

## Car Insurance - Ireland - May 2015

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“The legal obligation to have car insurance has enabled the Irish car insurance sector to emerge relatively unscathed from the recent economic downturn. However, it also impacts upon the way in which Irish consumers perceive both the product and the providers.”  
 – Brian O’Connor, Senior Consumer Analyst

## This report looks at the following areas:

- What are the main channels to market for car insurance?
- What has been Irish consumers' overall experience of car insurers?
- What factors influence consumers when choosing policies?

While the motor insurance market in Ireland has been flat for a number of years, economic growth and improved consumer confidence are combining to usher in an era of sustained – if unremarkable – growth. There are more vehicles on the road than there were during the recession, and it can be expected that spending on new cars will increase as consumers become more at ease with their own financial situations. Together with an increase in general economic activity, this will increase both the volume and value of motor insurance policies.

This report examines the private motor insurance market in NI and RoI. This includes an analysis of the main market drivers, in addition to an assessment of the size and direction of the market. It also draws on consumer research to examine ownership of car insurance among Irish motorists, channels used to purchase insurance, renewal behaviour, preferred providers and general attitudes of Irish consumers towards both car insurance and car insurance providers.

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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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FBD

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