

Own Gold Market Timing Insight

Data-Led Analysis for Investors



Prepared by:

Westbrooke Associates Limited
Metcalf Way, Crawley, West Sussex.
RH11 7XX. United Kingdom

+44 (0) 203 745 0294
info@westbrookeassociates.com
www.westbrookeassociates.com



Global Demand for Gold

The gold market continues to be shaped by long-term demand drivers, with global uncertainty, inflation concerns and central bank buying all supporting investor interest. In this environment, gold continues to attract attention as a defensive asset and store of value, particularly among investors seeking portfolio diversification and greater protection against volatility.



Geopolitics continue to support gold

Rising geopolitical tension and continued institutional buying have helped maintain strong momentum across the gold market, further reinforcing its appeal.

Source: Reuters, [Gold has more room to run](#), January 26, 2026



Groundbreaking year for gold

Global gold demand reached record levels in 2025, supported by strong investment flows, safe-haven buying and continued demand for bars, coins and ETFs.

Source: [Gold Demand Trends: Q4 and Full Year 2025](#), 29 January, 2026



Central bank demand supports gold

The 2026 and 2027 outlook for gold remains bullish, with continued central bank and investor demand expected to support prices and reinforce its defensive appeal.

Source: J.P.Morgan, [Will gold prices continue to hit all-time highs in 2026?](#) December 16, 2025

Watch: The Gold Market in Focus



A broad market overview from the World Gold Council exploring the key trends, investor drivers and demand factors that shaped the gold market in 2025.

Market Data

The gold market continues to be supported by long-term demand drivers, with central bank buying, investor demand and geopolitical uncertainty all reinforcing its role as a defensive asset.

Record demand in 2025 and continued safe-haven buying in early 2026 have highlighted gold's ongoing relevance during periods of inflation, volatility and wider market uncertainty.

As a result, gold remains widely regarded as both a store of value and an effective diversification tool within a broader portfolio.

With major market forecasts remaining bullish for 2026 and 2027, the sector continues to attract attention from investors seeking resilience, stability and long-term strategic exposure.

Record Gold Demand

World Gold Council said total gold demand topped 5,000 tonnes in 2025, reaching record levels.

Bullish 2026–2027 Outlook

J.P. Morgan says the outlook for gold remains bullish, with continued central bank and investor demand expected to support prices.

Geopolitics Support Gold

Rising geopolitical tension and continued institutional buying have helped maintain strong momentum across the gold market.

Safe-Haven Demand Remains Strong

Gold reached record highs in early 2026 as geopolitical and economic uncertainty continued to support investor demand.

Gold ETF Flows Stay Active

World Gold Council reported continued Exchange-Traded Fund (ETF) inflows in early 2026, showing sustained investor interest in gold exposure.

Central Banks Still Favour Gold

Brookings noted that preliminary IMF data for 2025 suggested a further increase in central bank gold holdings, driven largely by emerging markets.

Sources:

- World Gold Council, [Gold Outlook 2026: Push ahead or pull back](#), 4 December, 2025
- Reuters, [JP Morgan sees gold at \\$6,300 an ounce by year-end on robust central-bank, investor demand](#), 2 February 2026
- LMBA, [2026 Precious Metals Forecast Survey](#)
- Reuters, [Gold steady as conflict-driven inflation fears counter dollar softness](#), March 16 2026



Own Gold at a Glance



Sector

Gold trading and investment



Minimum Investment

£10,000



Term Options

2 or 5 years



Return Profile

11%–17% per annum



Growth Option

Up to 100% at maturity



Investment Model

Fixed-return structure



Oversight

Insurance, auditing & trustee oversight

Market Timing & Opportunity

Gold has long held a distinct role within the investment landscape, valued for its ability to preserve wealth, diversify portfolios and provide reassurance during uncertain economic conditions. As investors continue to focus on resilience, stability and long-term asset protection, gold remains strategically relevant in the current climate.

Why Own Gold Is Well Positioned

- ✓ **Defensive Asset Class:** Gold continues to be a recognised store of value during uncertain market conditions.
- ✓ **Strong Market Backdrop:** Record demand and continued safe-haven buying are supporting momentum.
- ✓ **Positive Forward Outlook:** Major market commentators remain bullish on gold through 2026 and 2027.
- ✓ **Broad Investor Appeal:** Gold continues to attract both institutional and private investor interest.
- ✓ **Clear Market Relevance:** Inflation, uncertainty and diversification continue to support demand.



A Market Ready For Stability

Gold continues to attract attention from investors seeking resilience, diversification and long-term value preservation. In uncertain economic conditions, its defensive characteristics remain a key part of its appeal.

Why Timing Matters

With demand supported by central banks, private investors and safe-haven buying, the wider gold market remains well positioned. Current conditions continue to reinforce gold's role as a relevant and strategic asset class.

Investor Demand

Gold remains widely recognised as a portfolio diversifier, particularly during periods when investors are looking to reduce exposure to volatility and preserve wealth more effectively.

Market Momentum

Record demand, continued institutional interest and strong price support have helped sustain confidence in the gold sector, reinforcing its relevance within the wider investment landscape.

The Case for Early Investment

The combination of geopolitical uncertainty, inflation concerns and resilient institutional demand has helped keep gold firmly in focus. In markets where investors are increasingly prioritising stability and defensive positioning, gold continues to stand out as a strategically relevant asset. With market drivers pointing toward continued strength and major commentators maintaining a bullish outlook, the sector remains well aligned with current investor priorities.

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