

Report Price: £1995.00 | \$2583.33 | €2370.86

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



"Despite fears that abolishing compulsory annuitisation would sound a death knell to a market already facing major challenges, Mintel's research shows that there is still a core group of DC pension savers who are keen on considering an annuity as part of their retirement plans." – Sarah Hitchcock, Senior Finance Analyst

# This report looks at the following areas:

- The new popular trend to fully withdrawing pots is the biggest threat to the retirement income market
- Are blended solutions the way forward?

The pension reforms that came into force in April 2015 have altered the retirement income landscape considerably. Even before this date, demand for pension annuities had fallen, as lower rates reduced the product's appeal and encouraged people to defer taking action. There is also no hiding from the fact that sales of annuities have declined further over the past two years, while sales of drawdown plans have risen strongly.

Yet despite fears that abolishing compulsory annuitisation would sound a death knell to a market already facing major challenges, Mintel's research shows that there is still a core group of DC pension savers who are keen on considering an annuity as part of their retirement plans. Moreover, while consumers generally like having the freedom to choose how and when they access their pot – and many over-55s have already taken advantage of the new rules to make full withdrawals – most also want their pension savings to last them their entire retirement. For many, buying an annuity is still the best way of ensuring this – even if this means accepting a lower-than-expected regular income.

# BUY THIS REPORT NOW

VISIT: store.mintel.com

**CALL:** EMEA +44 (0) 20 7606 4533

> Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

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: £1995.00 | \$2583.33 | €2370.86

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

# **Table of Contents**

# Overview

What you need to know

Products covered in this Report

# **Executive Summary**

# The market

Drawdown sales soar while demand for annuities continues to fall

Figure 1: Forecast of new retirement income sales – fan chart, 2012-22

## Retirement income products are more likely to attract those with larger pots

Figure 2: Number of DC pension pots accessed for the first time, split by usage, 2015 Q4-2016 Q3

## Greater demand for annuities with a guarantee period

Those taking advice are more likely to buy on the open market

Growth in non-advised drawdown sales

Long-term decline in annuity rates

Plans for a second-hand annuity market aborted

Companies and brands

Low levels of competition in the annuity market

Many providers have left the open market or withdrawn altogether

Providers are shifting focus onto drawdown and hybrid solutions

Reduced innovation since pension freedoms introduced

The consumer

#### Pension ownership

Figure 3: Ownership of single and multiple pension pots, by gender and age, June 2017

# More than half of those aged 55+ have already accessed their pension savings

#### 21% of under-65s plan to access their pension early...

Figure 4: When DC pension holders expect to access their pension (under-65s only), June 2017

# ...although the actual timing will be influenced by a range of factors

Figure 5: Factors most likely to influence when pension holders access their pension, June 2017

# 35% would consider withdrawing the full amount

Figure 6: Decumulation options likely to consider, June 2017

# 66% are confused about their options

Figure 7: Agreement with statements about retirement options, June 2017

### 55% are worried about making the wrong decision

Figure 8: Concerns regarding pension options at retirement, June 2017

# 50% are interested in the new pension advice allowance

Figure 9: Awareness of and interest in pension advice allowance, June 2017

# What we think

# **Issues and Insights**

# BUY THIS REPORT NOW



# Report Price: £1995.00 | \$2583.33 | €2370.86

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

The new popular trend to fully withdrawing pots is the biggest threat to the retirement income market

The facts

The implications

Are blended solutions the way forward?

The facts

The implications

# The Market – What You Need to Know

Retirees showing much greater preference for drawdown than annuities

Those with larger value pots are more inclined to buy a retirement income product

More annuities being bought with a guarantee period

Those taking advice are more likely to buy on the open market

Mix of factors driving down annuity rates

Plans for a second-hand annuity market abandoned

#### Market Size and Forecast

#### Drawdown sales now far outnumber those of annuity

Figure 10: Volume of new annuity and income drawdown sales, 2012-16

# Income drawdown continues to grow its share of total retirement income premiums

Figure 11: Value of new annuity and income drawdown premiums, 2013-16

#### Sales forecast

Figure 12: Forecast of new retirement income sales – fan chart, 2012-22

Figure 13: Forecast of new retirement income sales, 2012-22

#### Forecast methodology

# **Pension Pots Accessed**

# Full cash withdrawal is the most popular option...

Figure 14: Number of DC pension pots accessed for the first time, by usage, 2015 Q4- 2016 Q3

# ...especially among those with pots under £10,000

Figure 15: Proportion distribution of customers by pot size and usage, 2016 Q2 and 2016 Q3 combined

# Drawdown has become more popular – including among those with smaller pots

First-time annuity customers have an older age profile than those entering drawdown

Figure 16: Proportion distribution of customers by age and usage, 2016 Q2 and 2016 Q3 combined

At least £11 billion withdrawn from pensions since freedom reforms were introduced Figure 17: Flexible payments from pensions, 2015 Q2-2017 Q1

# **Annuity Market Segmentation**

Enhanced annuities account for a third of sales

Greater proportion of annuities now sold with a guarantee period Figure 18: Annuity sales by product type, 2015-16

# **Channels to Market**

More than half of all annuity and drawdown sales are internal

# BUY THIS REPORT NOW



# Report Price: £1995.00 | \$2583.33 | €2370.86

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

Figure 19: Breakdown of annuity and income drawdown sales by internal and external, 2014-16

# Around three quarters of annuities are sold without advice

Figure 20: Number of new annuity sales, by channel, 2014-16

# Figure 22: Number of new drawdown sales, by channel, 2014-16

# Intermediary definitions

# **Market Drivers**

## Around 22 million DC pensions in force at the end of 2015

Figure 24: Number of individual and group pensions in-force and number of occupational DC members, 2003-15

8 million workers have so far been auto-enrolled

Large increase in non-advised sales of drawdown

Ultra-low annuity rates are encouraging more retirees to enter drawdown

More choice increases the need for consumer education

Greater provider interest in blended solutions, but not all have got the model right

Rising demand for fixed-term annuities

# **Regulatory and Legislative Changes**

FCA's Retirement Outcomes Review interim report – accessing pension pots early has "become the norm"

Annuity providers must prompt customers to shop around

DWP decides against letting NEST enter the drawdown market

Government aborts plans to introduce a second-hand annuity market

1% charge cap on early exit fees comes into force

Three separate advisory bodies to merge into one service

Treasury introduces 'multiple uses' pension advice allowance

Prototype of Pensions Dashboard goes live

# Companies and Brands – What You Need to Know

Low levels of competition in the annuity market

Many providers have left the open market or withdrawn altogether

# Shifting focus onto drawdown and hybrid solutions

Limited innovation since pension freedoms introduced

# Key Players and Market Movers

More than 50 firms supply retirement income products

# Largest annuity providers

# Recent sales performance

Figure 25: New annuity business, by the largest providers, 2016

# Contraction in supply of annuities on the open market

Many more companies active in the drawdown market

# **Competitive Strategies and Innovation**

Providers switch focus to retirement accounts and drawdown products Prudential launches Retirement Account

# BUY THIS REPORT NOW



# Report Price: £1995.00 | \$2583.33 | €2370.86

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

New hybrid products are experiencing varying levels of success

Royal London introduces new tools to help drawdown customers

Phoenix launches compulsory annuity comparison service

Digital innovation

New tools to educate pension savers about their retirement options

Royal London launches a new pension Review Service

# The Consumer – What You Need to Know

Auto-enrolment has substantially boosted the number of pension savers

A fifth plan to access their pension early

Greater interest in annuities than drawdown among those yet to retire

79% of DC pension savers want their pot to last their entire retirement...

...while 36% are worried they might be tempted to withdraw and spend their savings too early

50% are interested in using the new pension advice allowance

#### Pension Ownership and Access

#### 84% of full-time employees have a pension

## Having multiple pension pots is fairly common

Figure 26: Ownership of single and multiple pension pots, June 2017

## More respondents say they have a DB than a DC pension

Figure 27: type of pension owned, by number of pension pots, June 2017

# DC pension savers are even more likely to have multiple pots

Figure 28: Proportion of pension savers with a single pot versus two or more pots, by type of pension, June 2017

#### Many of those aged 55+ have already accessed their pension savings

Figure 29: Proportion of DC pension-holders aged 55+ who have accessed pension pot, June 2017

# Age Expecting to Access Pension and Influencing Factors

Figure 30: When DC pension holders expect to access their pension (under-65s only), June 2017

A fifth intend to access their pot before state pension age...

# ...and nearly half say the timing will be dependent on their health...

# ...although a mix of factors will come into play

Figure 31: Factors most likely to influence when pension holders access their pension, June 2017

# **Decumulation Options Likely to Consider**

### Interest in annuities is greater than drawdown

Figure 32: Decumulation options likely to consider, June 2017

## 35% of DC pension holders would consider withdrawing the full amount

# **Attitudes and Expectations about Pension Options**

# Only half of all DC pension holders are likely to seek retirement advice

Figure 33: Agreement with statements about retirement options, June 2017

# Strong interest in options that suit a phased retirement approach

# BUY THIS REPORT NOW



Report Price: £1995.00 | \$2583.33 | €2370.86

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

# **Consumer Concerns**

Top concern is not having saved enough for a comfortable retirement Figure 34: Concerns regarding pension options at retirement, June 2017

## 55% worry about making the wrong decision

31% are concerned that they don't know where to go for advice

# Awareness of and Interest in Pension Advice Allowance

Figure 35: Awareness and interest in pension advice allowance, June 2017

# **Appendix – Data Sources and Abbreviations**

#### Data sources

Consumer research methodology

# Abbreviations

### Appendix – Market Size and Forecast

# Total market forecast - best- and worst-case scenarios

Figure 36: Forecast of total retirement income sales – best- and worst-case scenarios, 2017-22

## Annuity sector forecast - volume

Figure 37: Forecast of new annuity sales - fan chart, 2012-22

Figure 38: Forecast of of new annuity sales - best- and worst-case scenarios, 2017-22

## Annuity sector forecast - value

Figure 39: Forecast of new annuity premiums – fan chart, 2012-22

Figure 40: Forecast of new annuity premiums - best- and worst-case scenarios, 2017-22

# Drawdown sector forecast - volume

Figure 41: Forecast of new drawdown sales - fan chart, 2012-22

Figure 42: Forecast of drawdown sales - best- and worst-case scenarios, 2017-22

# Forecast methodology

# BUY THIS REPORT NOW