

## June 2013

### Critical Illness Cover - UK

“Insurers need to address issues of trust in the critical illness market, but perhaps more importantly they need to convince people of the value of the product. At the moment far too many see critical illness as a nice-to-have product. This is despite dwindling state support and statistics that suggest ...

### Term Assurance - UK

“Mintel’s research identifies around 3.4 million prospective life insurance customers. These are people who do not currently have a policy, but who say they might consider arranging one within the next 12 months. There is clearly good potential to expand the market by promoting simple, affordable and flexible solutions ...

## May 2013

### Income Protection - UK

“Consumers lack a thorough understanding of what income protection products offer, which is hampering growth in the market. Insurers need to simplify their product and work together in order to identify ways of educating people about income protection. They also need to rebuild trust that has been damaged as a ...