

## Whole of Life Insurance - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Funeral price inflation, coupled with the continued squeeze on household finances, is posing a challenge in the over-50s market. Guaranteed acceptance plans offering increasing premiums can help mitigate the uncertainty over the real value of policyholders’ future payouts.”  
– Chryso Kolakkides, Senior Financial Services Analyst

### This report looks at the following areas:

- Over-50s product reputation harmed by perceived poor value for money
- Guaranteed acceptance plans face the challenge of rising funeral costs
- Increasing premiums to tackle inflation can undermine consumers’ affordability of the product

While the overall whole-of-life insurance market was performing well until 2011, new business sales have been in decline since 2012. The simplicity and affordable premiums of guaranteed acceptance plans appeal to the mass market and have traditionally driven much of the sales growth in the whole-of-life market.

A growing ageing population in the UK provides an expanding target market for guaranteed acceptance plans, while persistent funeral inflation brings into focus the importance for the over-50s to ensure their families are not burdened by the rising funeral costs. Consequently, the appetite for over-50s whole-of-life insurance will remain and is likely to strengthen, returning the market to its growth trend.

The arrival of new providers such as British Seniors in the over-50s market has led to further direct sales as opposed to sales through partnership brands as well as greater product innovation.

This report examines the whole-of-life insurance market with particular focus on the over-50s guaranteed acceptance plan sector. Drawing on a range of information sources, it provides a comprehensive overview of how the market is evolving, as well as recent product provider activity. It also explores consumer behaviour with regards to product ownership, providing insight into the attitudes towards life insurance and financial planning by analysing the results of Mintel’s independently commissioned face-to-face consumer survey.

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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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