



Customer Segmentation in UK Insurance Industry – Evolving Landscapes, Digital Lifestyles & Exclusivity

“Customer Segmentation in UK Insurance: Evolving Landscapes” & “Customer Segmentation in UK Insurance: Digital Lifestyles” Reports @orbisresearch.

DALLAS, TEXAS, UNITED STATES, April 13, 2017 /EINPresswire.com/ -- Financial services is evolving, and the launch of new products most of which are technology-based is becoming ever-more frequent. While insurance is steeped in tradition, the industry is beginning to change and evolve which will be necessary to appeal to Evolving Landscapes consumers, many of whom see no room for traditional businesses in the future.

Browse the full report @ <http://www.orbisresearch.com/reports/index/customer-segmentation-in-uk-insurance-evolving-landscapes> .

Key companies covered in the report are Silver Arrow Systems, Insure A Thing, PNB MetLife, Sharenjoy, Lemonade, and Axieme.

Key Findings

50% of consumers fit into the Evolving Landscapes category, indicating that many remain optimistic about the future and are keen to use new products and services.

40% of consumers are caught between old and new purchasing habits.

Evolving Landscapes consumers prefer to buy direct.

Synopsis

Standard demographic analysis often fails to reveal sufficiently deep insight into consumer behavior and the motivations behind it. We have produced an attitudinally based segmentation of the consumer market, and have used this to examine the market for key financial products and services. Here we focus on those falling into the Evolving Landscapes category, and explore the character traits of these individuals. There are two ways in which Evolving Landscapes individuals can be defined and how their approach to financial products and services can be analyzed: those who are particularly excited by the future, and those whose purchasing habits are constantly changing.

Request a sample @ <http://www.orbisresearch.com/contacts/request-sample/205864> .

Reasons To Buy

Inform your strategy with knowledge of the key trends and sub-trends that influence insurance consumption habits and develop a competitive advantage around consumer behavior trends. Understand the importance of being led by the consumer in the financial services market and define your strategies with insight based on what your customers really want.

Align your marketing strategies with the crucial trends influencing how consumers behave.

Customer Segmentation in UK Insurance: Digital Lifestyles - Society is becoming increasingly connected. Technology has allowed us to be online anytime and anywhere, through portable devices such as smart phones and tablets. This means that consumers have instant access to goods, products, and services. Connection is also extending through the Internet of Things, where big data is collected through wearable tech, connected cars, and smart homes. The result is that consumers expect and look for ever-responsive, convenient, tailored services via a channel they can access from wherever they choose. Catering for digitally active and tech-savvy individuals should be important for insurers, considering that 42% of consumers identified with the Digital Lifestyles trait according to Verdict Financials 2015 UK General Insurance Consumer Survey. Browse the full report @ <http://www.orbisresearch.com/reports/index/customer-segmentation-in-uk-insurance-digital-lifestyles> .

Key players listed in the report are Aviva, Ageas, Zurich, Cocoon, Back Me Up, Direct Line, Allianz, and Brolly.

Key Findings

- 65% of under-24s were defined as having the "Digital Lifestyles" trait - a label that also represented more than half of those under 44, before dropping away among the over-50s.
- Just over a third of consumers feel nervous when they're without a Smartphone to remain "connected."
- The online channel is vital in distribution, considering that 45% of consumers identified with the Digital Consumption trait - meaning that they prefer to buy goods and services online.

Synopsis

Standard demographic analysis often fails to reveal sufficiently deep insight into consumer behavior and the motivations behind this. We have produced an attitudinally based segmentation of the consumer market, and have used this to examine the market for key financial products. One of the eight key attitudinal groups is the focus of this brief: Digital Lifestyles. There are two ways in which Digital Lifestyles can be viewed in consumers' approach to their services: being uncomfortable without a Smartphone to remain "connected," and being most comfortable online. It's from these two facets that the following trends within our model are derived: Always Connected and Digital Consumption.

Request a sample @ <http://www.orbisresearch.com/contacts/request-sample/132384> .

Reasons To Buy

- Inform your strategy with insight into the key trends and sub-trends that influence insurance consumption habits and develop a competitive advantage around consumer behavior trends.
- Understand the importance of being led by the consumer in the financial services market and define your strategies with insight on what your customers really want.
- Align your marketing strategies with the crucial trends influencing consumer behavior.

Related Report:

Customer Segmentation in UK Insurance: Exclusivity: Inform your strategy with knowledge of the key trends and sub-trends that influence insurance consumption habits and develop a competitive advantage around consumer attitude and behavior trends. Browse the complete report @ <http://www.orbisresearch.com/reports/index/customer-segmentation-in-uk-insurance-exclusivity> .

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