



THE GLOBAL CITY

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

Trends in 2025

May 2026



The UK remains Europe's most popular destination for financial and professional services FDI

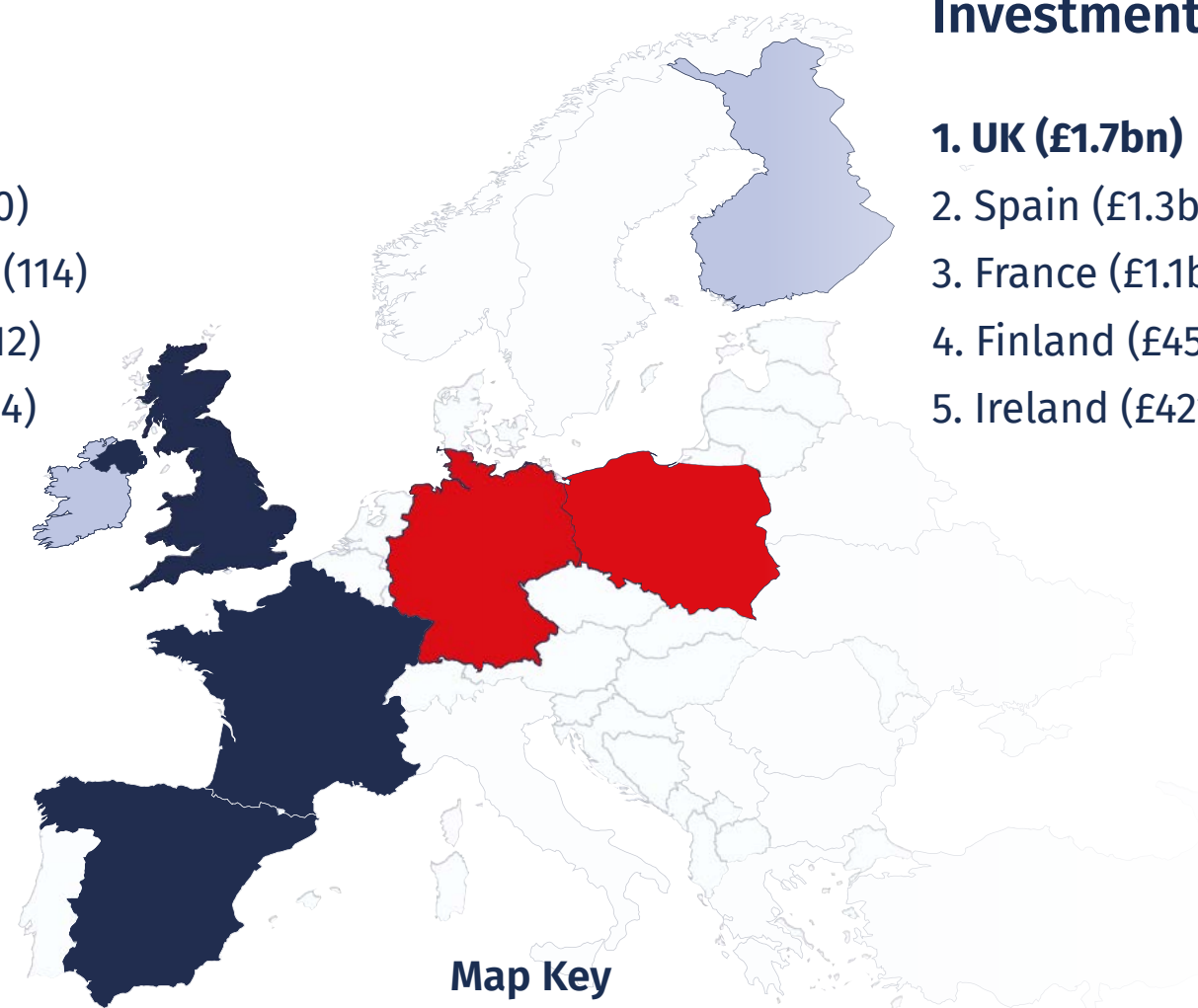
The UK is one of the world's leading financial and professional services (FPS) centres, attracting businesses and investors from across the world.

By projects and investment value, **the UK was Europe's most popular destination for FPS FDI**. The UK was the third most popular destination globally for FPS FDI by projects in 2025, after the UAE and the US, and ranked 6th globally by investment value.

Top 5 FPS investment destinations in Europe, 2025¹

Top 5 by Projects

1. UK (226)
2. Spain (130)
3. Germany (114)
4. France (112)
5. Poland (54)



Map Key

- In Top 5 for both number of projects and investment value
- In Top 5 for investment value only
- In Top 5 for number of projects only

Top 5 by Investment Value

1. UK (£1.7bn)
2. Spain (£1.3bn)
3. France (£1.1bn)
4. Finland (£455m)
5. Ireland (£421m)

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

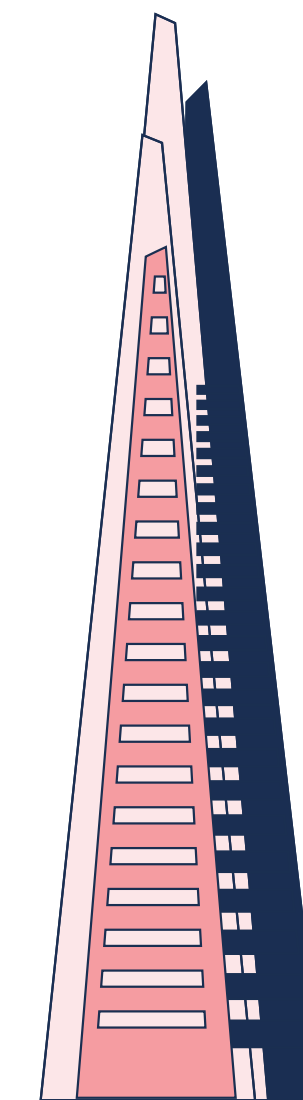
The UK also acts as a **hub for global investors** to manage their international business or to scale internationally.

Source data: fDi Markets

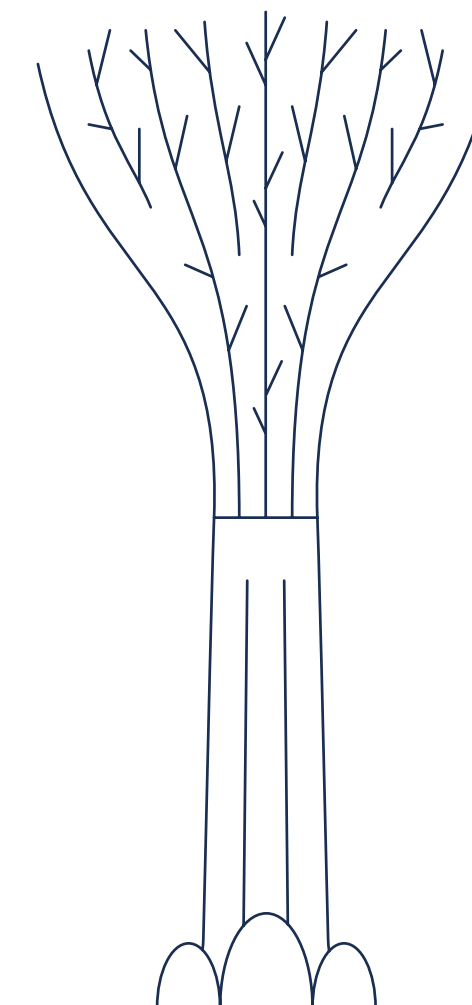
Across the past 5 years and consistently for each individual year in that period, **London has been the world's #1 global financial centre** for FPS investment by number of projects attracted (672), and the #3 global financial centre by total investment value (£3.9bn).

The UK offers:

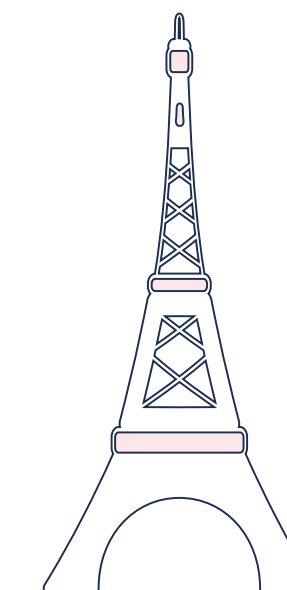
- access to global markets
- deep, liquid pools of capital for growth
- a thriving tech and innovation ecosystem
- a highly skilled and international talent pool
- a stable and responsive regulatory regime



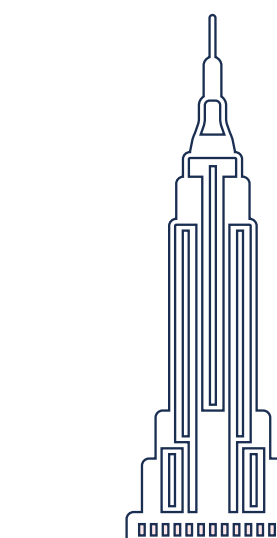
1. London
672



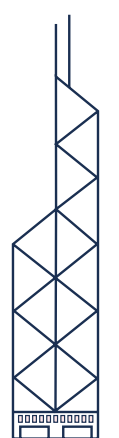
2. Singapore
598



3. Paris
354



4. New York City
326



5. Hong Kong
275

Ranking: Total FPS FDI projects (January 2021 - December 2025)²

Source data: fDi Markets

Despite macroeconomic headwinds, financial and professional services FDI into the UK remained relatively stable in 2025

FPS investment to the UK remained relatively stable in 2025, with a total investment value of £1.7bn, compared with £1.8bn in 2024.

In 2025, **the UK attracted 226 FPS projects** involving 164 foreign companies and creating 12,233 jobs.

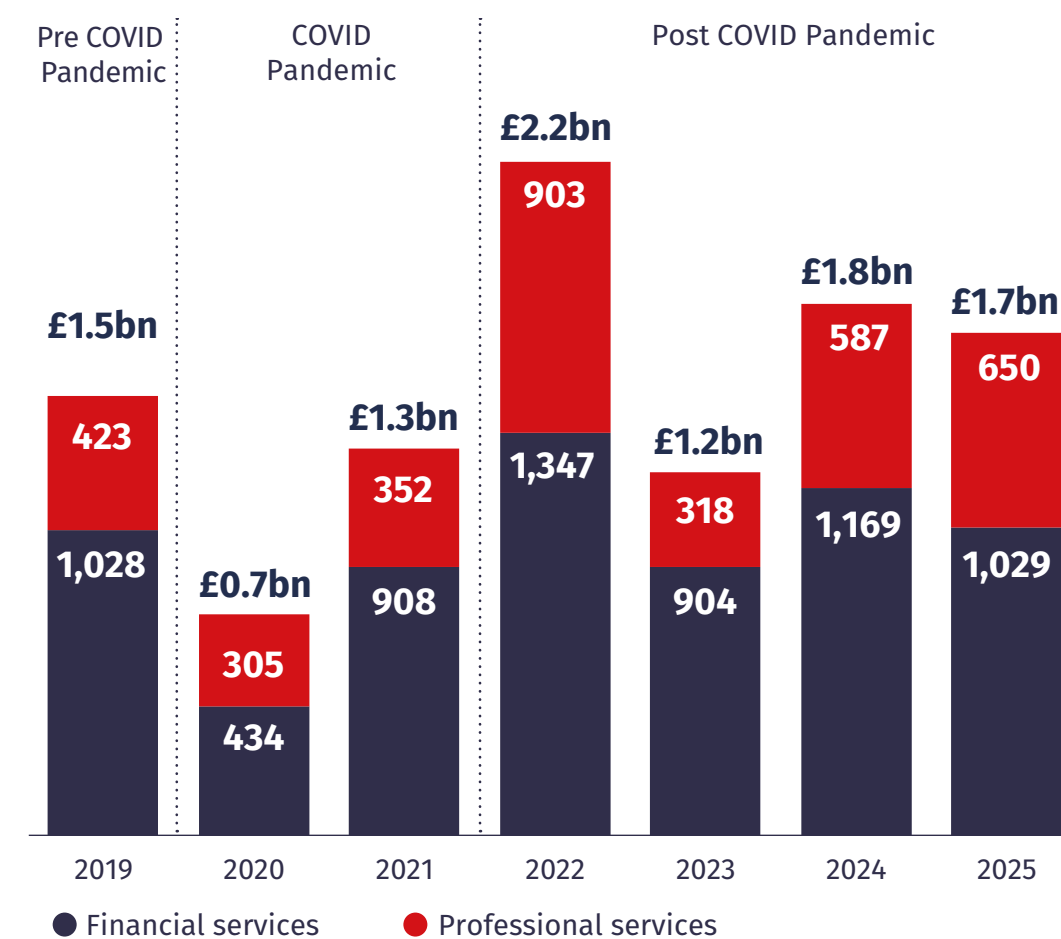
This is in a mixed environment where other major centres experienced year-on-year declines in investment value like the US,

Germany, and Japan. However, some other centres like France and Singapore saw large increases year-on-year.

While year-on-year FDI flows are fairly volatile and often dependent on a few high-value projects, UK investment grew at an average rate of 7% per year between 2021 and 2025, higher than the average for Western Europe for that period. Countries see strong differentials within that, with France growing at an average rate of 9% and Germany at -11%.

Boosting FDI and targeting high-value projects will continue to be a key economic driver for the UK.

FPS investment into the UK, £million³



Source data: fDi Markets

The Office for Investment: Financial Services (OFI:FS) was established to simplify and accelerate the international investor journey. It offers tailored and proactive support across market entry, regulatory navigation, business set-up, and beyond. OFI:FS is delivered via a public-private partnership, bringing together the Office for Investment, HM Treasury, the financial services regulators (PRA and FCA), and the City of London Corporation.

Find out more at: www.theglobalcity.uk/of-financial-services

FPS FDI contributes to the wider UK economy

As a world-leading financial centre, London attracted the largest number of FPS FDI projects in the UK in 2025 and these created the largest number of jobs. This is consistent across the last 5 years.

Cities across the UK also attracted FPS FDI, with projects announced in all four UK nations. UK cities outside of London accounted for 53% of jobs created, 46% of investment value, and 42% of projects.

Cities outside of London accounted for

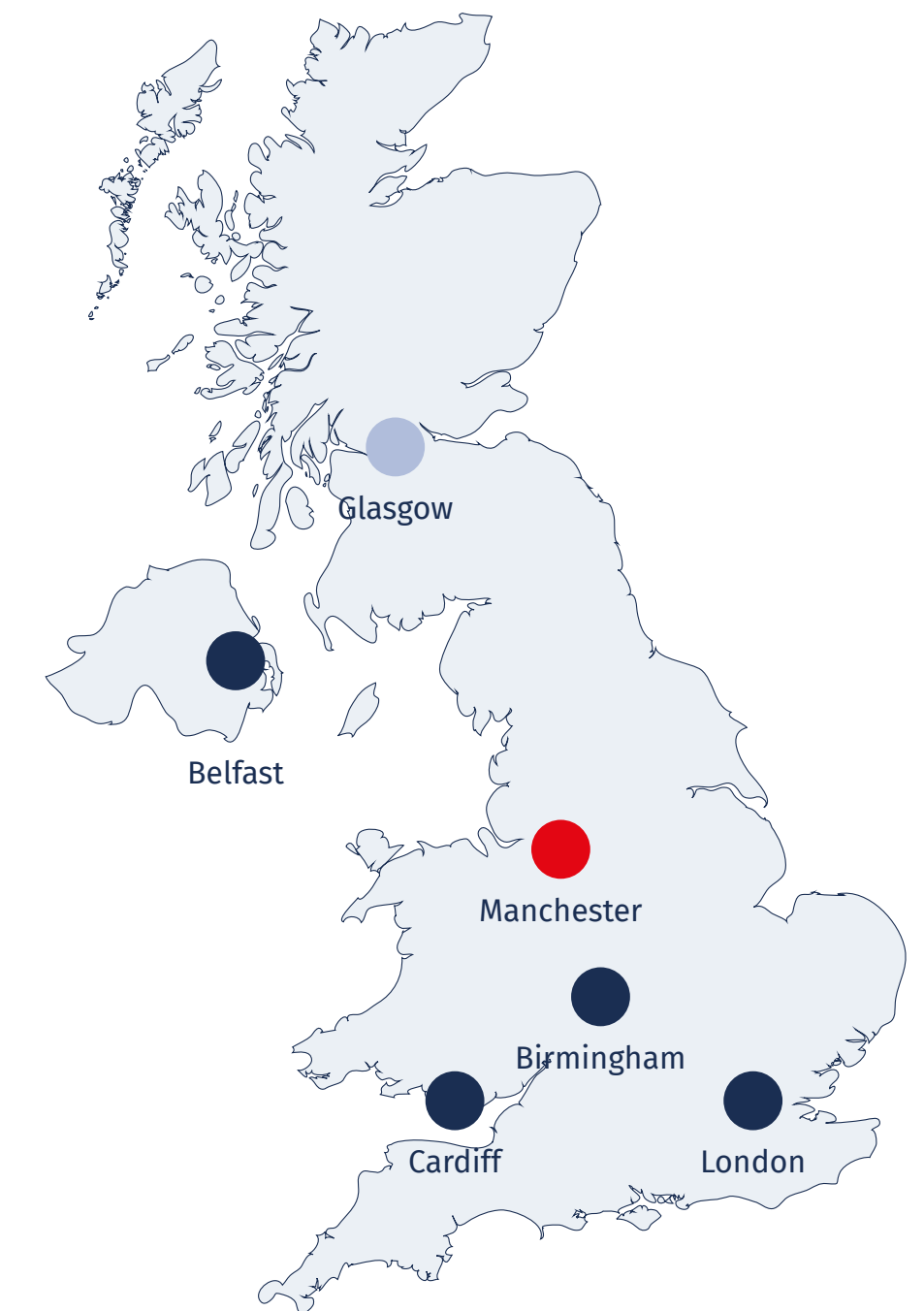
53%
of the jobs created

46%
of the investment value

42%
of the projects

FPS FDI brings capital and employment to the whole country, both directly and with the additional investment flows they bring. After establishing in the UK, many firms substantially grow their investment flows in the UK. Encouraging FDI by supporting the establishment of UK offices by sovereign investors currently without a presence here could bring in up to **£7.7bn of additional investment** by 2030.⁴

Top 5 FPS FDI UK Destinations, 2025⁵



Map Key

- In Top 5 for both number of projects and investment value
- In Top 5 for investment value only
- In Top 5 for number of projects only

Source data: fDi Markets

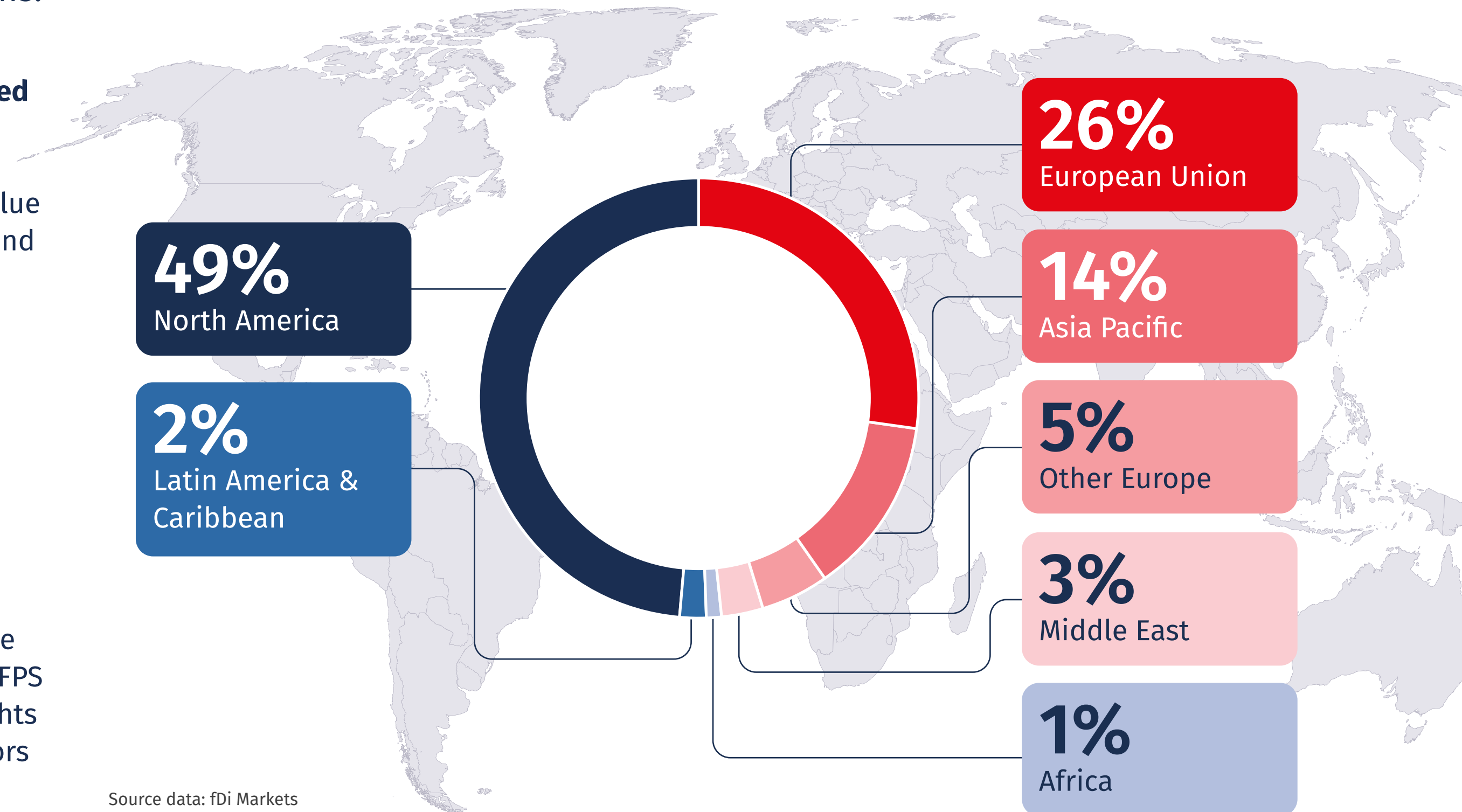
The UK attracts investment from around the world

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

In 2025, while the largest source markets remained the US and the EU, **the UK attracted investment from 34 source countries**, underscoring its global pull. The countries with the highest share of FPS investment value were the US (53%), India (9%), and Switzerland (4%). Collectively, the European Union accounted for 18%.⁶

Longer term, over the last five years the US and the European Union have consistently been the UK's largest sources of FPS investment by capital expenditure. The US accounted for 45% of FPS FDI into the UK from 2021 to 2025, and the European Union accounted for 26% over that same period. The US, India, and Switzerland have seen the largest absolute increases to their share of FPS FDI in the UK from 2021 to 2025. This highlights the UK's continued attractiveness to investors and firms from around the globe.

Source regions of FPS FDI over the last five years (January 2021 – December 2025, share of investment value)⁷



Source data: fDi Markets

Top 10 investing countries in UK FPS by share of investment value (January 2021 – December 2025)⁸

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

These 10 countries⁹ accounted for over **75% of the projects and nearly 80% of the investment** in UK FPS across this period.

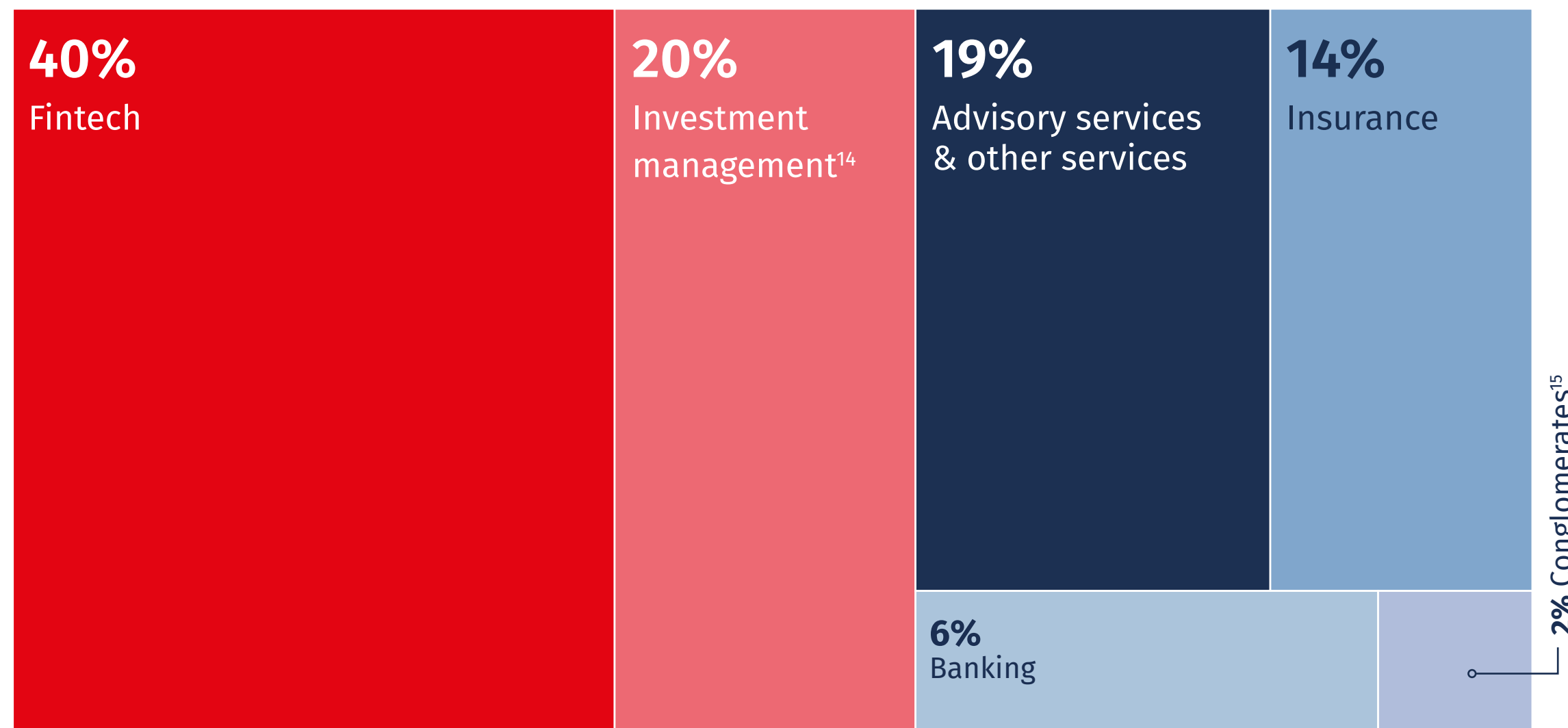
Fintech firms were the largest source of financial services investment

By projects and by investment value, as in 2024, fintech firms were the largest source of financial services (FS) FDI.

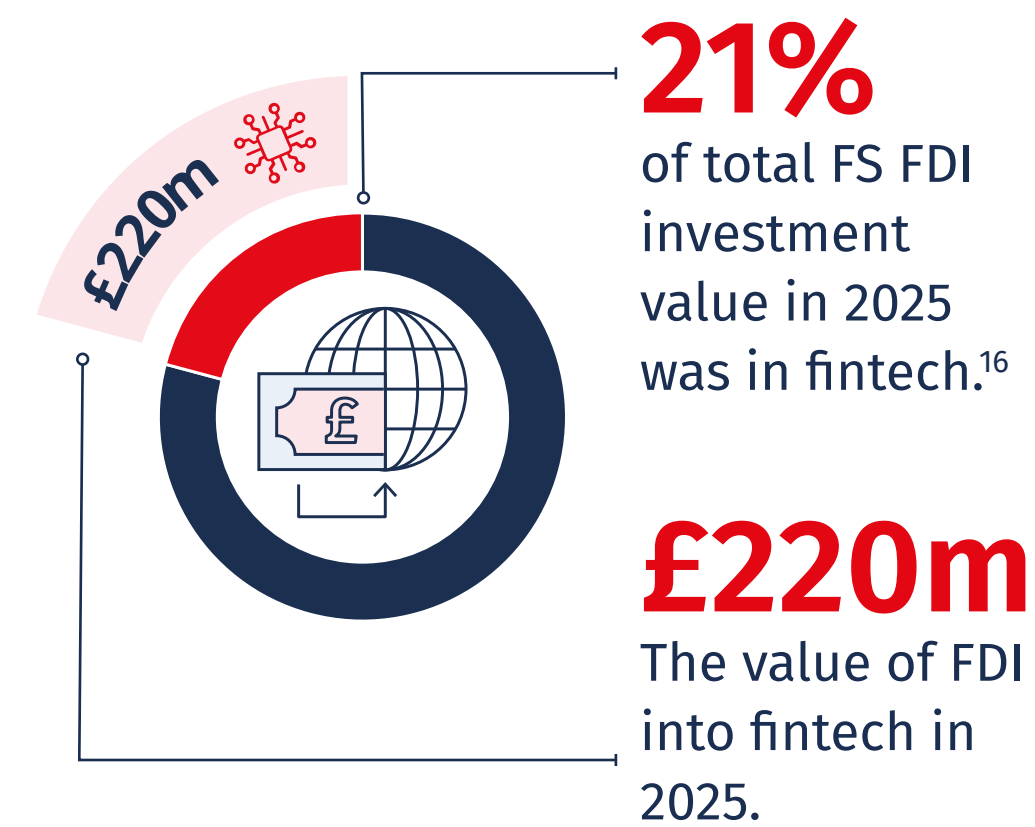
The UK is the largest tech hub in Europe, with over 3,500 fintech companies¹⁰ and 1.4 million tech jobs.¹¹ The combination of world-class talent, an innovative approach to regulation, and deep pools of capital make the UK the ideal environment for fintech firms looking to expand internationally.

Fintech firms were the largest source of FS FDI projects in the UK in 2025

Types of firms investing in the UK (share in all FS projects¹²) in 2025¹³



Source data: fDi Markets



The US, home to the largest tech sector in the world, remains the largest investor in UK fintech, accounting for over half of the projects and investment value in 2025.

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



The UK is shaping the future of financial services through its vibrant fintech sector. It has the highest share of the Fintech 100 in Europe, with 10 of the most promising fintech startups.¹⁷

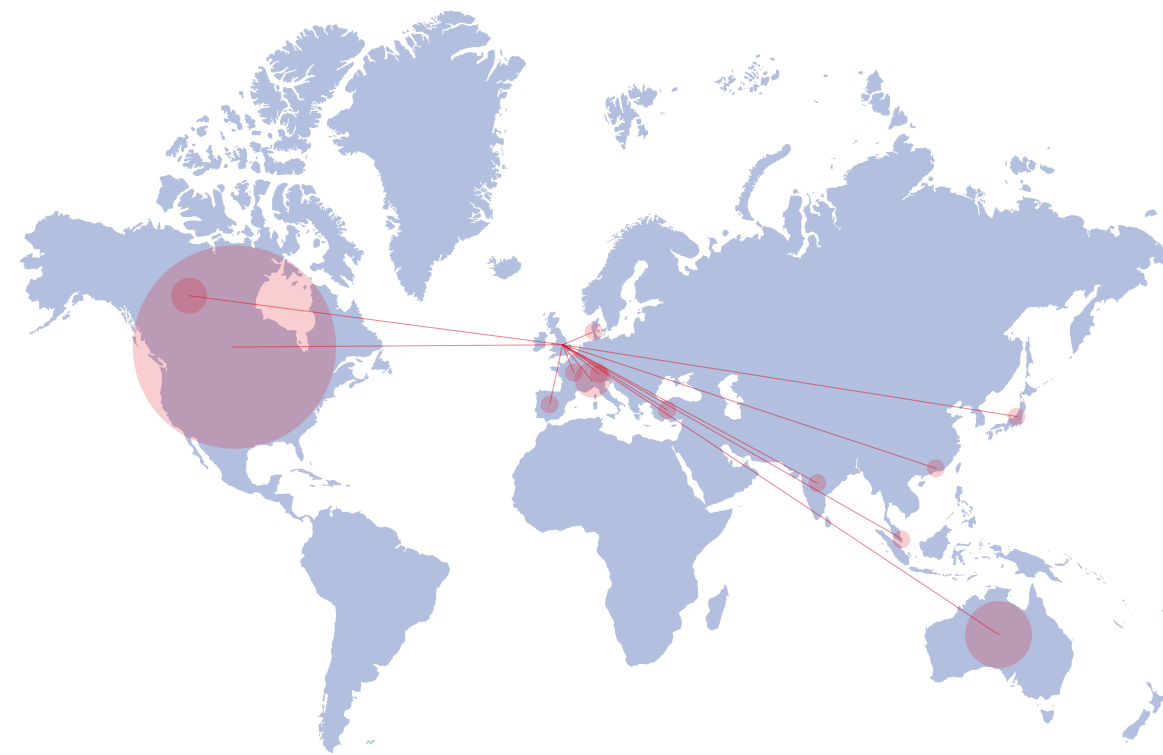
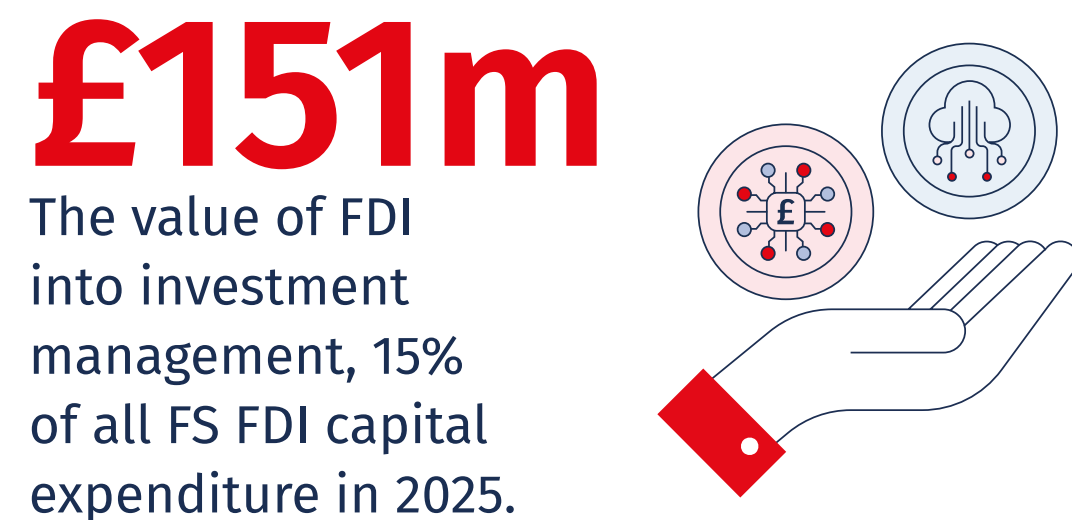
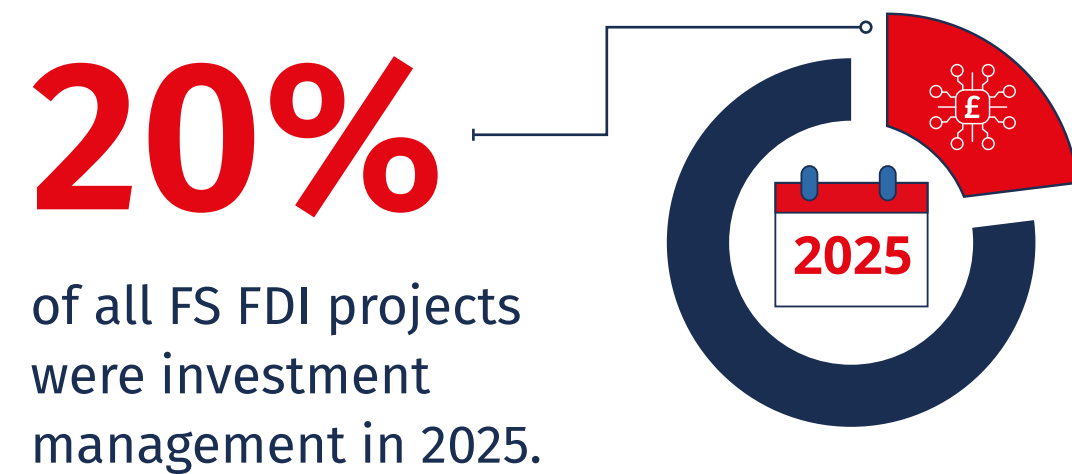
This innovative ecosystem, coupled with high fintech adoption rates, makes the UK an attractive destination for fintech firms looking to expand. **Ansatz Capital**, a quantitative trading fintech headquartered in New York City, established a UK subsidiary in 2025.¹⁸ **Ebury**, a fintech specialising in international payments, collections, and foreign exchange services, expanded its UK operations with a new office in Birmingham.¹⁹

The UK is a global centre 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 £12.1tn assets under management.²⁰

By projects, investment management was the second largest FS sub-sector in 2025, after fintech.

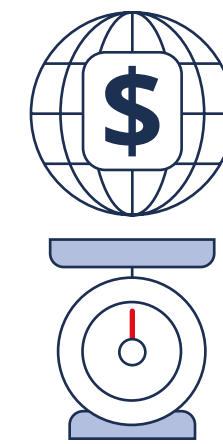


The UK is an international hub for global investment managers to operate in. Investment management firms come from around the world to invest in the UK, including **North America, Western Europe, Asia-Pacific and the Middle East**. The diversity of investors speaks to the variety and quality of opportunities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

While the UK gets investment from around the world, North American firms in particular were the largest source of investment management projects. They accounted for 65% of investment management FDI projects in 2025.

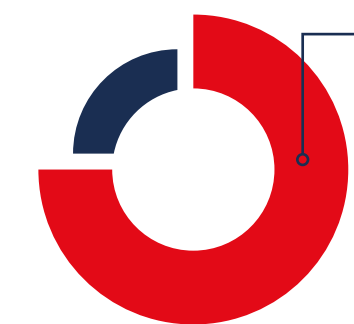
Langdon Equity Partners, a Canadian investment management company, established a London office.²¹

Thornburg Investment Management, a global investment firm based in the US, opened a London office and expanded its team in 2025.²²



£108m

The value of investment management FDI from US and Canada in 2025.



72%

US and Canada's share of investment management capital expenditure in 2025.



The UK is the largest private equity (PE) and venture capital (VC) hub in Europe.²³ US-based **Lead Edge Capital**, a growth equity investment firm specialising in software and tech-enabled businesses, opened its first international office in London in 2025.²⁴ The UK also attracted investment from firms who support innovative businesses – venture capital firm **HV Capital**²⁵ and venture debt firm **Stride Ventures**²⁶ opened offices in London in 2025.

Endnotes

1. fDi Markets, a service from The Financial Times 2026. All Rights Reserved.
2. fDi Markets, a service from The Financial Times 2026. All Rights Reserved.
3. fDi Markets, a service from The Financial Times 2026. All Rights Reserved.
4. City of London Corporation (2024) <https://www.theglobalcity.uk/insights/catalysing-uk-economic-growth>
5. fDi Markets, a service from The Financial Times 2026. All Rights Reserved.
6. While the EU's share of investment value dropped in 2025, total investment value from the EU has remained relatively stable over the last 5 years. The drop in the EU's share in 2025 can be explained by an absence of high value projects from the EU and the impact of high value projects from the US and India which increased their respective shares in 2025.
7. fDi Markets, a service from The Financial Times 2026. All Rights Reserved.
8. fDi Markets, a service from The Financial Times 2026. All Rights Reserved.
9. The top 10 countries by share of projects rather than investment value over this same period is fairly similar. The top 9 remain the same (but in a different order), while Spain falls out of the top 10 and Sweden and Singapore are in joint 10th place.
10. Accenture (2024) <https://ww2.innovatefinance.com/wp-content/uploads/2024/10/the-uk-fintech-impact-report-2024.pdf>
11. City of London Corporation analysis of ONS BRES 2025.
12. Note: numbers may not add up to 100% due to rounding.
13. fDi Markets, a service from the Financial Times 2026. All rights reserved.
14. They include all investment-related firms, including investment consultants, investment managers, asset managers, private equities, venture capital, and asset owners (e.g. pension funds).
15. 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.
16. While fintech had the largest share of both FS FDI projects (40%) and value (21%) of any subsector, the latter was noticeably smaller. This is due to fintech having many more but lower valued projects in 2025 compared to other subsectors.
17. CB Insights (2025) <https://www.cbinsights.com/research/report/top-fintech-startups-2025/>
18. eFinancialCareers (2025) <https://www.efinancialcareers.co.uk/news/another-elusive-quant-trading-firm-is-expanding-into-london>
19. Business Quarter (2025) <https://businessquarter.co.uk/ebury-opens-birmingham-office-to-strengthen-uk-growth/>
20. Investment Association (2025) https://www.theia.org/sites/default/files/2025-10/Investment%20Management%20in%20the%20UK%202024-2025_0.pdf
21. Wealth Briefing Asia (2025) https://www.wealthbriefingasia.com/article.php/Canada%27s-Langdon-Equity-Partners-Launches-Small_dash_Cap-Fund
22. International Adviser (2025) <https://www.international-adviser.com/thornburg-opens-london-office-and-expands-team>
23. City of London Corporation (2026) <https://www.theglobalcity.uk/insights/our-global-offer-to-business>
24. Lead Edge Capital (2025) <https://www.linkedin.com/posts/lead-edge-capital-opens-london-office-plots-share-7301317634904449025--pUz/>
25. Sifted (2025) <https://sifted.eu/articles/hv-capital-london-office-news>
26. Business Wire (2025) <https://finance.yahoo.com/news/stride-ventures-anchors-uk-expansion-094500783.html?guccounter=1>

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 May 2026.

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
GLOBAL
CITY**

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

