

Term Assurance - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Increased mortgage lending in 2013 did not result in a corresponding increase in new term assurance sales.

Regulatory demands have made cross-selling term assurance products less of a focus for intermediaries.”

- Alexander Hiscox, Senior Financial Services Analyst

This report looks at the following areas:

- Direct-to-consumer channels will become increasingly important for providers
- Consumers require financial education in order to close the protection gap

This report examines the term assurance market, analysing some of the key developments in the sector, including wider economic trends and regulatory challenges. The report also provides an overview of term assurance sales values and volumes, including a market forecast which shows expected growth in the value of the term assurance market over the next five years. Mintel's exclusive consumer research concludes the report, looking at product ownership, the ways that consumers arrange life insurance, triggers for arranging life insurance and general attitudes towards life cover.

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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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The facts

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- Term assurance providers should illustrate the dangers of not having life protection
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