

Critical Illness Cover - UK - June 2014

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“Insurers rely on advisers and the business they bring in, but should be more open minded to the possibility of growth in non-advised sales. By making policies simpler and online services easier to use, providers could tap into a group of consumers with day-to-day need for protection but no need to visit an adviser.”

– Rich Shepherd, Research Analyst – Financial Services

This report looks at the following areas:

- Smaller, more niche products could see growth
- Improving direct channels can open policies to a new demographic
- Insurers should be frank about the effects of serious illness

The critical illness market suffered a difficult year in 2013, with both sales volumes and the value of new premiums falling. A number of factors contributed to this dip, but improving economic indicators suggest that providers can move forward with a more optimistic outlook.

Increased mortgage lending, wages rises and improving consumer confidence all suggest an opportunity for insurers to boost their sales. Falling average premiums will also help bring in new business but could be a cause for concern for insurers, having dropped by nearly a third in five years.

This report examines the critical illness market as a whole and the factors that drive it. The report looks at both stand-alone critical illness policies, and cover that comes as a rider benefit with other products in the protection industry. The major players and their share of the market are discussed, along with the size and growth of the overall market. The strengths and weakness of the industry are considered, as well as the main distribution channels and competition to critical illness cover. The report concludes with Mintel's exclusive consumer research. This research looks at issues including ownership, barriers to ownership, attitudes towards health in general and critical illness cover specifically, and the value attached to critical illness cover.

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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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Description

Critical illness product range

Financial performance

Recent activity

Legal & General

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Financial performance

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Royal London Group

Description

Critical illness product range

Financial performance

Recent activity

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Description

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Recent activity

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