



Brand Overview: Finance - UK - 2022

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This report looks at the following areas:

- The leading financial services brands on metrics like usage, trust, preference, differentiation, and satisfaction and recommendation.
- The top-scoring brands for particular attributes including ethics, customer service, competency and reliability.
- The standout brands on traits including progressiveness, rewarding loyalty, innovation and helpfulness.

The financial services sector is a relatively difficult one to navigate for consumers in terms of ethical behaviours; indeed, 65% of all adults say that they find it hard to understand the impact the financial services sector has on the environment. Brands that are seeking to improve their environmental credentials will need to invest in communication strategies to ensure that consumers are aware of the lower impact that their services have.

Consumers are set to face some difficult choices over the coming months with energy bills rising, inflation biting and interest rates set to creep upwards. Financial services brands will come to the fore over this period, with a huge responsibility to help consumers as much as possible. Brands like MoneySavingExpert, which is a highly trusted resource of information, will widen its reach, while price comparison sites' reputation for helping to save money will encourage greater usage.

Brands in the financial services still struggle to fully convince consumers that they reward loyalty, even despite regulation attempting to help existing consumers get better treatment. Going forwards, consumers will be more conscious of fairness and equality in how financial services brands treat their customers, indicating a way in which brands can stand out from others.

Robo-investment platforms are showing signs of potential growth over the coming years. 23% of adults without investment products say they are likely to start in the next year, while brands including Moneybox, AJ Bell Youinvest and



“Financial services brands will play an increasing role in consumer lifestyles as the cost of living rises, inflation bites and as interest rates continue to creep upwards.”

– **Richard Hopping, Director of Household Care Insights, EMEA, August 2022**

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Wealthify are also some of the top brands of preference among those who have heard of them and included in the top performers for excellent reviews among users.



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