

Annuities - UK - August 2014

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“There is no doubt that the annuities market will suffer a significant drop in 2014, possibly 2015 as well, but consumer demand for a retirement income that provides a predictable, guaranteed income will result in annuities bouncing back.”

- Rich Shepherd, Research Analyst – Financial Services

This report looks at the following areas:

- People need to be shown why an annuity may still be their best option
- Guaranteed guidance must convince straight away, starting online

This report examines the annuities market alongside wider discussion of the retirement income industry. The report looks at the key market drivers of annuities, and examines the major players in the market, including their market share, innovations and advertising activity. The overall size of the market is examined, along with a five-year forecast. Mintel's exclusive consumer research looks at pension ownership and what types of retirement income over-45s expect to use. The research looks at how widespread awareness and understanding is of the changes to the retirement industry. Finally, the report finds out which are the most popular sources of information about retirement income and what features are most important for people.

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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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Brand Communication and Promotion

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