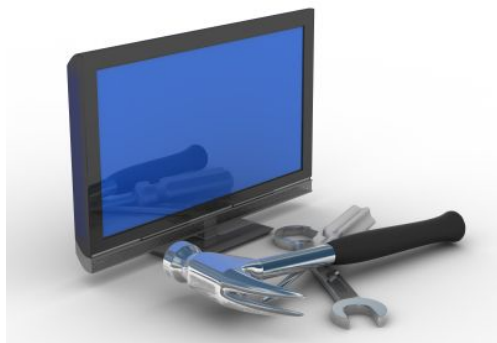


Extended Warranties - UK - May 2011

Report Price: £1500 / \$2310 / €1793

What is this report about?

This report examines the main issues influencing the extended warranty market, including the impact of regulation and consumer sentiment. It considers the main players in the market, recent product developments and the wider competitive context. Mintel's exclusive consumer research provides an overview of product ownership, the main sales channels used and looks at purchasing behaviour. It also includes motivations to purchase and more general attitudes towards extended warranties.



What have we found out?

- The market for extended warranties has shrunk over the last few years, but it's still sizeable. Approximately 12.5 million adults have taken out an extended warranty for an electrical purchase over the last three years.
- Those who have bought cover are fairly positive. Almost 50% of extended warranty holders have cover in place for more than one electrical appliance. Existing customers are more than twice as likely as the average to be planning to take out another product in the next 12 months.
- Although the point-of-sale advantage remains crucial, there are encouraging signs for firms looking to sell standalone policies - the proportion shopping around appears to have increased over the last few years.
- One in four internet users who own an extended warranty arranged or researched their policy/plan online. Those using the internet are more likely to purchase cover from non-point of sale providers.
- Two-thirds of those with extended warranty cover are pleased that they arranged cover, despite the fact that only a quarter has made a claim on their warranty or plan.
- Eight out of ten of those with cover agree that extended warranties provide peace of mind, although around half this number agrees that they offer good value for money.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100