

## Consumers and General Insurance - UK - December 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

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“Intense price pressure has caused the general insurance market to shrink and the aggressive price competition facilitated by price comparison sites shows no signs of letting up. The market is reaching a crucial juncture in how it manages value-seeking customers, as continuing to drop prices could have serious consequences for product quality.”

– Patrick Ross, Financial Services Analyst

### This report looks at the following areas:

- Peer-to-peer insurance is calling the role of the traditional insurer into question
- Tumbling premiums spell trouble for product quality

The general insurance market is defined by intense price competition. Price comparison sites dominate the largest products in home and motor insurance, paving the way for customers to follow their overriding motivation to seek out the best value.

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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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## Table of Contents

### Overview

What you need to know

Report scope and market definitions

### Executive Summary

The market

The general insurance market is shrinking under price pressure

Figure 1: General insurance revenue – Retail products – UK risks, by GWP, 2010-14

Home and motor dominate general insurance business

Figure 2: Share of premium income, by sector, UK general insurance retail products, 2013

Key players

Aviva held off Direct Line to remain the largest underwriter in 2014

Figure 3: Largest personal lines underwriters, by proportion of GWP, 2014

TV has grown to host half of all advertising efforts

The consumer

Two thirds have car or home contents insurance

Figure 4: Product ownership, September 2015

Ease of understanding and arrangement remain important

Figure 5: Attitudes towards products and cover, September 2015

The cost burden is a dominant concern for insurance customers

Figure 6: Attitudes towards cost and value, September 2015

Commoditised products see strongest switching activity

Figure 7: Agreement with the statement 'I would be more interested in what I can get for free with an insurance policy than in the insurance itself (eg toys, vouchers, subscriptions)', by switching behaviour of car insurance owners, September 2015

A third spend between £21 and £50 per month on insurance

Figure 8: Amount spent on general insurance products, 2014 and 2015

Beyond price, UK-based customer service sways purchasing decisions

Figure 9: Factors influencing car insurance purchases, by age, September 2015

Having a claim refused is the strongest internal driver for switching

Figure 10: Events that insurance customers say would definitely lead them to change insurance provider(s), September 2015

What we think

### Issues and Insights

Peer-to-peer insurance is calling the role of the traditional insurer into question

The facts

The implications

Tumbling premiums spell trouble for product quality

The facts

The implications

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## The Market – What You Need to Know

The general insurance market is shrinking under price pressure

Home and motor dominate general insurance business

## Market Size

The general insurance market is shrinking under price pressure

Figure 11: General insurance revenue – Retail products – UK risks, by GWP, 2010-14

Net Written Premiums have fallen but claims are under control

Figure 12: General insurance – Retail products – UK outgo and underwriting result, 2010-14

## Market Segmentation

Home and motor dominate general insurance business

Figure 13: Share of premium income, by sector, UK general insurance retail products, 2013

Motor business is a headache for insurers...

Figure 14: Underwriting ratio – UK general insurance retail products, 2010-14

...but falling claims have kept most insurers clear of losses

Figure 15: Claims ratio – UK general insurance retail products, 2010-14

## Key Players – What You Need to Know

Aviva held off Direct Line to remain the largest underwriter in 2014

Channel innovation and new technologies are shaping strategies

Insurers take their messages to TV in the battle to stand out

## Underwriter Share

Aviva held off Direct Line to remain the largest underwriter in 2014

Figure 16: Largest personal lines underwriters, by GWP, 2012-14

## Competitive Strategies

Finding new ways to reach the market

Columbus Direct

Cuvva

Bought By Many

Consumer-driven technology with a commercial focus

Telematics and black box technology

Wearable and video technology

## Advertising and Marketing Activity

TV has grown to host half of all advertising efforts

Figure 17: Recorded above-the-line, online display and direct mail advertising expenditure on general insurance, by media type, 2012/13-2014/15

Direct Line invests heavily to compete with price comparison sites

Figure 18: Top 20 brands for recorded above-the-line, online display and direct mail advertising expenditure on general insurance, 2012/13-2014/15\*

Insurers get competitive over paid and organic search

Note on NMR data

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## The Consumer – What You Need to Know

- Two thirds have car or home contents insurance
- The pursuit of free gifts drives switching and can undermine product quality
- 17% don't know their total monthly insurance spend
- UK-based customer service is a draw for customers
- The impact of mis-selling should not be underestimated

## Product Ownership

- Two thirds have car or home contents insurance  
Figure 19: Product ownership, September 2015
- Ageing enforces higher home and car insurance ownership  
Figure 20: Ownership of most commonly held general insurance products, by age, September 2015
- Opportunities for cross-selling to older car and home insurance customers  
Figure 21: Number of insurance products held, September 2015

## Attitudes towards Products and Cover

- Data tracking technology needs a boost to achieve mass-market appeal
- Employing photo and video surveillance should result in rewards for customers
- Ease of understanding and arrangement remain important  
Figure 22: Attitudes towards products and cover, September 2015

## Attitudes towards Cost and Value

- The cost burden is a dominant concern  
Figure 23: Attitudes towards cost and value, September 2015

## Switching Behaviour

- Commoditised products see strongest switching activity  
Figure 24: Switching behaviour, September 2015
- The pursuit of free gifts drives switching and undermines product quality  
Figure 25: Agreement with the statement 'I would be more interested in what I can get for free with an insurance policy than in the insurance itself (eg toys, vouchers, subscriptions)', by switching behaviour of car insurance owners, September 2015  
Figure 26: Agreement with the statement 'I would be more interested in what I can get for free with an insurance policy than in the insurance itself (eg toys, vouchers, subscriptions)', by switching behaviour of home contents insurance owners, September 2015

## Amount Spent on General Insurance Products

- A third spend between £21 and £50 per month on insurance  
Figure 27: Amount spent on general insurance products, 2014 and 2015
- Almost one in five don't know how much they pay for insurance each month...  
...and women are more likely to be uncertain  
Figure 28: Amount spent on general insurance products, by gender, September 2015

## Factors Influencing Insurance Purchases

- Beyond price, UK-based customer service sways purchasing decisions  
Figure 29: Factors influencing insurance purchases, September 2015
- Younger, inexperienced customers seek support

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Figure 30: Factors influencing car insurance purchases, by age, September 2015

### Motivation to Switch or Consider Switching

Having a claim refused is the strongest internal driver for switching

Product admin fees are less likely to prompt switching

Figure 31: Events that would lead to changing/considering changing current insurance provider(s), September 2015

Most customers are sensitive to the perceived negatives about the service they receive

Figure 32: Number of events that would lead to changing/considering changing current insurance provider(s), September 2015

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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