

Web Aggregators in Financial Services - UK - July 2011

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"The price-comparison market struggles when it comes to differentiation. Although each site has its strengths, most are offering a similar range of products, targeting similar customers. Mintel's research shows that there is scope for a site to carve out a niche for itself by building a more distinctive image."

- Toby Clark, Head of UK Financial Services Research

In this report we answer the key questions:

- Can product providers head off the aggregator challenge?
- What needs to be done to draw new customers into the market?
- Can aggregators build differentiation by appealing to niche markets?
- Who are the most committed users of comparison sites?
- What can be done to bring around the sceptics?

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