK attracted investment from 37 source countries around the world, underscoring its global pull. There was strong growth in 2024, largely driven by increases in investment value from the US and France. The countries with the highest share of FPS FDI were the US (46%), France (18%), and Switzerland (6%). Collectively, the European Union accounted for 29%.

Longer term, over the last five years North America and the European Union have consistently been the UK's largest sources of FPS investment. The US accounted for nearly 45% of FPS FDI into the UK over that period. The US, France, and Switzerland have seen the largest increases to their share of FPS FDI in the UK compared to pre-pandemic levels in 2019. This highlights the UK's continued attractiveness to investors and firms from the US and Europe.

Source regions of FPS FDI over the last five years (January 2020 – December 2024, share of investment value)^{6,7}



Source data: fDi Markets

Top 10 investing countries in UK FPS over the last five years (January 2020 – December 2024)⁸

1. United States
2. France
3. Netherlands
4. Switzerland
5. Canada
6. Germany
7. Australia
8. Singapore
9. Ireland
10. India

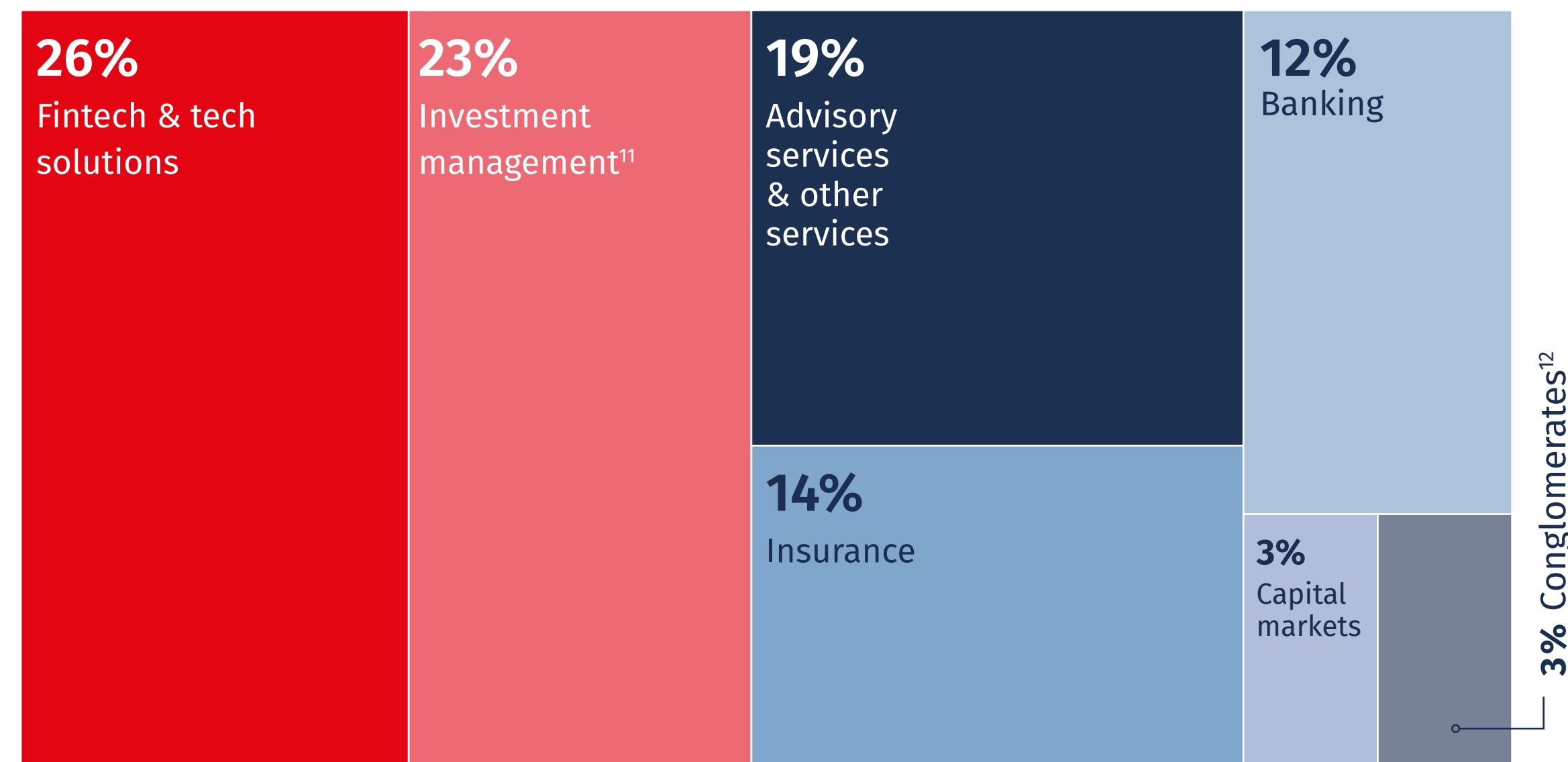
These 10 jurisdictions accounted for over **75% of the projects and nearly 80% of the investment** in UK FPS across this period.

Tech firms were the largest source of financial services investment

The UK is the largest tech hub in Europe, with nearly half of all of Europe's fintech investment – £10bn.⁹ The combination of world-class talent, an innovative approach to regulation, and deep pools of capital make the UK the ideal environment for tech firms looking to expand internationally.

Fintech and tech solutions firms were the largest source of financial services (FS) FDI projects in the UK in 2024

Types of firms investing in the UK (share in all FS projects) in 2024¹⁰



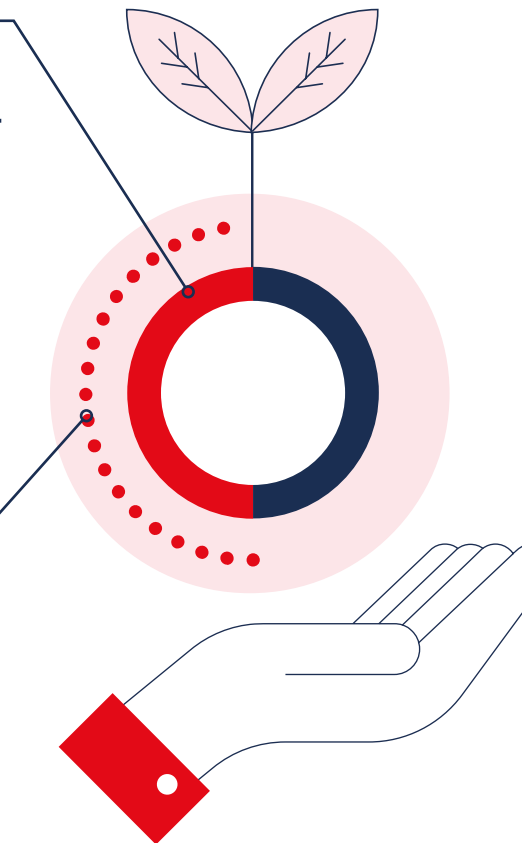
Source data: fDi Markets

50%

of all FS FDI investment in 2024 was in fintech and technology services, largely driven by sizeable projects from the US.

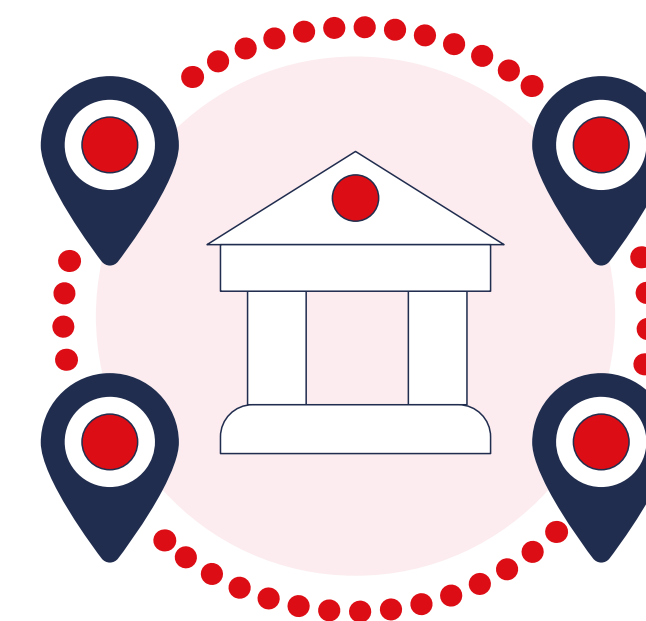
£517m

The value of FDI into fintech and tech solutions rose to £517m in 2024, more than triple the previous year.



The US, home to the largest tech sector in the world, remains the largest investor in UK fintech and tech solutions.

However, investors come from a **diverse geography**. They cover the Americas, Europe, Asia-Pacific, the Middle East and Africa, affirming the UK's role as a global tech hub.



The UK is shaping the future of financial services through its vibrant tech sector. In the past five years, more than 4,000 new fintechs have set up and raised capital in the UK,¹³ the second largest number after the US.

This innovative ecosystem, coupled with high fintech adoption rates, makes the UK an attractive destination for fintech firms looking to expand. For example, **Halo Invest**, an Australian-owned fintech company is establishing a new operations and development centre in Glasgow.¹⁴ Similarly, **WJFG Digital Hub**, a leading global digital asset trading platform from the US, announced the opening of a major data relay centre.¹⁵

The UK is a hotspot for investment management

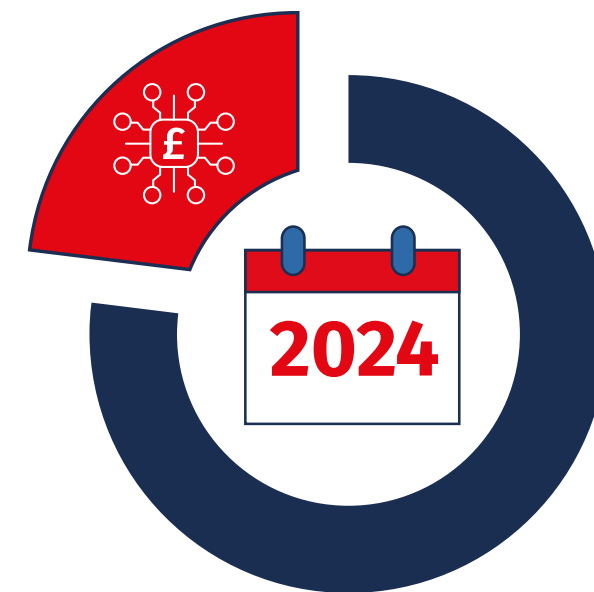
The UK is a global investment management powerhouse, providing unrivalled access to global deals and specialist talent. It is Europe's largest asset management centre, with £10.9tn assets under management.¹⁶

Blackstone, the world's largest alternative asset manager, is expanding its London footprint and developing a new site for its European headquarters.¹⁷ And global investment manager **Vanguard** is expanding its Manchester office,¹⁸ among other new projects and expansions.

The UK also attracts global institutional investors. It houses the largest number of overseas offices of sovereign wealth funds and pension funds. **AustralianSuper**, the largest superannuation fund in Australia, announced in 2024 that it would be expanding its team in London as it prepares to increase its investment portfolio in the UK.¹⁹

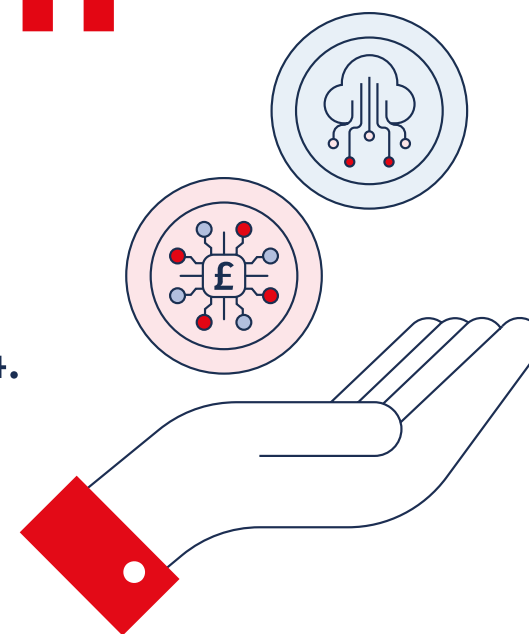
23%

of all FS FDI projects were in investment management in 2024, the second largest sub-sector after tech.



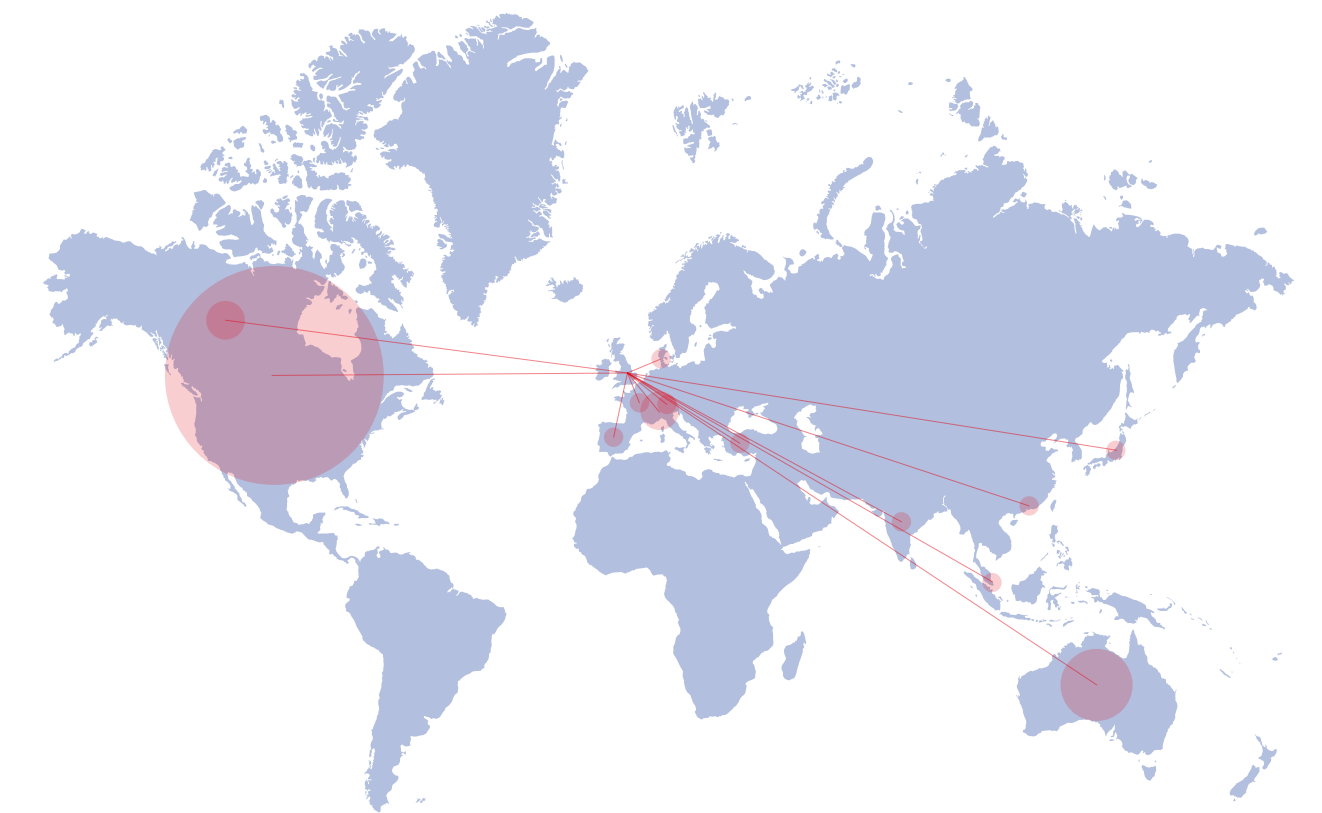
£197m

The value of FDI into investment management, 19% of all FS FDI capital expenditure in 2024.



The UK is the largest private equity (PE) and venture capital (VC) hub in Europe.²⁰

Innovative international firms like **FTV Capital**, a US growth equity firm that invests in financial and enterprise technology,²¹ and Swiss firm **Redalpine**,²² focusing on AI, biotechnology, fintech, and energy investments, opened London offices in 2024.



The UK is an international hub for global investment managers to operate in. Investment management firms come from around the world to invest in the UK, including **North America**, **Western Europe**, **Emerging Europe**, and **Asia-Pacific**. The diversity of investors speaks to the variety and quality of opportunities in the UK.

At country level, investment management firms from the United States, Australia, Canada and Switzerland saw the largest projects by value.

Endnotes

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4. <https://www.theglobalcity.uk/insights/catalysing-uk-economic-growth>
5. fDi Markets, a service from The Financial Times 2025. All Rights Reserved.
6. Note: numbers may not add up to 100% due to rounding.
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9. Pitchbook 2024 in <https://www.theglobalcity.uk/PositiveWebsite/media/Research-reports/Our-global-offer-to-business-2025.pdf>
10. fDi Markets, a service from the Financial Times 2025. All rights reserved.
11. They include all investment-related firms, including investment consultants, investment managers, asset managers, private equities, venture capital, and asset owners (e.g. pension funds).
12. They refer to holding companies or conglomerates that engage in a range of financial services activities. For example, Citigroup has businesses in retail banking, investment banking, capital markets advisory, securities services and treasury and trade solutions.
13. <https://www.theglobalcity.uk/PositiveWebsite/media/Research-reports/Our-global-offer-to-business-2025.pdf>
14. <https://www.scottish-enterprise-mediacentre.com/news/australian-owned-fintech-company-halo-to-establish-glasgow-base> (fDi Markets)
15. <https://www.digitaljournal.com/pr/news/vehement-media/wjfg-digital-hub-launches-new-1388422186.html> (fDi Markets)
16. Investment Association 2024 in <https://www.theglobalcity.uk/PositiveWebsite/media/Research-reports/Our-global-offer-to-business-2025.pdf>
17. <https://www.blackstone.com/news/press/construction-begins-blackstone-new-european-headquarters-expanding-london-footprint/> (fDi Markets)
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22. <https://www.cityam.com/european-vc-firm-redalpine-opens-london-office-after-151m-fundraise/> (fDi Markets)

Methodological note

This publication was produced by The City of London Corporation using data provided by fDi Markets, a service from The Financial Times Limited, accessed in April 2025.

Foreign direct investment activities refer to cross-border investments from one country to another either through setting up a new entity or expanding the operations in the investment destination. In this publication franchises and M&A activities are excluded.

Further notes to various data points in this publication:

- Definitions for financial services and professional services are drawn from FDI Markets own categorisation, unless specified.
- Jobs data and capital investment data include estimates based on company announcements. The data provider and City of London Corporation takes no responsibility for the accuracy of the jobs and investment data.
- All values in British Pounds converted from US Dollars.
- Subsectoral categorisation of firms investing in the UK is based on the City of London Corporation's own analysis.



About the City of London Corporation:

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK.

We aim to:

- Contribute to a flourishing society
- Support a thriving economy
- Shape outstanding environments

By strengthening the connections, capacity and character of the City, London and the UK for the benefit of people who live, work and visit here.

www.cityoflondon.gov.uk



**THE
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About the Global City campaign:

The Global City campaign is the City of London Corporation's overarching initiative to promote the UK as a world-leading international financial centre. It showcases the UK as a great place for financial and professional services firms to invest, locate and grow.

www.theglobalcity.uk