

Equity Release Schemes - UK - May 2014

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“Equity release providers are positioning themselves to take advantage of the expected growth in demand, as a result of an ageing population and an increase in the number of retirees with outstanding mortgage debt.”
– Sarah Hitchcock, Senior Analyst – Financial Services

This report looks at the following areas:

- Are attitudes towards property wealth changing?
- Do interest-only mortgage borrowers with a short-fall at maturity represent an opportunity for equity release providers?
- Is borrowing into retirement set to increase?

Prospects for the equity release market are improving. There is growing customer demand for lifetime mortgages, greater government engagement and increased interest being shown by both retirement planning advisers and prospective entrants. This includes mainstream lenders looking to enhance their at-retirement offerings or find a potential solution to the interest-only mortgage conundrum.

Mintel's report examines the factors and trends that are helping to drive demand for equity release, and identifies the main market challenges still facing providers, as they seek to change perceptions and cement equity release as a mainstream retirement planning option. The report draws on industry research to evaluate recent sales performance and usage trends, as well as the results of an independently commissioned consumer survey. Mintel's survey assesses awareness of – and reveals the level of interest in – equity release among homeowners in (and approaching) the target age group.

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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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