

Term Assurance - UK - June 2019

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“Faster and simpler applications have made term assurance more appealing. However, the growth of direct to consumer products means that there needs to be a shift in the way that providers target new customers.”

– **Douglas Kitchen, Financial Services Analyst**

This report looks at the following areas:

Those with specific insurance needs or ongoing conditions need to be made aware that they have options, while the introduction of products to different segments, such as parents or renters, with specific benefits attached can help to improve its relevance.

- **Providers have an opportunity to re-engage with the mortgage market**
- **Greater segmentation can give life insurance a more relevant feel**

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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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