

Insurance Uptake Score H1 2024

The Insurance Uptake Score is a bi-annual barometer of personal lines insurance purchasing decisions in the UK, based on consumer-reported likelihood to continue, purchase, increase, reduce, or cancel their cover.

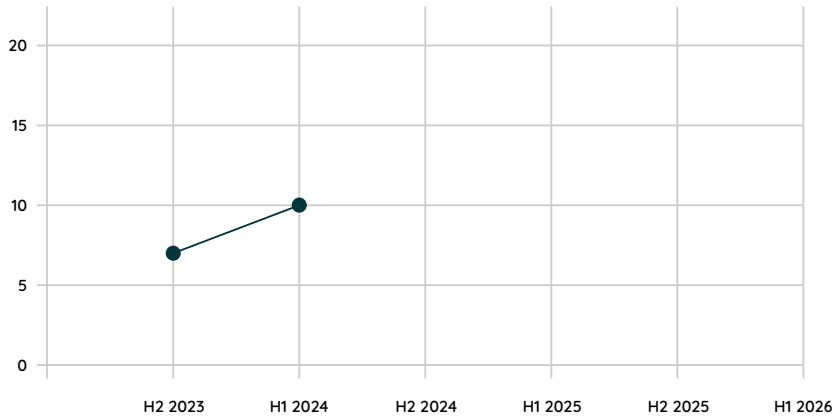


Key finding: Annual health insurance is set for significant growth this year driven by concerns about NHS waiting lists and continuing doctor strikes. Private medical cover is expected to grow as a sector by **21%**, up from **14%** reported in H2 2023. This growth is primarily driven by a **11%** increase in new purchases and a **13%** growth in existing holders increasing cover.

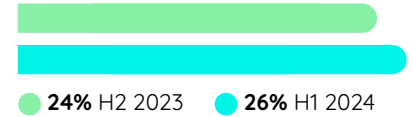
In the next 12 months insurers will benefit from high levels of customer loyalty and retention this year. Three-quarters (**74%**) of policyholders intend to stay with the same provider at renewal, with a quarter (**26%**) switching. This is consistent with the previous wave of the Insurance Uptake Score, a likely result of FCA pricing rules introduced in 2022 to equalise prices quoted for new and existing customers and making renewal premiums more attractive.

Insurance Uptake Scores:	H1 2024	H2 2023
Home insurance - buildings	+31%	+13%
Motorbike insurance	+26%	+10%
Health insurance	+21%	+14%
Home insurance - contents	+17%	+4%
Travel insurance - annual	+16%	+15%
Gadget insurance	+15%	+6%
Life insurance	+14%	+10%
Pet insurance	+7%	+6%
Homes insurance - buildings and contents	+6%	+4%
Motor insurance	+3%	+3%

Overall Insurance Uptake Score time series:



Likelihood to switch provider:



Aggregate Insurance Uptake Score H1 2024:



Core general insurance products:



Home insurance (Buildings only + contents only cover)

The sector-leading growth in buildings insurance is driven by new policies with a **25%** increase in new purchases and **11%** rise in existing holders increasing their cover (just **7%** plan to reduce or cancel their policies). One in five (**19%**) intend to increase their home contents insurance coverage in the next 12 months (**14%** new purchases, **5%** by increasing their cover) whereas 3% intend to reduce or cancel their policies (**2%** by reducing cover, **1%** by cancelling).



Motor insurance

Motor insurance will see the lowest growth in the next 12 months – just **3%**. One in ten (**10%**) motorists said they will make changes to their policy, relatively consistent with levels reported in 2023 (**11%**). Of those that are planning to amend their insurance, **6%** will increase cover and **4%** will decrease cover. Of this group, **48%** predict they will increase the limits they're covered for and **37%** say they'll look to add additional cover/add-ons.



Pet insurance

Just over one in 10 (**11%**) of consumers said they will make changes to their pet insurance policies in the next 12 months, which is a small change to **13%** in H2 2023. Of those that are planning to amend their insurance, **6%** will increase cover and **5%** will decrease cover. **43%** of these pet owners predict they will increase the limits they're covered for and **40%** say they'll look to add additional cover/add-ons.

The methodology for the aggregated Insurance Uptake Scores has been revised for H1 2024.

About the Insurance Uptake Score

Similar to the Net Promoter Score commonly used to determine customer satisfaction, Smart Money People's Insurance Uptake Score asks those responsible for purchasing personal lines insurance products about the decisions they anticipate making in the next 12 months. It compares the net increase (respondents who will take out new cover or expect to increase their cover) with the net decrease (respondents who will stop their cover or reduce their coverage level). The calculation is solely based on respondents for whom the product is relevant i.e. they either already have a policy or intend to take one out in the next 12 months. It excludes those without the cover or who have no intention of taking it out. The Insurance Uptake Score research was conducted by Consumer Intelligence Ltd. on behalf of Smart Money People.

About Smart Money People

Since its launch in 2014, Smart Money People has received over 1.5m reviews on the products and services of insurers, banks, building societies, and credit providers. These insights, comments, and experiences not only inform more people to make better decisions but also help financial services companies create better outcomes for their customers.