

Web Aggregators in Financial Services - UK - July 2011

Report Price: £2195 / \$3380 / €2623



“The price-comparison market struggles when it comes to differentiation. Although each site has its strengths, most are offering a similar range of products, targeting similar customers. Mintel’s research shows that there is scope for a site to carve out a niche for itself by building a more distinctive image.”

– **Toby Clark, Head of UK Financial Services Research**

In this report we answer the key questions:

- Can product providers head off the aggregator challenge?
- What needs to be done to draw new customers into the market?
- Can aggregators build differentiation by appealing to niche markets?
- Who are the most committed users of comparison sites?
- What can be done to bring around the sceptics?

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100