

Consumers and General Insurance - UK - December 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

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"Intense price pressure has caused the general insurance market to shrink and the aggressive price competition facilitated by price comparison sites shows no signs of letting up. The market is reaching a crucial juncture in how it manages value-seeking customers, as continuing to drop prices could have serious consequences for product quality."

– Patrick Ross, Financial Services Analyst

This report looks at the following areas:

- Peer-to-peer insurance is calling the role of the traditional insurer into question
- Tumbling premiums spell trouble for product quality

The general insurance market is defined by intense price competition. Price comparison sites dominate the largest products in home and motor insurance, paving the way for customers to follow their overriding motivation to seek out the best value.

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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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