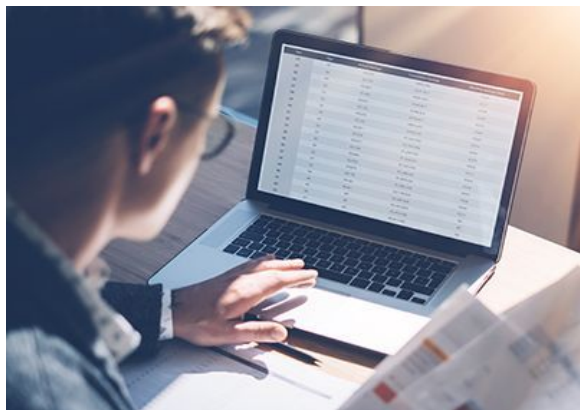


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“Price comparison websites dominate the insurance market, but are less prevalent in other areas of financial services. More needs to be done to improve the search journey for products like current accounts and credit cards, such as by offering better filtering tools and capturing consumer preferences.”

– **Jessica Galletley, Senior Financial Services Analyst**

This report looks at the following areas:

- **The tech threat: should existing providers fear the likes of Amazon?**
- **Rewards breed false loyalty**

Consumers have mostly positive experiences of using price comparison websites, with the majority recognising that this is often the only way to find the best deal for a product. However, they still experience frustrations, namely having to use multiple sites to check for the best deal and receiving irrelevant product suggestions.

Price comparison websites are well suited to searching for insurance, where consumers prioritise the overall cost of the product. However, for other products, more factors come into play, and this is when people are more likely to encounter issues, resulting in lower purchase rates.

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