

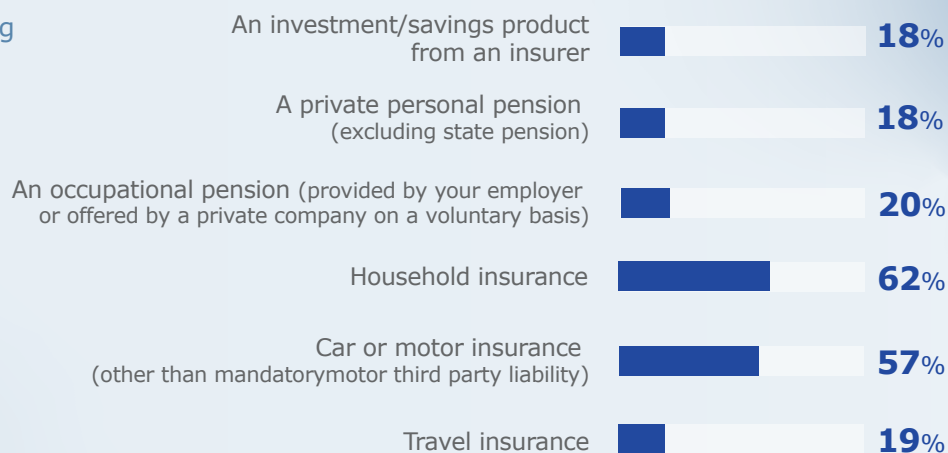
Consumer trends in insurance and pension services

Interviews with EU citizens

EU27 (25 951 interviews) | 17.7 – 25.7.2023 | Methodology: 

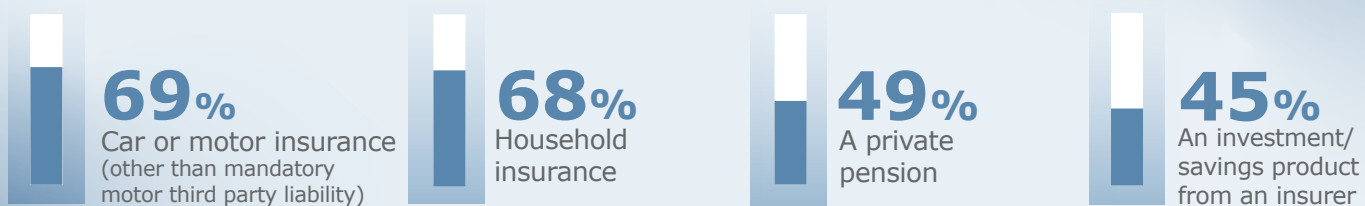
Ownership of savings and insurance products

% of consumers owning
each type of
insurance product



Value for money of savings and insurance products

% of consumers agreeing that these savings and insurance products offer them value for money



Buying/renewing of savings and insurance products

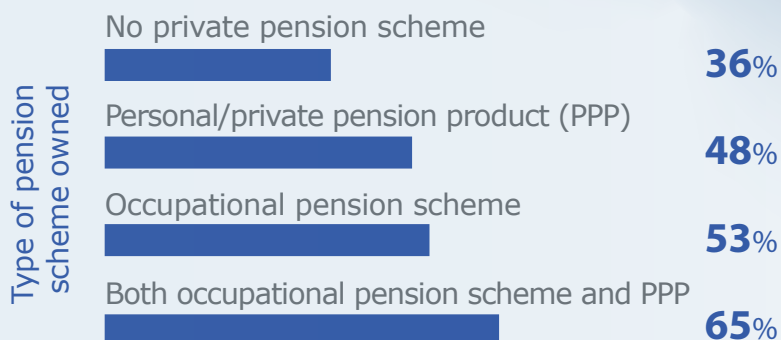
% of consumers not having bought or renewed a savings or insurance product because of high fees, difficulties understanding the products or poor performance/limited coverage



Living financially comfortably in retirement

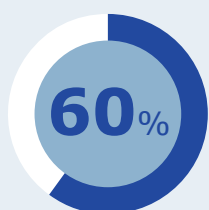
Having a private or occupational pension scheme makes a difference in expectations to live financially comfortably in retirement

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

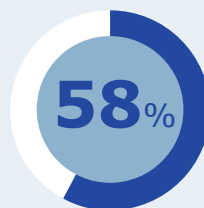


Purchasing insurance online

% of consumers agreeing that...

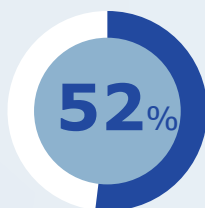


...they can find customized insurance products and services online that fit their needs and preferences

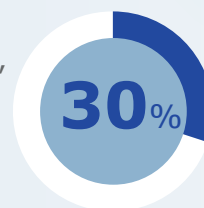


...when purchasing insurance online, they trust insurers will collect and use their personal data in an ethical way

...the claims process is easier and faster due to automated processes used online



...based on their experience, the support received via chatbots is accurate and complete



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?

Their employer

56%



Insurers

50%



Pension funds
(excluding state pension funds)

44%

