

August 2023

Brand Overview: Finance - UK

“The financial services sector is put under more scrutiny during periods of financial uncertainty. Consumers will look for assistance from brands to guide them through this cost-of-living crisis and help them make better decisions that will benefit them financially. Brands that are considered trustworthy or helpful are more likely to ...

Attitudes towards a Cashless Society - UK

“Although cash use declined during the pandemic, the cost of living crisis has seen some consumers return to cash to improve budgeting. Over half of consumers still use cash on a weekly basis and people will want choice in their payment options. Despite increasing use of mobile wallets and the ...

Price Comparison Sites in Financial Services - UK

“Comparison websites are a popular and convenient resource for people looking to find the best deal on a range of everyday financial products. However, the leading brands must continually respond to changing customer needs and emerging forms of competition. In the years ahead, we are likely to see a further ...

May 2023

Digital Channels in Financial Services - UK

“Although satisfaction with digital channels is high, especially with younger consumers, providers, this could be tested through the cost of living crisis. Complementing digital channels with strong customer service and ensuring the availability of a ‘human touch’ for more complex financials tasks will provide consumers with the convenience they seek ...

March 2023

Consumers and Financial Advice - UK

“The digitisation of advice creates opportunities for advisers to find new markets and cater for a wider audience. However, there needs to be a concerted and collective industry effort to define the many different types of digital solution that now exist, in order to improve clarity for, and understanding by ...

Consumers and the Cost of Living - UK

“Decades-high inflation has prompted significant and wide-ranging changes in consumer behaviour. Savvy shopping and a focus on value has come squarely to the fore, and people are particularly interested in ways to reduce energy use. However, expectations that steep price rises will stick around for an extended period also provide ...

January 2023



FS: Big Picture - UK

Consumers and General Insurance - UK

"The general insurance market faces a challenging year in 2023 as inflation continues to grip the UK economy and consumers continue to face a squeeze on household finances. While the essential nature of insurance means that cover cancellation is likely a last resort, consumers will look for ways to lower ...

Sustainability in Financial Services - UK

"With the majority of consumers showing concern over the environment, there is a large market for green financial products. It remains difficult for people to know if one provider is more sustainable than another, however, with greater regulation needed to standardise green claims and ratings. It is important sustainable bank ...

Upcoming Reports

Sustainability in Financial Services - UK - 2023

Consumer Attitudes towards Debt and Credit - UK - 2023

The Impact of The Consumer Duty Regulations - UK - 2023