

Personal and Stakeholder Pensions - UK - March 2013

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"With RDR-related reforms set to make independent advice harder to come by, rising interest in the ability to manage pensions online among younger savers can be seen as an encouraging sign. Suggesting that savers are becoming more comfortable managing their own finances and therefore buy pension products directly."

– George Zaborowski, Senior Analyst – Financial Services

In this report we answer the key questions:

- Is the start of pension auto-enrolment a threat or an opportunity?
- As the market evolves where will personal pensions fit in?
- How important is a well-known pension brand to consumers?
- What types of features will future savers look for in a pension?

The pension industry is currently going through a period of significant change and this is having a disruptive effect on the personal and individual stakeholder segments of the market. Although personal pension sales have held up better than stakeholder policies, both have experienced a major decline in new business levels during the past five years.

The economic slowdown has undoubtedly been a key contributor to this decline; however, other factors have also been influential. For example, the introduction of pension auto-enrolment as well as recent reforms related to how financial products such as individual pensions are sold appear to be hindering growth prospects rather than improving them, at least in the near term.

This report looks into these and other issues in order to gauge how these two products will fit into the pension landscape in the years to come. Using a combination of market data and consumer research covering pensions and saving for retirement, readers will be able to obtain valuable insight into how the market is evolving, and where the best opportunities for growth may exist.

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