


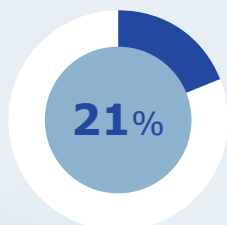
Consumer trends in insurance and pension services



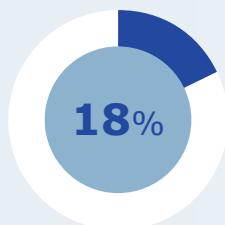
Interviews with EU citizens
EU27 (26 168 interviews) | 19.7 – 27.7.2023 | Methodology: 

Inflation and the cost of living

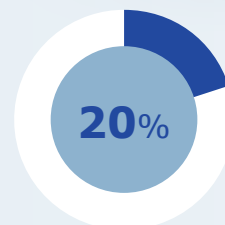
% of consumers who have not bought/renewed, stopped making contributions or cancelled their insurance or savings product because of the increase in cost of living



An investment/savings product from an insurer



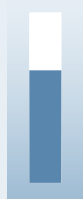
Household insurance



A personal pension (excl. state pension)

Value for money

% of insurance owners agreeing that their policy offers them value for money



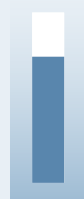
66%

An investment/savings product from an insurer



75%

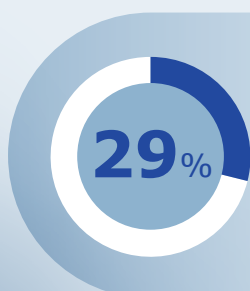
Household insurance



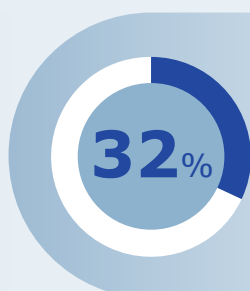
74%

Car or motor insurance (other than mandatory third party liability)

% of insurance owners reporting that, when renewing their contract, the price increased but, in their view, their risk situation had not changed



Household insurance



Car or motor insurance (other than mandatory third party liability)

Diversity and inclusion



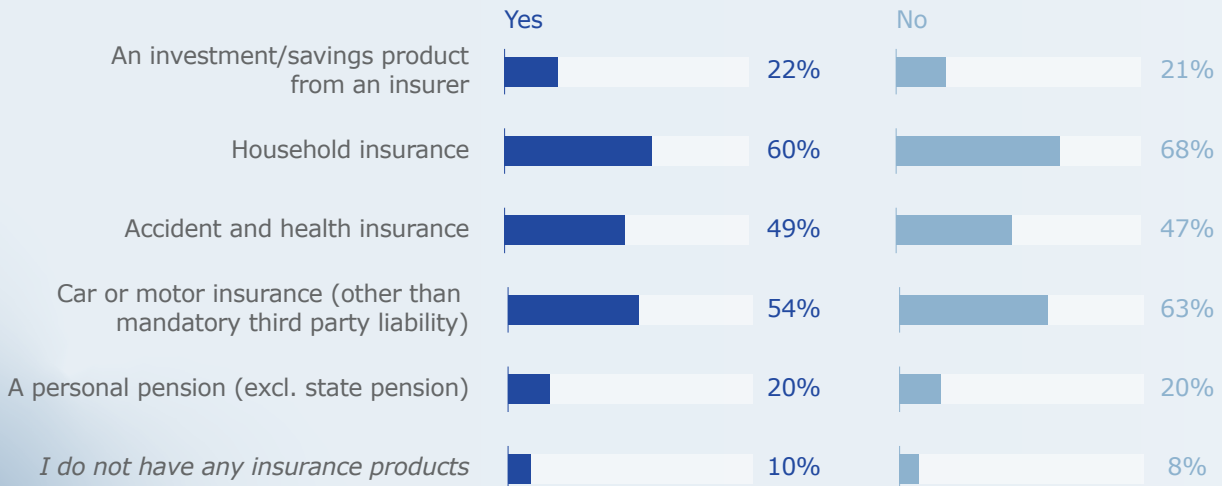
23% of consumers *disagree* that, when they purchase insurance or a personal pension, they are being treated fairly and equally



48% of consumers agree that insurance policies advertised and/or available in the market, have a high number of exclusions which, in their view, target their particular situation

Ownership of financial products

Do you identify with a minority group?



Sustainable (or “green”) insurance or pension products

32%

are aware of sustainable insurance or pension products



26%

would consider (or have bought) sustainable insurance or pension products



27%

are not aware of sustainable insurance or pension products but would like to know more



% of consumers agreeing that...

51%

...they do not trust the sustainability (or “green”) claims made by providers/distributors

32%

...documentation about the sustainability features of insurance products is easy to understand