"Price comparison websites play a significant role in the UK insurance market and have done so since their inception more than 15 years ago. However, they have also had a part in price-focused propositions that have resulted in dual-pricing practices and the so-called ‘loyalty penalty’, which affect vulnerable consumers the most."

- Irene Salazar, Senior Finance Analyst

This report looks at the following areas:

- Price is often the focus but delivering convenient solutions is the key
- PCWs hold a unique advantage in how they are perceived by consumers

DID YOU KNOW?
This report is part of a series of reports, produced to provide you with a more holistic view of this market