

Price Comparison Sites in General Insurance - UK - November 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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"Price comparison websites play a significant role in the UK insurance market and have done so since their inception more than 15 years ago. However, they have also had a part in price-focused propositions that have resulted in dual-pricing practices and the so-called 'loyalty penalty', which affect vulnerable consumers the most."
- Irene Salazar, Senior Finance Analyst

This report looks at the following areas:

- Price is often the focus but delivering convenient solutions is the key
- PCWs hold a unique advantage in how they are perceived by consumers

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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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Table of Contents

Overview

Executive Summary

Issues and Insights

The Market – What You Need to Know

Regulatory and Legislative Environment

Market Drivers

Companies and Brands – What You Need to Know

Market Share

Competitive Strategies

Advertising and Marketing Activity

Brand Research

The Consumer – What You Need to Know

Product Research

Purchase Activity

Time Spent Researching Insurance at Renewal

Most Important Factor When Choosing a PCW

PCWs vs Insurers

Reasons to Buy Directly From an Insurer

Interest in PCWs run by a Tech Giant

Reasons to Consider a PCW run by a Tech Giant

Appendix – Data Sources, Abbreviations and Supporting Information

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