October 2022

Consumer Attitudes towards Debt and Credit - UK

"Consumer credit will continue growth in 2022 as the cost of living crisis drives demand for revolving credit. As the pressure on household finances increases and consumer confidence remains low, a growing proportion of consumers will be wary about their use of credit, especially for discretionary purchases. Others will turn ...

Price Comparison Sites in Financial Services - UK

"Regulatory changes will shift market dynamics in the long term. For now, rising inflation and increasing prices are major concerns for consumers who are feeling the squeeze from the higher cost of living. Amid this challenging economic climate, PCWs will have a significant role to play in helping cost-conscious consumers ...

August 2022

Brand Overview: Finance - UK

"Financial services brands will play an increasing role in consumer lifestyles as the cost of living rises, inflation bites and as interest rates continue to creep upwards. Brands with an existing helpful reputation, such as MoneySavingExpert and price comparison sites, have an opportunity to reach new consumers during this period ...

July 2022

Branch Banking - UK

"Despite the long-term shift towards digital banking, branches still have a role to play for many consumers. Satisfaction levels remain high despite widespread branch closures in recent years. This will be tested as customers seek further support through the cost-of-living crisis, with less financially experienced younger consumers particularly seeking guidance ...

Intergenerational Family Finances - UK

"Amid a challenging economic climate and a demographic shift, intergenerational support and financial planning between family members from different generations will become more important. While there is an extensive desire for intergenerational financial support, planning and actually having these discussions is much less evident. This culture of avoidance means that ...

June 2022

Customer Service Preferences in Financial Services - UK

"Although customer service satisfaction levels are fairly high, there is vulnerability as branch closures continue and the cost-of-living crisis drives the need for support. Many consumers still prefer human interaction, especially for more complex issues and advice. This will

Managing Household Finances - UK

"With unprecedented inflationary pressure and soaring energy bills, managing finances could prove a difficult task for many households. Although many can withstand the rising cost of living in the short term, the

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require the shift to digital communication to retain face-to-face communications, with ...

key issue will be how long price increases go on. If financial services providers can boost awareness, the ...

April 2022

Consumers and the Economic Outlook Q1 - UK

"Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Consumers and Financial Advice - UK

"The financial advice market has undergone significant digitisation in recent years. This is set to continue as hybrid and fully-online advice services become commonplace. There are opportunities for providers to better educate consumers about financial advice to draw more people to the market."

– Natasha Hayes, Financial Services Analyst ...

February 2022

Personal Loans - UK

"The pandemic and successive lockdowns drastically impacted the personal loans sector, limiting spending opportunities and reducing the need and willingness to make big-ticket purchases. Consumers will remain cautious about their spending and borrowing as the cost of living rises. However, some people will have to consider personal loans to make ...

Consumer Payment Preferences - UK

"Contactless card payments have accelerated due to the pandemic and the increase in transaction limits. Despite cash usage declining significantly, it will continue to play an important role for the foreseeable future with consumers prioritising familiarity. For younger consumers, speed is the key consideration for payments and there is more ...

Consumers and General Insurance - UK

"The general insurance market is currently undergoing major regulatory enforced change with insurers in core markets, such as motor and home insurance, no longer

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able to charge existing customers more than they would new customers. This is expected to force many more insurers to focus more on customer retention and ...

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