

Equity Release Schemes - UK - May 2016

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“The growth of the equity release market is almost guaranteed by a number of strong market drivers. However, consumers remain suspicious of the industry and there is work to be done to ensure that those who need help with retirement financing understand the market and how it can help them.”

– Deborah Osguthorpe, Head of UK Financial Services Research

This report looks at the following areas:

- Image and reputation continues to affect the equity release industry
- Debt levels amongst over-45s are expected to rise
- Referrals are becoming key to the sales process

Equity release sales have continued on an upward trend. During the year, the market was boosted by the entry of a major new provider, Legal & General, which will help to extend the reach of the product.

This growing market is expected to attract an increasing number of providers and advisers. The rapid growth of the population that are eligible to take out a plan will support growth in customers, as will changing attitudes towards retirement and the growing numbers that are taking debt into retirement.

This Report considers the factors and trends that are helping to drive demand for equity release. The Report draws on industry research to evaluate recent sales performance, as well as the results of an independently commissioned consumer survey. Mintel's survey examines the consideration of equity release products among the retired population, as well as those approaching retirement. It also looks at attitudes towards the product, expected financial positions in retirement, as well as the growing issue of debt in retirement.

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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 implications

The Market – What You Need to Know

- The equity release market is forecast to grow by 39% by 2020
- More flexible products are leading the market
- Over-55s will grow to a population of 21 million adults by 2020

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