


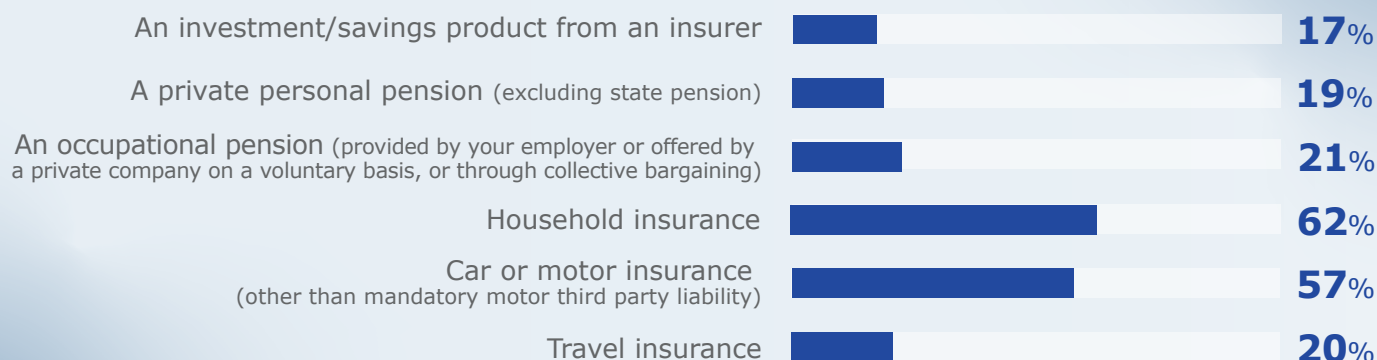
Consumer trends in insurance and pension services

Interviews with EU citizens

EU27 (25 846 interviews) | 14.5 – 22.5.2025 | Methodology: 

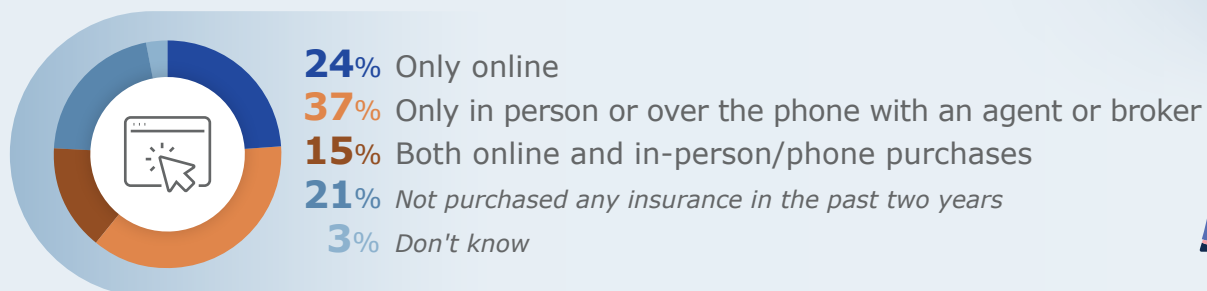
Ownership of savings and insurance products

% of consumers owning each type of insurance product

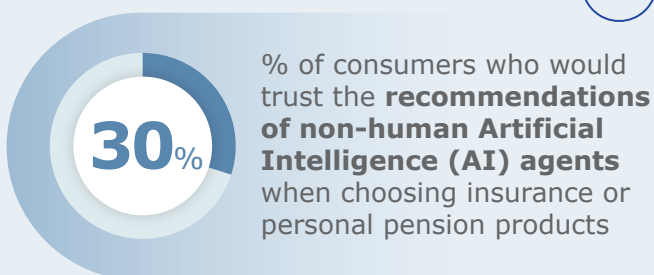


Distribution channels for insurance policies

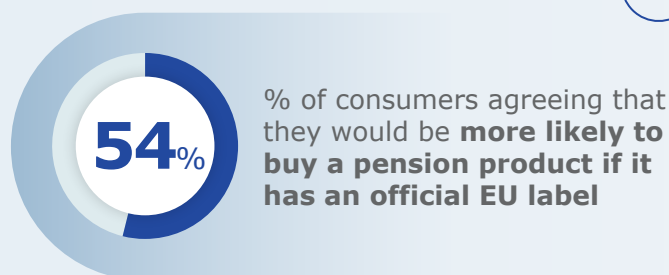
Distribution channel for insurance bought in the past 2 years



Digitalisation and AI



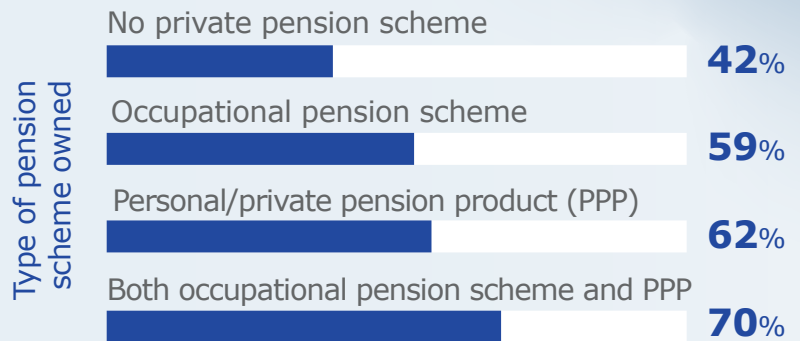
Pension products with an EU label



Living financially comfortably in retirement

% of consumers feeling confident that they will have enough money to live comfortably throughout their retirement years

Having a private or occupational pension scheme makes a difference in expectations to live financially comfortably in retirement



Top 3 reasons for concern about financial comfort in retirement (among consumers not feeling confident)

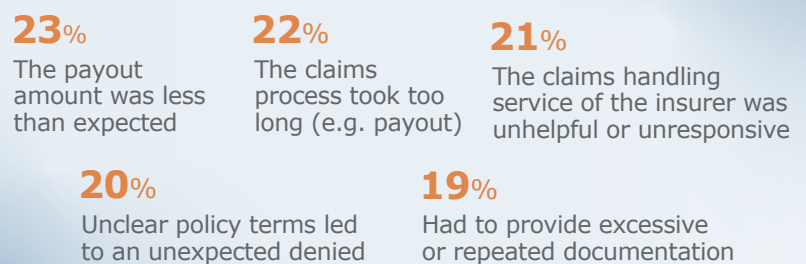


Claims handling

Satisfaction with claims handling (e.g., processing time, communication, payout etc.) for insurance products in general



Top 5 reasons for not being satisfied with claims handling



Trust in insurance providers

% of consumers who trust these entities involved in the distribution and/or design of insurance and private pension plans to ensure a good consumer outcome, as well as an adequate retirement outcome

