

Web Aggregators - UK - October 2009

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What is this report about?

This report considers recent developments in the web aggregator market and explores the main issues impacting future developments in the industry. The main players in the market are examined, together with their advertising strategies – the source of much comment in recent months. Mintel's exclusively commissioned consumer research also provides a valuable insight into consumer behaviour and attitudes towards aggregators.

What have we found out?

- More than 24 million people have used a price comparison site to purchase financial products or to obtain quotes.
- Consumer loyalty is fairly low in the aggregator market - with more than 14 million people having used three or more different price comparison sites.
- Almost five million people use price comparison sites as a research tool, but then buy directly from their selected company.
- Around 7.5 million aggregator users regard a well-known or reputable brand as important consideration when searching for financial products.
- Finding the lowest price tops the list of major considerations for people using an aggregator to select a financial product, but it is closely followed by concerns about the level of cover.
- 8 million users believe that price comparison sites provide an impartial and unbiased service, but around 7.5 million have concerns about their market coverage.

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