

# Deposit and Savings Accounts - UK - 2023

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- The impact of inflation on the savings market
- The proportion of adults who have savings and how much they have saved
- Savings account ownership and provider rankings
- Consumer saving habits
- Future saving intentions over the next 12 months

Despite a more competitive landscape as a result of rising interest rates, only 16% of savers are planning to switch or consider switching to a new savings account or provider. The years of ultra-low interest rates since the financial crisis has seen apathy take hold among many savers as they have simply seen little benefit in switching. More competitive rates should change this, and brands should highlight the gains to be made to attract new customers.

The rising cost of living continues to squeeze household budgets, limiting consumers' ability to save. Inflationary pressures are especially noticeable among those with less flex in their budget. 88% of those with tight finances say that the rising cost of living is making it hard for them to save.

With inflation forecast to stay high throughout 2023, saving activity will be under intense pressure. However, this does not mean that consumers are not eager to save; in fact, 50% are planning to add to their savings in the next 12 months. Brands have an opportunity to help consumers weather economic uncertainty by helping them stick to their savings habits.

One of the biggest opportunities for the savings market is the expansion of the ethical and sustainable savings segment, as consumers are increasingly interested in financial products that reflect their values and promote positive social and environmental outcomes. 50% of savers say they are interested in these types of savings accounts.



“Despite higher interest rates and increased competition, inflationary pressures are limiting the growth of the market. While consumers are finding it hard to save as a result of the cost of living crisis, there is a scope for savings providers to support them through economic uncertainty.”

- Greta Staselyte, Financial Services Analyst, February 2023

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The five-year outlook for the retail savings market**  
Figure 1: Category outlook for deposit and savings accounts, 2023-27
- **The market**
- **Market growth will be limited in 2023 but will continue to grow at a steady pace**  
Figure 2: Market forecast for total household deposit balances, 2017-27
- **Value of time deposits increases by 31%**  
Figure 3: Household deposit balances, by product type, 2017-22
- **Interest rates increase sharply after historic low**  
Figure 4: Average monthly quoted household deposit and cash interest rates, 2015-23
- **Final rules and guidance for a new Consumer Duty set**
- **Companies and brands**
- **LBG remains the biggest savings provider in the UK**  
Figure 5: Total retail deposits for the largest 10 providers, shown on a group basis, UK, 2022
- **Advertising expenditure increases in 2022 driven by new market entrant**  
Figure 6: Total above-the-line, online display and direct mail advertising expenditure on deposits and savings accounts, 2018-22
- **The consumer**
- **68% of consumers have some level of cash savings**  
Figure 7: Value of cash savings, by age, 2022
- **Easy access is a valued feature**  
Figure 8: Ownership of cash savings products, 2022
- **Majority of savers choose major banks to hold savings**  
Figure 9: Savings providers, 2022
- **More than a third of savers put money away regularly**  
Figure 10: Savings habits, 2022
- **Consumers prioritise saving for emergencies or unexpected events**  
Figure 11: Savings priorities, 2022

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Despite cost-of-living squeeze, half of savers plan to add to their savings**

Figure 12: Future savings intentions, 2022

- **Rising cost of living is making it hard for consumers to save**

Figure 13: Attitudes towards saving, 2022

ISSUES AND INSIGHTS

- **Cost-of-living crisis limits consumers’ ability to save**
- **Easy access to savings is highly valued**
- **Scope to expand green savings product market**

MARKET SIZE AND PERFORMANCE

- **Household savings growth was limited in 2022**

Figure 14: Market size for the savings market, 2017-22

Figure 15: Market size for the savings market, 2017-22

MARKET FORECAST

- **Growth in households’ deposits will be limited in 2023...**

Figure 16: Category outlook for deposit and savings accounts, 2023-27

- **...but will continue to grow at a steady pace**

Figure 17: Market forecast for total household deposits balances, 2017-27

- **Learnings from the last income squeeze**

Figure 18: Household deposits balances, 2006-11

- **Forecast methodology**

MARKET SEGMENTATION

- **Value of time deposits increases by 31%**
- **Interest-bearing sight deposits remain the largest segment**

Figure 19: Household deposit balances, by product type, 2017-22

- **NS&I and Cash ISA market share remains unchanged**

MARKET DRIVERS

- **Interest rates increase sharply after historic low**

Figure 20: Average monthly quoted household deposit and cash ISA interest rates, 2015-23

- **Inflation continues to squeeze household budgets...**

- **...and erode real wages**

Figure 21: Annual changes in CPI, average regular wages and average real regular wages (adjusted for CPI), 2007-22

- **Unemployment is at a near 50-year low**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 22: Unemployment rate (aged 16 and over, seasonally adjusted), 2007-22

- **Savings ratio remains above pre-pandemic levels but is expected to fall**

Figure 23: Household savings ratio, 2017-22

- **Consumers' financial wellbeing has fallen from the highs of 2021...**

Figure 24: Household financial wellbeing index, 2016-23

## REGULATORY AND LEGISLATIVE CHANGES

- **Final rules and guidance for a new Consumer Duty set**
- **FCA proposes ways to make financial advice more accessible**
- **Government and regulators remain committed to Open Banking**

## MARKET SHARE

- **LBG retains the largest share of retail deposits**  
Figure 25: Total retail deposits for the largest 10 providers, shown on a group basis, UK, 2021 and 2022

## COMPETITIVE STRATEGIES AND LAUNCH ACTIVITY

- **Savings market sees increase in competition and activity...**
- **...as digital-only banks and FinTechs challenge the status quo**
- **Providers use prizes to attract consumers**
- **Green savings products becoming more competitive**

## ADVERTISING AND MARKETING ACTIVITY

- **Savings market sees an increase in ATL adspend**  
Figure 26: Total above-the-line, online display and direct mail advertising expenditure on deposits and savings accounts, 2018-22
- **Advertising for regular savings accounts nearly doubles**  
Figure 27: Above-the-line, online display and direct mail advertising expenditure on savings products, by type of product, 2021-22
- **JP Morgan's digital bank Chase was the top spender in 2022...**
- **...but other providers also ramped up adspend**  
Figure 28: Top 10 advertisers of above-the-line, online display and direct mail advertising on savings products, 2021-22
- **Nielsen Ad Intel coverage**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

BRAND RESEARCH

- **Brand map**  
Figure 29: Attitudes towards and usage of selected brands, 2023
- **Key brand metrics**  
Figure 30: Key metrics for selected brands, 2023
- **Brand attitudes: customers perceive Nationwide as a firm with a good reputation**  
Figure 31: Attitudes, by brand, 2023
- **Brand personality: Lloyds Bank and NatWest are deemed to be accessible**  
Figure 32: Brand personality – Macro image, 2023
- **Starling Bank is seen as progressive**  
Figure 33: Brand personality – Micro image, 2023
- **Brand analysis**
- **Barclays is perceived as reliable, competent and helpful brand**
- **Nationwide has high commitment and awareness levels**
- **NatWest benefits from high levels of awareness and usage**
- **NS&I is viewed as somewhat different from others**
- **Lloyds Bank benefits from frequent use**
- **First Direct enjoys high awareness amongst older demographics**
- **Virgin Money seen as a fun**
- **Starling Bank is considered progressive**

VALUE OF CASH SAVINGS

- **Almost half of adults have more than £1,000 in cash savings...**  
Figure 34: Value of cash savings, by age, 2022
- **...but one in four lack financial resilience**  
Figure 35: Value of cash savings, by household income, 2022
- **Nearly a third of savers increased their savings in 2022**  
Figure 36: Change in value of savings compared to a year ago, 2022

OWNERSHIP OF CASH SAVINGS PRODUCTS

- **Easy access remains the top priority**  
Figure 37: Ownership of cash savings products, 2022
- **Scope to expand cash ISA ownership**
- **Room to increase take-up of limited-access or fixed-rate savings accounts**  
Figure 38: Ownership of cash savings products, by value of cash savings, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### SAVINGS PROVIDERS USED

- **Top six banking providers continue to dominate the savings market**

Figure 39: Savings providers, 2022

- **Opportunity to attract consumers with lower savings balances**

Figure 40: Savings providers, by total value of cash savings, 2022

### SAVINGS HABITS

- **Personalise value proposition based on saving habits**

Figure 41: Savings habits, 2022

- **Nearly one in four save what is left after bills and spending**

### SAVINGS PRIORITIES

- **Consumers prioritise saving for emergencies or unexpected events...**

- **...but one in four are saving for household bills**

Figure 42: Savings priorities, 2022

- **Highlight how savings products can help consumers achieve their goals**

### FUTURE SAVINGS INTENTIONS

- **Despite cost-of-living squeeze, half of savers plan to add to their savings**

Figure 43: Future savings intentions, 2022

- **Incentivise savers to switch**

- **Rising household costs are driving consumers to use savings**

Figure 44: Reasons to dip into savings over the next year, 2022

### ATTITUDES TOWARDS SAVING

- **Rising prices make saving harder but highlight the benefits of putting cash away...**

- **...while rising interest rates offer stronger motivation**

Figure 45: Consumer attitudes towards saving, 2022

- **Scope to expand green savings product market**

Figure 46: Agreement with the statement 'I am interested in sustainable/ethical savings products', by generation, 2022

### APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## APPENDIX – FORECAST METHODOLOGY

- **Market forecast and prediction intervals**

Figure 47: Market forecast for total deposit balances, 2022-27

- **Market drivers and assumptions**
- **Forecast methodology**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.