

# The importance of investing for the long term

Investing with a long-term outlook is the best way for you to reduce the impact of stock market fluctuations and to grow your investments over time.

The chart below shows that over the long term, there is an upward trend of returns from equities and bonds, despite the short-term volatility caused by major events. In fact, an investment into global equities could have grown by more than 1020% over the past 30 years.



## Key takeaways

- ▶ Don't let short-term blips distract you from your long-term plan.
- ▶ People who stay invested are more likely to see their investments recover.
- ▶ Investing over the longer term (five years or more) is more likely to be successful.

**Source:** Quilter Investors as at 30 June 2023. Total return in pounds sterling over period 30 June 1993 to 30 June 2023. Based on an initial investment of £10,000. Global equities is represented by the MSCI All Country World Index; global bonds is represented by the Bloomberg Global Aggregate Index; and cash is represented by the Bank of England Base Rate. The information provided is for illustrative purposes only and doesn't represent the past performance of any particular investment. It is not possible to invest directly into an index.