



MAKE THE CITY THRIVE



London's role as a listing destination
and why it matters for UK growth



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London has a bright future ahead and a huge amount to offer. Yet, for too long we've heard the same story: London is in decline, the City has lost its edge and IPO-ready businesses are looking elsewhere.

That story appears to be taking hold. Two thirds of those who responded to our latest financial services sentiment survey are concerned about the international reputation of London's IPO market. However, as we go on to discuss in this report, that narrative is overplayed. London remains Europe's leading financial centre, second only to New York globally. For many companies, the question is 'when' to list, not 'if' - so our pipeline remains strong.

London's strengths on the global stage stem from its traditional leadership, such as its role as a truly global insurance hub, and in newer areas such green finance and its innovative fintech ecosystem. Our world-class universities continue to attract top talent and drive leading edge research. Global uncertainty - whether geopolitical turmoil or economic shocks - continue to knock confidence, but IPO markets have been muted everywhere, not just at home.

Our city isn't standing still either. Far from it. We're seeing regulatory reform, new incentives, and a real push to make the UK an attractive place to start, scale and list a business. Competition is fierce, of course. Some markets benefit from investors more open to risk, while others may be seen as easier to navigate. Capital is mobile, and companies often gravitate towards the path of least resistance.

The challenge London faces isn't capability - it's perception. We've allowed the 'doom and gloom' narratives to take hold. Much in the same way the tales of 'crime-ridden London' don't stand up, the idea that the UK is too slow, complex, or cautious simply isn't true. If we don't tell our story, others will tell it for us.

The UK remains a great place to live and work. It's a place where world-class companies can grow fast, where talent is abundant, and where businesses can raise capital and go global. Momentum creates momentum, and we need some big, successful IPOs to land before others will follow.

Greater partnership between business and policymakers remains key, along with a shared commitment to fully champion growth openly and boldly. We will not be successful unless both recognise this truth.

"If we back London, tell a better story and match ambition with action, we can make the City thrive - and with it, the prosperity of the whole country."

That's not just for the benefit of London, but for our nation as a whole. When the City thrives, so do our regions. Strong public markets support productivity, innovation, long-term investment and create jobs across the UK. The significance of that financial ecosystem is clear. Financial and professional services already contribute around 12% of UK output and employ more than 2.5 million people. Our strengths are nationwide - from banking and credit services in Leeds, to fintech in Manchester, to insurance, pensions and asset management in Scotland, and a strong banking hub in Birmingham.

We're at a turning point, and the next wave of listings will either reset the narrative or crystallise the perception problem. Confidence matters, and it's vital we make the most of future upticks in IPO market activity.

If we back London, tell a better story and match ambition with action, we can make the City thrive - and with it, the prosperity of the whole country.

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The narrative of decline is wrong

London's position as a global listing destination has come under increasing scrutiny. A handful of high-profile listing decisions and subdued IPO activity have prompted the question: is London losing its edge? But when viewed in a global context, the data tells a more balanced – and confident – story.

#2

global financial centre,
behind New York

The decline narrative is overplayed.

£21.4bn

raised since the start of

2025

through 24 IPOs and
394 follow-ons.

London Stock Exchange,
Dealogic, 4 March 2026

Recent IPO headlines have exacerbated the narrative that London is losing its appeal as a listing destination. The reality is more balanced. And this narrative risks overstating the challenge and overlooking the big picture. London is Europe's leading financial market and second globally after New York. And the fundamentals that have long underpinned the City's markets - deep pools of capital, global investors, strong governance regulation, and a highly-developed professional and financial services ecosystem – remain.

#1

in Europe
(Global Financial
Centres Index)

The narrative of decline is wrong

Findings from our Financial Services Sentiment Survey, based on responses from 150 UK-based senior decision-makers in financial services organisations, suggest that hesitation to list in London is driven by a defined set of concerns. Leaders say the UK’s tax environment, the level of engagement from UK institutional and pensions fund investors, and economic or political stability relative to other markets are key factors that lead to London being overlooked when boards are choosing to list between London and other markets, such as New York or elsewhere in Europe.

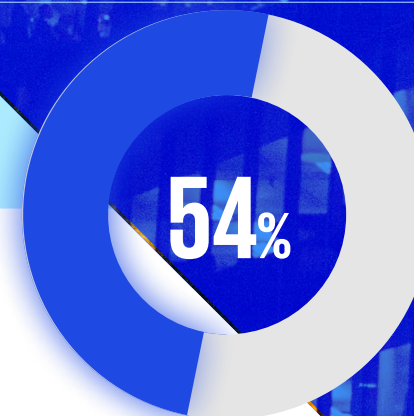
It’s important to put these concerns into context. Not all of them reflect structural weaknesses in London’s markets. Economic and political uncertainty has been a feature of global markets, not a London specific issue. Tax is often cited, but this tends to reflect perception and a few specific sticking points, rather than our headline tax rates.

1.3x London-listed companies raised 1.3x more capital than the next European exchange (SIX Swiss) over the period 2025-Jan 31 2026.

London Stock Exchange, Dealogic, 31 January 2026

The UK continues to offer advantages such as no withholding tax on dividends and an extensive double tax treaty network. And recent measures are aimed at improving market liquidity, such as the stamp duty holiday, which almost three quarters (72%) of FS leaders feel confident will have a positive impact. By contrast, engagement from long-term domestic investors is a genuine challenge and one that the UK needs to address.

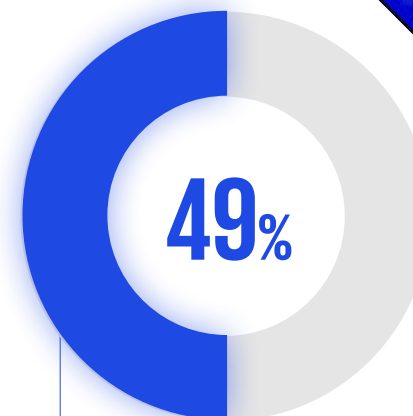
Where London arguably faces its biggest challenge is perception. In some boardrooms, the UK market is still seen as lacking a clear growth narrative compared with the US, while misconceptions persist around the regulatory environment being overly complex or difficult to navigate. London is also sometimes viewed as better suited to established, dividend-paying companies than to high-growth businesses still prioritising expansion. While reforms in recent years have sought to address many of these issues, perceptions tend to move more slowly than policy. The data however suggests that momentum is building.



say the narrative is overplayed

Over half of those surveyed agree that the narrative ‘the City is dying is and needs reviving’ is overplayed

KPMG’s UK Financial Services Sentiment Survey 2026



Post-IPO performance will define success

When asked what would best define success for London’s IPO market, stronger post-IPO performance was ranked most highly by FS leaders (49%), while a sustained increase in IPO volume was ranked the lowest (39%).

KPMG’s UK Financial Services Sentiment Survey 2026

London's IPO market is stirring

After several subdued years, London's IPO market is beginning to stir. While global uncertainty continues to weigh on activity, the pipeline is building and the conversation is shifting - from whether companies can list, to when and where they should.



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After several subdued years, activity picked up in 2025, making it the strongest year for London IPOs since 2021. Total proceeds from London IPOs almost trebled in 2025 compared to 2024⁵, with momentum building towards the end of the year as a number of larger transactions came to market.

Unfortunately, activity has been dampened in Q1 2026 by market nervousness around tech valuations and further affected by the latest geopolitical events. But setting aside the immediate market conditions, that late-year activity has created a credible springboard for 2026.

What's most notable, however, is not just the deals that have completed, but the change in conversation. A year ago, many discussions with companies were about whether listing was realistic at all. Today, those conversations are much more practical. Companies are focused on execution, preparation and timing - particularly around specific windows in late 2026 and early 2027.

That distinction matters - there is no shortage of companies looking to list. The pipeline is there. The market infrastructure is there. What's been missing is confidence and the willingness of investors to price growth consistently with other markets. London has a perceived investor valuation and capital allocation gap.

On top of that, IPO markets globally have been suppressed by a series of macro shocks: geopolitical tensions, inflation, interest rate volatility, and sector-specific concerns, including fears of overheating in parts of the technology market. These factors have disproportionately affected new listings, even as conditions for existing listed companies have remained relatively healthy.

Why choose London?

When it comes to choosing where to list, companies are pragmatic. While it's true that valuation is one of the key drivers of that decision, it's not the only one. Boards will weigh up what each market can realistically deliver, from valuation and liquidity to investor appetite over time. London remains a strong option, but it's not always the default choice.

That said, London's IPO pipeline is strong. The city is consistently ranked as Europe's top startup ecosystem and sits third globally in the Global StartUp Ecosystem Index. It's home to over 50 unicorns, more than any other European city, with fintech the most represented sector.⁶ London is the UK's highest ranked innovation cluster in the Global Innovation Index 2025, and its universities - such as UCL, Imperial, LSE and King's - are among the country's most prolific producers of startup founders.

Not only that, but London is also becoming more innovative in how it supports companies on the journey from private to public markets. A new type of regulated private stock market has been introduced - PISCES - with two operators already approved. The PISCES platform offers an easier and quicker way to trade shares in private companies. For some companies, this can be a stepping stone towards becoming public.

Looking ahead, much depends on the external environment. Global economic or geopolitical uncertainty was ranked as the highest risk by FS leaders when asked what might derail a recovery of London's IPO market. But there is pent-up demand from businesses that have spent several years preparing, only to see windows repeatedly close. My expectation is that, if political and geopolitical headwinds ease, activity will build through 2026, with a more pronounced surge towards the end of the year and into 2027.

That recovery, however, is not yet assured. FS leaders identified other risks that could still derail momentum, including the more flexible and globally connected listing structures offered by rival exchanges (17%), and perceived persistent valuation gaps between London and other major listing venues (14%).⁷ KPMG's UK Financial Services Sentiment Survey 2026

What needs to happen?

The market needs visible, high-quality success stories to reset perceptions, because companies pay close attention to how their peers perform once they come to market. Almost half of FS leaders believe that the success of London’s IPO market this year would be defined by stronger IPO performance (49%) and more international listings (48%).

One or two well-executed flagship IPOs, particularly in technology or fintech, could have an outsized impact, giving others the confidence to follow. If those businesses choose London and perform well, the narrative shifts towards growth and momentum. If they continue to opt for the US and other markets, the perception gap widens and London’s story becomes harder to tell.

That is why the next wave of listings matters so much. It will either help reset confidence in London’s IPO market, or risk locking in a perception problem. The market is structurally ready. The question now is whether confidence and capital are ready to follow.

Myth: The US is the only credible place for tech businesses

The UK is home to more than 50 fintech unicorns valued at over \$1bn⁸, underlining the scale and maturity of its tech sector and the depth of investor understanding that already exists. London also plays a central role in next generation technologies. London ranks number one globally as a source city and number two as a destination city for AI-related foreign direct investment,⁹ with leading global tech companies such as Visma choosing to pursue a listing here. The UK is also one of the world’s strongest centres for quantum computing, ranking second worldwide for the number of companies¹⁰ and levels of private investment in this space¹¹, as well as having the highest concentration per capita of talent relevant to the quantum sector.¹²

With reforms making it easier to list and raise capital, the fundamentals for a thriving tech IPO market are already in place. Early movers stand to benefit from greater visibility and a scarcity premium - and when high-quality listings perform well, others tend to follow.

81%

are confident that any recovery in London’s IPO activity can be sustained beyond the short term.¹³

KPMG’s UK Financial Services Sentiment Survey 2026

45%

say an improved global perception will define the success of London’s IPO market this year.¹⁴

KPMG’s UK Financial Services Sentiment Survey 2026

[8] The Financial Analyst; ‘London Leads Europe in Fintech Unicorns, Luring Global Investors’ (2025)

[9] fDi Markets from the Financial Times Ltd (2025)

[10] Dealroom.co (2025)

[11] Dealroom.co (2025)

[12] GOV.UK; Quantum Skills Taskforce Report (2025)



What drives the listing decision

For companies considering an IPO, the decision is rarely driven by a single factor. The timing and location of a listing is determined when internal readiness meets the right external conditions - a supportive investor base that understands the sector and the growth story, attractive valuations and market liquidity, and a regulatory environment they feel comfortable navigating. When these things come together, an IPO becomes a realistic option.

On many of these fronts, London has been making progress. Recent reforms have simplified parts of the listing framework and introduced changes such as dual class share structures, bringing London more in line with markets that are more traditionally seen as founder-friendly, such as New York.

Regulatory reform is lowering the barriers to entry

The new UK prospectus regime, which came into force in January 2026, is making it easier for companies to raise capital in the UK, while reducing the cost and complexity of admitting securities to public markets. These changes allow companies to raise higher levels of secondary share capital without requiring a prospectus, make it easier for companies to include retail investors in their capital raisings, and introduce protected forward-looking statements in prospectus related disclosures.

These reforms are also set to reshape the UK bond market. They enable retail investors to access the corporate bond market alongside institutional investors and allow debt issued by UK listed companies to be sold more easily in smaller denominations. Crucially, however, they signal a broader shift towards making the UK's public markets more competitive for modern growth companies. And leaders are optimistic. Almost seven in 10 (69%) survey respondents agree that the UK is moving fast enough on reform to influence listing decisions that are being made now.

What's more, in the past six months, the government has stepped back from increasing audit and corporate governance related legislation, in favour of changes aimed at boosting growth. A broad agenda focused on modernising the corporate reporting landscape and having a proportionate (not excessive) amount of information useful to investors and creditors will be proposed in H1 2026. This 'deregulation' will not, in isolation, result in more capital being raised in London. Having said that, it is one of a number of tailwinds to support London as a more attractive listing destination.

Alongside regulation, there's been a push to strengthen the wider ecosystem around listings. The stamp duty holiday on newly listed shares aims to improve secondary market liquidity and reduce trading friction for investors. More than seven in 10 (72%) of FS leaders believe this will have an impact on London's success as a global listing centre.

7 out of **10**

respondents agree that the UK is moving fast enough on reform to influence listings decisions that are being made now.

Supporting companies on their growth journey

Meanwhile, the London Stock Exchange has developed a number of products to engage with scaling businesses earlier in their lifecycle. We talked earlier about PISCES, another example is Floww, a regulated fintech platform making it easier to raise and manage private investment. It provides one system to raise funds, bring investors together, move money, and manage reporting.

Alongside this, a new 'concierge service' – developed in partnership with HM Treasury, the Office for Investment, and City of London – provides a single, joined up point of access for international firms looking to establish or scale in the UK. It's designed to help firms navigate regulation, remove barriers to entry and accelerate investment decisions. Together, these initiatives demonstrate a broader, coordinated effort to keep innovative, high-growth companies anchored in the UK as they scale. And they're underpinned by the strong environment for early-stage fundraising London offers, with consistent access to capital at seed and Series A and B rounds. For many European founders, London also stands as a strategic bridge to international capital – particularly US investors who have a significant presence in the City.

Where are the challenges?

That said, some structural challenges persist. A gap in later-stage growth capital is a known issue. While early funding is readily accessible, many scaling companies are having to look outside of the UK when larger funding rounds are required. In practice, this can mean relocating headquarters, pursuing another international market listing, or selling to a larger international group rather than continuing to scale independently in the UK.

Investor culture also plays a part. UK investors are often viewed as cautious compared with US counterparts, with a stronger focus on well-established, dividend-paying businesses. In contrast, US investors – often former founders themselves – tend to take a portfolio approach, accepting that a smaller number of outliers will make the majority of returns. That difference in risk appetite can influence valuations and shape where companies ultimately decide to list.

And then there is the wider competitive environment. The depth of the US capital markets continues to attract many of the world's largest growth listings, supported by its more risk-tolerant investors and its tendency to value companies more highly and pay execs better. Post-Brexit, exchanges in European cities are seen as credible alternatives to London. Amsterdam especially has emerged as an epicentre for tech IPOs due to its perceived investor-friendly regulatory system.

None of this suggests London is losing its relevance. But it does highlight where the next phase of progress needs to happen. Maintaining London's leadership will depend on making it easier and more attractive for UK investors to back home-grown businesses, strengthening the later stage funding pipeline, and ensuring the UK remains one of the most attractive places in the world to build and list globally competitive businesses.

69%

agree that the UK is moving fast enough on reform.¹⁵

KPMG's UK Financial Services Sentiment Survey 2026

Myth: Businesses will always thrive in the US as a listed entity

Companies that list in the US often face a crowded market where sustaining investor attention post IPO can be challenging. For many businesses, long term valuation depends less on where capital is raised on day one, and more on the depth and consistency of investor support that follows. Only 20 UK companies, raising over \$100m, have IPO'd in the US since 2014 (excluding SPACs).¹⁶ Of these, three are trading up, 12 have delisted, and the remaining five are trading down. Findings from a recent survey of Equity Capital Markets leaders suggest that a European company needs to be \$5bn+ to be a credible US IPO candidate.¹⁷

[16] London Stock Exchange, London Markets Update – first edition, 2026

[17] Queens Lane Advisory, Survey of ECM Leaders 2026, available at queenslaneadvisory.com/insights

London is still where the world comes to do business



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The recent London narrative has been one of attrition. Activity moving elsewhere, confidence dented by political and economic uncertainty, and the need to protect London’s position. These concerns are not without merit. But while much has been written about what London has to lose, far less has been said about what it continues to do exceptionally well.

Because the facts remain – London is Europe’s leading financial centre and ranks second globally, after New York, in the Global Financial Centres Index. It has a combined market capital in the multi-trillion-dollar range and the 259 foreign companies listed on the London Stock Exchange (as of October 2025) puts London in the top five exchanges globally by this metric. Financial and professional services in the capital alone generate £323bn in output, contribute to nearly £110bn in tax, and employ 676,000 workers.¹⁸

London is also home to more company headquarters than any other European city.¹⁹ It stands to reason; the UK works as a global base for business, with English as the common language, a time zone that links Asia and the Americas, and a legal system that is used and trusted well beyond the UK. This is not insignificant; these can be the determining factors for businesses choosing where to locate and grow.

And this is all being reinforced through investment. Six in 10 (60%) FS leaders plan to invest more in their London operations than in the rest of their UK operations over the next five years, with a quarter saying they will invest ‘much more’. On average, they are committing 21% of total revenues to London this year, rising to 25% over the next five years, and almost a quarter plan to invest more than 40% of revenues in the City over that period. All of which is a real vote of confidence for the capital.

Crucially, businesses are not just investing more in London – they are investing with intent. Leaders are prioritising investment on growing specific parts of their London operations (68%), building networks among key trade bodies and partners (62%), and attracting talent (41%).

Talent remains central to this story. London is first and foremost a knowledge hub. Its universities provide an internationally diverse talent base with more than 400,000 students in around 40 institutions in the capital. And four of the world’s top 10 universities sit within an hour of the city, supporting globally recognised strengths in areas such as life sciences and quantum technologies. It’s also one of the most diverse cities in the world, with more than 250 languages spoken, and has been ranked the number one city to live and work in for 11 consecutive years.²⁰

Though misconceptions around safety persist, data shows London remains a safe and attractive city in which to build careers and families. For example, total recorded crime fell by 2.4% between December 2024 and November 2025, compared with the previous 12-month period.²¹



business leaders plan to invest more in their London operations over the next five years.

[18] The City of London; City statistics briefing; available at cityoflondon.gov.uk/supporting-businesses/economic-research/research-publications/city-statistics-briefing

[19] Colliers; London Office Snapshot – January 2026; available at colliers.com/en-gb/research/london-offices-snapshot-january-2026

[20] Trip Advisor, Travellers’ Choice Awards; tripadvisor.co.uk/TravelersChoice-Destinations

[21] London & Partners; London takes safety seriously: January 2026

While our universities attract high calibre international students, visa restrictions can make it harder for some graduates to stay in the country after finishing their studies. For scaling businesses competing for talent, that can be a real constraint. It's also important that the UK continues to invest in digital skills and workforce upskilling as AI and new technologies drive changes to the way we work.

Within this wider ecosystem, London's professional services industry – a third of the total UK professional services sector – is a major enabler of long-term UK growth. It's a sector that's been established over generations, and one that continues to evolve as markets, technology and client needs change, anchoring the UK's position as a global business hub.

London is the home of international law and the epicentre for LawTech, with 43% of European LawTech companies operating out of the city.²² And the UK is a cornerstone in the delivery of accounting services worldwide. Our professional qualification system is widely respected; qualifications such as the ACA continue to attract high-calibre graduates and underpin a depth of expertise that few other countries can match.

The UK's speciality insurance market, centred in London and worth more than £187bn, further underpins global trade. London is the insurance capital of the world, and the UK insurance market is the third largest in the world, after the US and China.

Crucially, however, London's success does not stop at the M25. As the UK's main point of connection to global markets, London plays a huge role in linking businesses from across the country to international opportunities. London-based institutions - from professional services firms to trade and investment bodies - support exports, inward investment and growth well beyond the capital. Large professional services firms, in particular, operate extensive networks across the UK, bringing specialist expertise into local economies and supporting jobs, skills and productivity in every region.

The conclusion is a simple one. London's strengths are active and enduring. And while it's a particularly British thing to downplay our strengths, in today's competition for capital, talent, innovation and ideas, now is the time to be clearer, more confident, and more ambitious in telling that story.

Myth:

There's a talent shortage in London.

Hiring in London remained subdued at the start of 2026, but the pace of slowdown is easing. Candidate availability has increased, while businesses are still offering competitive starting salaries to secure critical skills. What's more, London's infrastructure development, such as the Elizabeth Line, has brought 1.5 million more people within a 45-minute commute of some of our key business districts.²²

[22]GOV.UK; available at london.gov.uk/programmes-strategies/transport/rail-and-underground/elizabeth-line

London's global strength goes beyond IPO numbers



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In my role as Global Financial Services Lead, I regularly find myself talking about AI, big tech, defence and even space exploration. In my 30 years working with the financial services sector, I have never had such varied conversations as I have had in the past 18 months. The sector is bursting with ideas, and the UK is in the privileged position of having both deep-rooted capital markets and flourishing fintech innovation. Two key ingredients for capitalising on those ideas and future-proofing its success.

The UK is one of the oldest financial hubs, with the rise of trade in Elizabethan England turning it into the world's biggest financial centre. Its capital markets infrastructure sets the benchmark for global standards. UK finance is synonymous with safety, thanks to our long history of robust laws, regulations and infrastructure. In times of such turmoil this trusted reputation is not to be sniffed at.

When we think about capital markets and fundraising, we often benchmark global centres according to the success of their equity markets, but the UK offers so much more. London is world-leading in derivatives, debt issuance, foreign exchange, commodity trading and insurance. Did you know that around twice as many dollars are traded in the UK as in the US?²³

[23]TheCityUK, International Trade and Investment; available at thecityuk.com/our-work/international-trade-and-investment/

Our latest FS Sentiment survey found that leaders rank the UK's innovative ecosystem as its strongest asset versus other global hubs, such as New York and Singapore. Despite geopolitical tensions, investor scrutiny and the higher interest rate environment, in the second half of 2025 UK, fintechs attracted almost \$11bn of investment, that's more than France, Germany, Belgium, the Nordics, Ireland, China, and Brazil combined.²⁴

The UK has a famously modest mindset and people often associate Asia and the US with technology and innovation, but I think that's misplaced. There is a huge amount of exciting innovation happening across the UK. Regulators, policy makers and industry are working hand-in-glove to build technology that is safe and useful, be it capital market reforms, digital assets or opening up the investment industry to the masses. While more can be done to help our fintechs reach scale onshore, there's certainly cause for optimism – and we should be showcasing it to the world.

Almost eight in 10 (79%) FS leaders believe that London can maintain its position as a global financial centre in the next three years. From my conversations with executives around the globe, I am confident that sentiment is shared by their international competitors too.

[24]KPMG Pulse on Fintech (2026)

The continued success of the City is vital not just for London but for the whole of the UK. The UK's financial and professional services sector creates almost one in every 13 UK jobs and around two thirds of those sit outside London. Cities like Belfast, Bristol, Birmingham, Edinburgh and Manchester are becoming innovation centres in their own right, and while their success is their own, it's undeniable that the proximity of London's deep pockets, global reach and talent attraction is a significant helping hand.

So, perhaps it's time for the City to shake off that modesty and showcase the UK as a trusted, forward-looking, internationally renowned financial centre.

8 of 10

UK FS leaders are confident London can maintain its position as a global financial centre in the next three years.



How we make the City thrive

London is an attractive place to list – but it has an image problem. Too often the narrative focuses on decline, despite evidence of resilience and recovery. That perception influences decisions long before a listing is considered. And that matters, because strong public markets are not just a City issue. IPOs help keep high growth companies anchored in the UK, support long term investment, and underpin productivity, innovation and skilled jobs across the country.

London is ready, and the UK has the capital firepower to back growth. But readiness on its own is not enough. Investment only comes with confidence, so success at this point depends less on infrastructure and more on how well we tell London’s story as a place to back growth.

So, what is London’s story?

The facts remain. London is Europe’s leading capital market and second globally after New York. It offers something few other European markets can - deep and diverse pools of capital, a trusted legal and regulatory framework, strong professional and financial services, and access to international investors, including US capital. For many UK and European businesses, London is the most practical place to raise capital, build visibility and scale internationally. It’s also structurally ready, reforms are moving in the right direction, and a healthy pipeline of IPO-ready businesses is building. To turn this into a sustained market recovery, three things are needed:

1. Reset the narrative around London’s capital markets

Government, regulators and market leaders need to be clear and confident about London’s story. The city’s enduring strengths - its global investor reach, trusted legal framework, depth of expertise, and its position as a gateway to international capital - should give businesses the confidence to start, scale and stay in the UK.

2. Visible IPO success

Confidence also follows performance. One or two high quality, well executed IPOs - particularly in growth sectors such as technology, fintech or life sciences - would have a disproportionate impact on sentiment. Companies watch their peers closely. When listings land well and perform well, others are more likely to follow. This means focusing on quality over volume - a small number of visible IPO success stories would do more to reset confidence than counting headline numbers. But those listings need to be well-backed and sustained because post-IPO performance will define success.

3. Encourage more investment in home-grown companies

While recent reforms have made it more straightforward to list in London, the next phase must focus on investor behaviour.

The UK starts from a position of real strength as an investment hub. It’s the second largest investment centre in the world, with around £10trn of assets managed, including £370bn invested in corporate bonds to support business growth. And more than 35% of all European assets are managed from the UK.

The challenge is not the availability of capital, but how effectively it’s funnelled into UK growth. Greater engagement from long term domestic investors - including pensions, insurers and asset managers - would improve liquidity, support valuations over time, and reduce reliance on overseas capital. Initiatives such as the Mansion House Compact, which encourages pension schemes to allocate more capital to UK assets, are an important signal of intent, helping to align domestic capital with domestic growth.

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About the data in this report

The findings in this report draw on data from KPMG UK's Financial Services Sentiment Survey. The research was conducted by Opinium on behalf of KPMG using an online quantitative methodology. It is based on responses from more than 150 UK based senior decisionmakers at director level and above, working across financial services organisations. The survey was in field between 23 February and 4 March 2026.

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