

Pet Insurance - UK - August 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Mintel expects the market to continue to grow at a fairly robust rate, in value terms, over the next five years. This is based on moderately higher demand levels, an improvement in the economic environment and further price increases.”

- Sarah Hitchcock, Senior Analyst – Financial Services

This report looks at the following areas:

- There remains good potential to expand the market
- Providers need to attract new customers to reduce the risk of an ageing portfolio
- The secret to sustainable premiums is effectively managing claims costs

The UK pet insurance market is the largest in the world. However, intensifying competition and rising veterinary fee inflation are inevitably taking their toll on margins, leading to the withdrawal of one key underwriter within the past year. It is also a fairly concentrated market, with just three underwriters responsible for three quarters of total premium income in 2013. And yet there are numerous distributors – most of them from the insurance, veterinary and retail sectors – all touting for business from a diverse customer base.

The market may have matured, but debate rages over whether it is nearing saturation or whether there is still scope to further increase product penetration, particularly given consumer concerns over rising treatment costs. This unresolved issue represents the central theme of Mintel's report, which provides an overview of the market's size and composition, its strengths and weaknesses, recent innovation and promotional activity. The market analysis is complemented by the results of an online consumer survey, which offers insight into the attitudes of pet owners towards pet insurance and identifies those demographic groups who are most likely to take out cover.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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