

Equity Release Schemes - UK - 2023

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Market performance and a five-year market forecast.
- Analysis of the leading equity release providers, competitive strategies and launch activity in the market.
- Analysis of sources of retirement income and consideration of equity release schemes.
- Barriers to consideration of equity release schemes.
- Drivers and information sources among those who would consider equity release schemes.

64% of over-45s agree that equity release should only be considered as a last resort. This demonstrates the low level of trust among consumers and the challenge that equity release providers and advisers must overcome to drive interest and engagement in plans.

While 2022 saw record performance in the market, the challenging market environment creates considerable uncertainty. September's mini budget led to a steep rise in interest rates for equity release schemes and disrupted product availability. This has impacted the appeal of equity release products to many consumer groups, particularly among the wealth management sector of the market.

Market disruption means that generating new business in 2023 will be challenging. Added to this, trust in the market remains a major barrier to consumers considering equity release. Just 9% of over-45s believe providers have a good reputation for treating customers fairly and 31% actively disagree with this statement.

2023 brings the FCA's Consumer Duty and a new wave of regulations to financial services. This provides a good opportunity for the equity release market to address concerns about the industry's reputation. Communication is



“Despite a record value of new business in 2022, 2023 will bring many challenges for the equity release market.”
– **Natasha Hayes, Senior Financial Services Analyst**

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key to building understanding and consideration of equity release and this can help to boost future demand.

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- **However, consumer groups are an important source of impartial information**

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