"Despite reductions in premiums, the cost of car insurance both for NI and RoI motorists remains high by historical standards. As a result, consumers have a heightened focus on doing whatever they can to get the cheapest possible premium. This may herald a period of more sensitive price-awareness among consumers."

– Brian O’Connor, Senior Consumer Analyst

This report looks at the following areas:

This Report analyses the private car insurance market in NI (Northern Ireland) and RoI (Republic of Ireland). This includes an analysis of the main drivers impacting upon the sector, together with an assessment of the size and direction of the market. In addition, drawing on extensive consumer research (Toluna, February 2019), this Report analyses the level of ownership of car insurance among Irish consumers, the type of insurance owned, the main providers of insurance to Irish consumers, the channels used to purchase car insurance, renewal behaviour, and general attitudes towards car insurance and car insurers.
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What it means
- UK motor premiums on the up, but still below recent peak
- Premiums in RoI down almost 6% in 12 months to end Q1 2019
- Seven in 10 Irish consumers own their own cars – primarily second-hand
- Around one in four consumers could absorb higher car insurance premiums

Market Size and Forecast
- Value of motor insurance market in Ireland tops €2 billion in 2019
Car Insurance - Ireland - May 2019

Pace of growth expected to moderate somewhat in coming years

UK (including NI) premiums edging upwards, but below mid-2017 highs

Car insurance in NI among most expensive in UK

Motorists aged 17-22 paying premiums of more than £1,300

RoI insurance premiums down 6% during 12 months ending Q1 2019

Car ownership at seven in 10 consumers across Ireland

Increase in number of consumers driving new cars

Quarter of consumers could comfortably cover higher premiums

Telematics box policies beginning to become more widely available

Irish insurers may feel that high premiums justified

Brexit-risks affecting operators in UK and Ireland

Technology-focussed future for car insurance seems likely in Ireland

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The Consumer – What You Need to Know

Most Irish motorists hold fully comprehensive motor insurance

AXA leading NI car insurance market with 20% share, while RoI sees Aviva and AXA vie for control

More than half of all car insurance policies purchased online

Most consumers shop around for better deals at renewal point

Consumers willing to play part in bringing down cost of cover

Type of Car Insurance Owned

Most Irish motorists have fully comprehensive car insurance

Ownership of fully comprehensive cover increases with age

High earners more likely to have fully comprehensive cover

Preferred Insurance Providers

AXA the main provider in fragmented NI market

AXA especially popular among C2DEFS and younger consumers in NI

Aviva and AXA share top spot in RoI car insurance market

Aviva and AXA strongest among C2DEFS, Allianz strongest among ABC1s in RoI

Methods Used to Purchase Policy

Majority of consumers now purchasing motor insurance online

Continuing shift towards greater online use when arranging car insurance

Consumers aged 25-54 purchasing online, directly from insurer

Women and consumers aged 45+ most likely to purchase by telephone

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