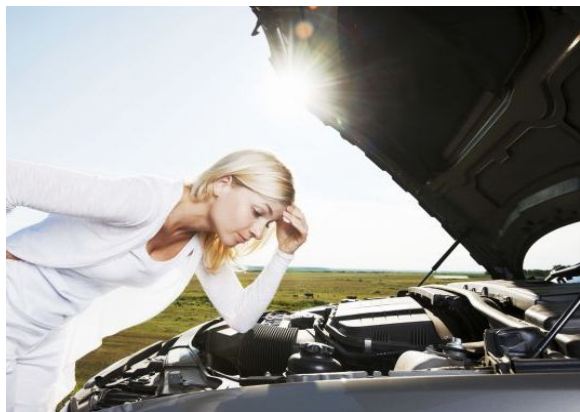


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"After a period of falling premiums, 2015 saw a sizeable increase in GWP with evidence that further premium increases are likely in 2016."
– Deborah Osguthorpe, Head of UK Financial Services Research

This report looks at the following areas:

- Operating in a market of higher premiums
- Competing in an increasingly fragmented market
- Telematics policies set to benefit from further growth in target market

The UK motor insurance market has until recently experienced a decline in GWP from £11.1 billion in 2011 to £9.6 billion by 2014. However, in 2015 this decline was halted as insurers sought to boost their profitability through premium rises, rather than relying more on reserve releases. Mintel estimates that in 2015 premiums increased by 7% over 2014, with further rises expected in 2016.

Set against this backdrop, many insurance companies are currently re-examining the way that they approach the market. A growing reliance on the internet for purchasing motor insurance has led to many trimming the amount they spend on above-the-line advertising and promotion. Initiatives to improve their market penetration are being pursued with partnerships and there is an increasing interest in the use of new technology across the market.

This report examines the UK car insurance market. It includes an examination and forecast of the size of the market and market drivers impacting on the sector, as well as discussion of the key players and their recent activities. The report also presents Mintel's exclusive consumer research. This looks at ownership of insurance, how insurance is purchased and from whom, how consumers view the use of various insurance channels when looking for information and statements associated with key issues, as well as views on the use of telematics insurance policies.

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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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