

Price Comparison Sites in Financial Services - UK - October 2017

Report Price: £1995.00 | \$2672.70 | €2262.13

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“Price comparison sites have struggled to emulate the success they have had within insurance in other financial markets. Now that regulators are looking to reduce the barriers to switching in the retail banking industry, aggregators should consider ways in which they can adapt to suit markets where many people are influenced as much by service as they are by price or rates.”
– Paul Davies, Senior Financial Services Analyst

This report looks at the following areas:

- **PCWs could evolve in to PFMs**
- **Breaking out of insurance**

PCWs (Price Comparison Websites) must ensure they are positioned to make the most of any increase in switching activity by realigning search results to suit consumers' priorities in markets that can be less price sensitive. In addition, the creation of apps or online services to help people manage all their products centrally could help aggregators to interact with consumers more regularly.

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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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Lack of loyalty towards insurance providers leads consumers to PCWs...

...but other financial markets see far less movement

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Open Banking offers promise for PCWs...

...and presents new challenges

CMA investigation rules in favour of PCWs

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Recent activity and strategic developments

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Financial performance

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Recent activity and strategic developments

Zoopla Property Group (ZPG)

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Car and home insurance the most searched for...

...whilst few turn to PCWs to compare other financial products

Insurance leads the way on the conversion front

Customer service could become a key comparison metric

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Nearly three in four users compare comparison sites
Interest in pro-active price comparison tools

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Car and home insurance the most searched for...

...whilst few turn to PCWs to compare other financial products

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Interest in pro-active price comparison tools

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Data security is paramount

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