

Home Insurance - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“The domestic home insurance market is mature and stable, albeit largely profitable. Innovation is needed to create real growth potential, in light of changing demographics and tenure patterns. Home ownership levels are falling and more are living in the private rented sector. Insurers are exploring possibilities in artificial intelligence and smart technology, to reach new audiences.”
– **Sarah Hitchcock, Senior Finance Analyst**

This report looks at the following areas:

- Home insurance gets smart
- Shift customer attention away from price alone

The domestic property insurance market in the UK is mature, with stable product penetration and nominal growth. On the supply side, the market is fairly consolidated, with the top five insurance groups underwriting two thirds of the market. The distribution side is far more populated, with numerous distributors touting for business, meaning that the market sees a significant amount of competition and corporate cannibalism.

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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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14% have made a claim...

...while 76% have switched provider within the past five years

53% are most persuaded by price when choosing a policy

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