

Vehicle Recovery - UK - September 2013

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“Despite the fortunes of the market set to improve, there remain a number of issues to be tackled. These include the rising cost of owning a vehicle as well as that of competition, especially price competition, within the market. Also of note are the changes that are taking place now and in the near future in the profile of those purchasing vehicle recovery insurance.”
 – Neil Mason, Head of Retail Research

This report looks at the following areas:

- What future for private motoring?
- How do smaller players cope with a resurgent big three?
- What are the ways of overcoming price competition?
- What importance will company websites have?
- How is the profile of market changing?

This report presents a review of the UK vehicle recovery market. It is an update to Mintel's previous review on this sector published in September 2012. A year on from the last report there is strong evidence that prospects for the vehicle recovery sector are improving. Aside from the strong performance of the UK economy during 2013, the fact that new car sales in particular are strengthening is especially encouraging. Taken with rising revenues for the big three players in this market (AA, RAC and Green Flag), Mintel is now more confident that the market will begin to see growth after a difficult period following the UK entering recession in 2008.

Competition is strong within the sector with the last few years seeing intensification as a number of drivers have either opted to not hold insurance or downgrade. Nevertheless our research suggests that consumers are still looking at varying levels of cover of which the most basic, roadside assistance is not the most popular.

Currently the big three seem to be making strides to strengthen their presence after a period when smaller players were beginning to make progress in taking share. Investment in new technology, in particular, is a focus for all three.

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