

Whole-of-life Insurance - UK - July 2018

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This report looks at the following areas:

- Reinvigorate advertising to increase ownership
- Significant innovation needed



"The whole-of-life market has experienced a difficult period but there are signs that this may be coming to an end. A large portion of over-50s have little in the way of savings, providing an opportunity for insurers to provide a cheap route to providing security for dependents. If providers are able to provide innovative new products the market could be set for a return to growth."

Douglas Kitchen, Financial Services Analyst
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Table of Contents

OVERVIEW

- What you need to know
- Report scope and definition

EXECUTIVE SUMMARY

- **The market**
- **New premiums fell to £96 million in 2017**
Figure 1: Forecast for total value of new whole-of-life premiums, 2013–2023
- **85% of all sales in 2017 were made without advice**
Figure 2: Whole-of-life and guaranteed acceptance sales channels, 2016 and 2017
- **Companies and brands**
- **SunLife is the biggest provider of whole-of-life insurance**
Figure 3: Market share of top five product providers, measured by new individual whole-of-life sales*, 2017
- **The consumer**
- **Confusion over product ownership**
Figure 4: Life insurance product ownership, April 2018
- **Direct mail an unpopular route to ownership**
- **TV advertising dominates in guaranteed acceptance market**
Figure 5: Sources used when choosing life insurance policy, by product ownership, April 2018
- **Over-50s' online usage growing**
Figure 6: How over-50s arranged their life insurance policy, by age, April 2018
- **Low payments and guaranteed payback schemes are the most appealing features**
Figure 7: Interest in new whole-of-life features, by age, April 2018
- **Under-55s more likely to have other spending priorities**
Figure 8: Reasons for not holding a life insurance policy, by age, April 2018
- **What we think**

ISSUES AND INSIGHTS

- Reininvigorate advertising to increase ownership
- The facts
- The implications
- Significant innovation needed
- The facts

What's included

Executive Summary

Full Report PDF

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- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- **New premiums fell to £96 million in 2017**
- **Guaranteed acceptance plans account for 84% of policies**
- **85% of all sales in 2017 were made without advice**
- **Over-50s market continues to grow**

MARKET SIZE AND FORECAST

- **Period of decline continues...**
Figure 9: Whole-of-life and guaranteed acceptance new contracts and premiums, 2013–17
- **...but the whole-of-life market is set for recovery**
Figure 10: Forecast for total value of new whole-of-life premiums, 2013–23
Figure 11: Forecast for total value of new whole-of-life premiums, 2013–23
- **Forecast methodology**

MARKET SEGMENTATION

- **Guaranteed acceptance plans account for 84% of policies**
- **Underwritten market indicates end of significant decline**
Figure 12: New contract distribution, by product type, 2013–17
- **Underwritten premiums fall below guaranteed acceptance**
Figure 13: Value of new whole-of-life and guaranteed acceptance premiums, 2013–2017

CHANNELS TO MARKET

- **Non-advised underwritten whole-of-life sales outstrip independent advice sales for the first time.**
Figure 14: Whole-of-life and guaranteed acceptance sales channels, 2016 and 2017
- **Advisers still play a key role**
Figure 15: Sources used when choosing most recent life insurance policy, April 2018
- **Direct mail an inefficient use of advertising spend**

MARKET DRIVERS

- **Over-50s population continues to grow**
Figure 16: Population projections, 2017–40
- **Over 65s feeling more secure...**
Figure 17: Consumers' current financial situation, by age, march 2018
- **...and more optimistic for the future**

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Infographic Overview

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Figure 18: Consumers' current financial situation, by age, march 2018

- **Whole-of-life insurance can help those with little savings**

Figure 19: Value of savings and investments, by age, March 2018

REGULATORY AND LEGISLATIVE CHANGES

- **Inheritance tax changes yet to come into fruition**
- **Introduction of property related allowance could impact market**
- **New insurance regulation adds clarity to an 'advised' sale**
- **Companies forced to adapt to GDPR**
- **Government makes reforms to Funeral Payments**

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **SunLife is the biggest provider of whole-of-life insurance**
- **Whole-of-life policies continue to expand reach and flexibility**
- **Despite difficulties, adspend continues to increase**
- **Over-50s life insurance adspend increased by 8% in 2017/18**

MARKET SHARE

- **SunLife retains market dominance**
Figure 20: Top five product providers, measured by new individual whole-of-life sales*, 2016 and 2017
- **One Family enters top 5**

COMPETITIVE STRATEGIES

- **Gift cards still central to strategy for major players**
- **Lowest available premiums continue to tumble**
- **AIG and Zurich focus on speed of delivery**
- **Serious illness cover the selling point for Vitality, Royal London and One family.**
- **British Seniors introduces new 'Cash in' option**
- **New entrants to utilise Open Banking**

ADVERTISING AND MARKETING ACTIVITY

- **Over-50s life insurance adspend increased by 8% in 2017/18**
Figure 21: Total above-the line, online display and direct mail advertising expenditure on life Insurance Products 2015/16–2017/18
- **SunLife is the highest-spending advertiser**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 22: Total Above-the line, online display and direct mail advertising expenditure for top 10 advertisers of over-50s life insurance, 2015/16-2017/18

- **Top four all increased adspend**
- **TV and direct mail dominate advertising**

Figure 23: Total above-the line, online display and direct mail advertising of over-50s life insurance, by media type, 2017/18.

- **Other advertising activity**
- **Nielsen Ad Intel coverage**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Confusion over product ownership**
- **Funeral plans a decreasing factor for policy owners**
- **Over-50s' online usage growing**
- **Low payments and guaranteed payback schemes are the most appealing features**
- **Under-65s more likely to have other spending priorities**

LIFE INSURANCE OWNERSHIP

- **A fifth of over-50s own some form of whole-of-life insurance**
Figure 24: Life insurance product ownership, April 2018
- **Consumers appear confused about what type of policy they have**
- **New innovation may cause further confusion**
- **Higher earners more likely to have underwritten whole-of-life cover**

Figure 25: Product ownership, by household income, April 2018

REASONS FOR PURCHASE

- **Dependents the priority for whole-of-life policyholders...**

Figure 26: Life insurance purchase triggers, by product ownership, April 2018

- **...but funeral plans a decreasing factor since 2016**

Figure 27: Consumers' reasons for purchasing life insurance, 2016 and 2018

PURCHASE JOURNEY

- **Face-to-face the preferred method when arranging a policy**
- **Online usage set to increase for over-50s market**

Figure 28: How over-50s arranged their life insurance policy, by age, April 2018

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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INTEREST IN POLICY FEATURES

- **Low payments and guaranteed payback schemes are the most appealing features**

- **British Seniors guaranteed payback is no more**

Figure 29: Interest in new whole-of-life features, by age, April 2018

- **Retirees need convincing**

Figure 30: Interest in new whole-of-life features, by employment status, April 2018

- **Non-financial benefits are unpopular among non-policy holders**

Figure 31: Interest in new whole-of-life features, by life insurance ownership, April 2018

BARRIERS TO OWNERSHIP OF LIFE INSURANCE

- **Under-55s more likely to have other spending priorities...**

Figure 32: Reasons for not holding a life insurance policy, by age, April 2018

- **...while a quarter of over-65s have made other plans**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

APPENDIX – MARKET SIZE AND FORECAST

- **Best case and worst case forecast for total value of whole-of-life market**

Figure 33: Best-and worst-case forecast for total value of new whole-of-life premiums

- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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