

## December 2009

### General Insurance Overview - UK

This report considers broad trends in the general insurance marketplace, such as changes in distribution and the impact of the recession. It also examines the key players in the general insurance market and the performance of key personal lines markets including home, motor and health insurance.

### Home Insurance - UK

- Around 35 million people have home insurance, with combined buildings and contents cover the most common arrangement. Mintel's consumer research shows no real sign of consumers cutting cover because of the slowdown – insurance is undoubtedly seen as an essential purchase for most.
- When Mintel asked people about their claims ...

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### Life and Protection - UK

The guaranteed acceptance over-50s market has seen spectacular volume growth over the last few years. Its simple marketing message, affordable premiums and a surge in interest from bancassurers have made this the star player of the life insurance market.

### Eye on Intermediaries - Life Protection - UK

IFAs are looking for simplicity, not a raft of additional features. 45% of intermediaries say that stripped-down underwriting processes would make it easier to sell to clients, and almost as many want applications to be streamlined.