

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The workplace pension supply chain has been hit with double-edged reform over the past few years. The freedoms have drawn due attention from the industry, but more work is needed to plug the advice gap and support savers as they reach retirement. Auto-enrolment continues to pose challenges, as rafts of small businesses are set to reach their staging dates over the next few years."

— Patrick Ross, Financial Services Analyst

This report looks at the following areas:

- The popularity of DC schemes has shifted pension risk from employers to employees
- · The advice gap threatens effective decision making
- Pension pots under attack as scammers seek to exploit the new freedoms

In 2013, workplace pension membership grew for the first time since 2006, a success which was repeated in 2014.

The freedoms have opened up an advice gap that could prevent retirees from accessing the support they need to make the most suitable decisions. Pension and annuity providers will be looking closely at how their investment products match the market and are likely to consider part-drawdown, part-annuity hybrids to increase uptake.

Auto-enrolment remains far from yesterday's concern. Thousands of small and micro employers are set to come under its remit in the next few years, bringing droves of savers with them. There are testing times ahead, as employers and providers must adapt to high volume enrolment whilst ensuring workers are supported to save responsibly for their future.

Mintel's report examines the workplace pension savings market from active contribution to decumulation across group and occupational workplace schemes. Mintel's market analysis is complemented by the results of an independently commissioned consumer survey, which assesses pension ownership and participation levels among the UK workforce, along with member awareness and engagement, and general attitudes toward retirement saving.

BUY THIS REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533

> Brazil 0800 095 9094

+1 (312) 943 5250

APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

DID YOU KNOW?

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



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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Product definition

Occupational pensions

Group pensions

Abbreviations

Executive Summary

The market

Auto-enrolment has reversed the decline in workplace pension ownership...

Figure 1: Proportion of employees with workplace pensions, by type of pension, 2005-14

...but the biggest challenges will come in the smallest packages

Figure 2: Auto-enrolment staging volumes forecast, by quarter

Strong growth in new insurer business is expected to continue into 2020

Figure 3: Forecast of total insurer-administered new workplace pension premiums, fan chart, 2015-20

The market continues to be divided between contract-based and trust-based pensions

Figure 4: Pension scheme types declared by employers in compliance with auto-enrolment, as at 31 March 2014

The consumer

Pension reforms encourage a greater focus on retirement savings

Figure 5: Prioritisation of retirement savings, March 2015 versus April 2014

8% of employees unsure if their employer offers a workplace pension

Figure 6: Proportion of main employers offering a workplace pension scheme, March 2015

84% of employees that have access to a workplace scheme are members

Figure 7: Membership of main employer's workplace pension scheme, March 2015

19% of employees admit they don't know what type of pension they have

Figure 8: Pension type, by employer sector, March 2015

Auto-enrolment awareness stalls as attentions turn to pension freedoms

Figure 9: Awareness of workplace pension auto-enrolment

The media has reached further than employers or pension providers on auto-enrolment

Figure 10: Sources of auto-enrolment knowledge, March 2015

Three quarters value the importance of a good pension in a job offer

Figure 11: Influence of workplace pension on job offer selection, March 2015

Employees expect more support from their employers

Figure 12: Attitudes towards employers and financial planning, March 2015

Uncertainty is holding people back from good at-retirement decisions

Figure 13: Attitudes towards retirement and the pension system, March 2015

Issues and Insights

The popularity of DC schemes has shifted pension risk from employers to employees

BUY THIS REPORT NOW VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

FMAII: reports@mintel.com



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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The facts

The implications

The advice gap threatens effective decision making

The facts

The implications

Pension pots under attack as scammers seek to exploit the new freedoms

The facts

The implications

The Market - What You Need to Know

Workplace pension ownership driven up by auto-enrolment

Insurers focus on group pensions but trust-based options are catching up

Auto-enrolment to bring fresh challenges with smallest employers

Advisers dominate contract-based scheme distribution

Workplace Pension Ownership

Auto-enrolment has successfully reversed the decline in pension ownership...

Figure 14: Proportion of employees with workplace pensions, by type of pension, 2005-14

...and the private sector is driving the shift to DC schemes

Figure 15: Proportion of employees with workplace pensions, by employer sector and type of pension, 2014

Figure 16: Proportion of employees with workplace pensions, by age band and type of pension, 2014

Women outrank men on workplace pension membership

Figure 17: Proportion of employees with workplace pensions, by working pattern and gender, 2014

Note on Annual Survey of Hours and Earnings data

Insurer-administered Market Size

Group schemes are the main market for insurance companies...

Figure 18: New insurer-administered group contract-based pension business (volume and value), 2010-14

...but trust-based scheme membership is stepping up

Figure 19: New insurer-administered occupational trust-based pension business (volume and value), 2010-14*

Insurer-administered Market Forecast

Strong growth expected on the back of auto-enrolment

Figure 20: Forecast of total insurer-administered new workplace pension premiums, fan chart, 2015-20

Forecast methodology

Fan chart explanation

Market Drivers

The market is split evenly between trust- and contract-based schemes...

Figure 21: Number of insurer-administered trust-based scheme members and contract-based pension policies in force, 2009-13

...and auto-enrolment has reinforced the divide

Figure 22: Pension scheme types declared by employers in compliance with auto-enrolment, as at 31 March 2014

Master trusts have yet to reach their full potential

BUY THIS REPORT NOW VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

EMAIL: reports@mintel.com



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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Trust-based scheme types declared by employers in compliance with auto-enrolment, as at 31 March 2014

Big business has driven uptake but the biggest challenges are yet to come

Figure 24: Auto-enrolment staging volumes forecast, by quarter

Figure 25: Proportion of employees with workplace pensions, by sector and size of employer, 2014*

Opt-out rates are running much lower than expected

Figure 26: Declaration of compliance, automatic enrolment, 2013-15

44% of people are now actively contributing to a workplace pension...

Figure 27: Active pension ownership, by scheme type, 2012-14

...but popular DC schemes draw low contributions

Figure 28: Minimum contribution schedule for auto-enrolment schemes

Figure 29: Proportion of employees with workplace pensions, by banded rate of contribution and pension type, 2014

Highest number of UK employers in more than a decade

Figure 30: Estimated number of employers in the private sector, UK, 2000-14*

Growing DB liabilities are encouraging employers to derisk

Figure 31: In-force bulk buyout/buy-in business, funds under management, 2009-13

New pension freedoms are influencing the perception of workplace pensions

Channels to Market

Most contract-based schemes are sold through advisers...

Figure 32: Proportional distribution of total insurer-administered new premium, by pension type and sales channel, 2014

Key Players – What You Need to Know

Companies starting to address post-reform gaps

Risk transfer business attracts greater investment from smaller players

Reforms attract growing adspend from insurers and advisers

Company Strategies

More than just a provider

Scottish Widows

Aviva

Just Retirement

Innovating to meet pension freedoms could pay dividends

Aviva

BlackRock

Retirement Advantage (MGM Advantage and Stonehaven)

Out-of-the-box auto-enrolment solutions transition smoothly from medium to small employers

AE in a Box

Insurer Rankings

Aviva puts its clout behind trust-based pensions...

...and transfer business encourages entry into the contract-based market

Figure 33: Insurer-administered pension provider rankings, individual and work-based pensions business, based on total UK gross premiums in 2013

BUY THIS REPORT NOW VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

EMAIL: reports@mintel.com



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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Insurer-administered pension provider rankings, trust-based pensions business, based on total UK gross premiums in 2013

Brand Communication and Promotion

Pension adspend has grown in line with reforms

Figure 35: Adspend on pensions*, 2010/11-2014/15

Adspend is highest for TV campaigns, driven by the DWP

Figure 36: Proportional distribution of adspend on pensions*, by media type, 2012/13-2014/15

Advisers spend heavily to make the most of high demand

Figure 37: Top ten advertisers of pensions*, 2012/13-2014-15

The Consumer – What You Need to Know

Active pension ownership retains growth but there is still work to be done

Pension reforms have raised the priority level of retirement savings

Some people are still not sure if their employer offers a pension

Most employees join or stay in their employers workplace scheme when offered

The media is the top source of information on auto-enrolment

Most employees say a generous pension would help them decide between job offers

Employers are playing a lesser role in retirement planning than employees would like

Workers are uncertain about the pension system and the options available to them at retirement

Active Pension Ownership

Workplace pensions hold onto early auto-enrolment growth...

Figure 38: Active pension ownership, by scheme type, 2012-14

...but some demographics have been overlooked

Figure 39: Active workplace pension ownership, by gross annual household income, December 2014

Prioritisation of Retirement Savings

45% of employees consider retirement savings to be a high priority...

Figure 40: Prioritisation of retirement savings, April2014 versus March 2015

...and older people react strongly to pension reforms

Figure 41: Very high or fairly high prioritisation of retirement savings, by age, April2014 versus March 2015

Employers and Pension Schemes Offered

1 in 4 people work for a small private business

Figure 42: Main employer sector and size, March 2015

1 in 10 aren't sure if their employer offers a pension scheme

Figure 43: Proportion of main employers offering a workplace pension scheme, March 2015

Workplace Pension Scheme Membership

Most employees offered a workplace pension, choose to participate

Figure 44: Membership of main employer's workplace pension scheme, March 2015

Part-time employees twice as likely to shun pensions than full-time employees

Figure 45: Proportion of employees that are not a member of their main employer's workplace pension scheme, by working pattern, March 2015

BUY THIS REPORT NOW VISIT: store.mintel.con

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

EMAIL: reports@mintel.com



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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Type of Workplace Pension

A fifth of pension holders don't know what type of pension they have...

Figure 46: Pension type, March 2015

Figure 47: Pension type, by employer sector, March 2015

...and the effect is most pronounced among the lower earners

Figure 48: Proportion of employees not sure what kind of pension scheme they are a member of, by gross annual household income, March 2015

Auto-enrolment Awareness

Awareness has stalled now the initial buzz has faded...

Figure 49: Awareness of workplace pension auto-enrolment, March 2015

...and the lowest income groups are in the dark

Figure 50: No awareness of workplace pension auto-enrolment, by gross annual household income, March 2015

DWP media campaign drives auto-enrolment awareness...

Figure 51: Sources of auto-enrolment knowledge, March 2015

...and 61% have consulted just one source of auto-enrolment information

Figure 52: Repertoire analysis of sources of auto-enrolment knowledge, March 2015

Figure 53: Sources of auto-enrolment knowledge, by repertoire analysis, March 2015

The Relative Importance of Workplace Pensions

The majority say a generous pension makes a difference...

Figure 54: Influence of workplace pension on job offer selection, March 2015

...but 35-44-year-olds are less responsive

Figure 55: Proportion of people that said a more generous workplace pension would make no difference to their job offer selection, by age, March 2015

The Role of Employers in Financial Planning

Many workers expect their employers to support them with financial planning...

Figure 56: Attitudes towards employers and financial planning, March 2015

...and 45-54s feel cut adrift just as they approach retirement

Figure 57: Agreement with the statement 'My employer has been really valuable in helping me to make decisions about my financial future', by age, March 2015

Attitudes towards Retirement and the Pension System

Uncertainty and worry over the retirement landscape are rife...

...while providers need to work on improving trust

A personal touch can improve engagement

Figure 58: Attitudes towards retirement and the pension system, March 2015

Appendix - Market Size and Forecast

Figure 59: Best and worst case forecast of total insurer-administered new workplace pension premiums, 2015-20

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.con