

Over-50s Guaranteed Acceptance Life Insurance - UK - June 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The market for over-50s guaranteed acceptance life insurance experienced a surge in new premiums during 2018 as insurers doubled down on advertising spend in the first half of the year. But the uplift is expected to be temporary as the sector faces up to both the opportunities and challenges of addressing a growing but increasingly diverse and changing over-50s demographic.”
– **Thomas Slide, Senior Research Analyst**

This report looks at the following areas:

- **Gen-Xers will change the over-50s market**
- **Falling home ownership could present a growth opportunity**

The over-50s guaranteed acceptance life insurance market experienced a surge in activity during 2018 with the value of new policies rising compared to 2017. This was driven largely by a spike in advertising expenditure during the first half of the year prior to the implementation of new GDPR rules that affect the use of direct mail marketing. Although this boosted the sector over the short term, it's expected to prove an anomaly and the value of new premiums will fall back into line with its 2017 trend in 2019.

The sector is having to face up to a changing market, not just with the advertising shift demanded by GDPR, but also in how it targets a changing and hugely diverse over-50s demographic. Gen-Xers are now entering their 50s with lower home ownership levels and greater demands on their time and finances. As this 'sandwich' generation ages it presents insurers targeting the over-50s market with opportunities and challenges.

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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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- Non-advised policies dominate
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Two thirds don't see the need

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A desire for simplicity increases with age

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Definitions

Restricted advice

Independent advise

Non-advised

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