

# UK General Insurance Competitor Tracker Q3 2009

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## Abstracts

### Introduction

The UK General Insurance Competitor Tracker Q3 2009 reviews the major developments among the leading competitors in the UK general insurance market including AXA, Aviva, LV=, RBS Insurance, RSA and Zurich. It includes information on a range of issues including new product launches, new affinity partnerships and other trading relationships.

### Scope

\*Information on business performance, new product developments, new corporate partnerships and other new trading relationships.

\*Insight on the following competitors: Allianz, AXA, Aviva, Fortis, Groupama, LV=, RBS Insurance, RSA, and Zurich.

### Highlights

Aviva launched a new commercial property owner's insurance product which is traded exclusively online via its online trading platform, Fast Trade.

AXA announced that it has secured a 10 year partnership with HSBC, to provide insurance solutions to HSBC's small to medium sized business customers. HSBC will offer AXA's business insurance policies to new customers from January 1st, 2010 and to existing customers at renewal.

In September 2009, Zurich announced that it would be exiting the new-home warranty and building control markets following an internal review, due to the sustained decline in

the UK house-building market and economic downturn.

### **Reasons to Purchase**

\*Keep up to date with the new trading relationships that your competitors have entered into including deals with affinity partners.

\*Understand the new products which your competitors are bringing to market, the main features of these products and the intended target market.

## Contents

### DATAMONITOR VIEW

#### SUMMARY

Analysis

Overview

Allianz saw its commercial book grow by 7.5% in the first half of 2009

Allianz witnessed growth in its UK GWP which increased by 2.9% in H1 2009

Aviva began promoting the benefits of using brokers to business insurance customers and maintained a focus on profitability

Aviva witnessed NWP decrease by 20.9% while focusing on improving profitability

Aviva launched its first TV advertisement, promoting the professionalism of its brokers

Aviva launched a commercial property owners package

AXA secured a partnership with HSBC to sell SME commercial insurance and recorded a decline in GWP for H1 2009

AXA saw its GWP in UK general insurance decrease by 4% year-on-year in H1 2009

AXA partnered with Ryanair to sell travel insurance products

AXA secured a partnership with HSBC to sell SME commercial insurance

Fortis entered a new partnership with Toyota

Fortis gained a ?20m deal with Toyota

Groupama launched low cost legal cover for SMEs and witnessed 6.3% growth in its UK property and casualty business

Groupama UK witnessed strong growth in its property and casualty business

Groupama launched low cost legal cover for SMEs-Optima Liability

LV= announced growth in its H1 2009 results

LV= recorded growth across all distribution channels and recorded a 92% increase in GWP in H1 2009

RBS recorded 2% growth in its GWP in H1 2009

RBS witnessed significant growth in its own brand business in H1 2009

RSA launched a new MNW policy and solar energy insurance product and achieved rate increases in H1 2009

RSA launched a new MNW insurance product

RSA launched a solar energy insurance product

RSA recorded a 3% decline in NWP, despite achieving rate increases in H1 2009

Zurich announced its exit from the new-home warranty and building control markets and appointed a new CEO

Zurich announced its departure from the new-home warranty and building control markets

Zurich targeted brokers with charity offerings

Stephen Lewis became the new CEO of Zurich in the UK

Willis secured a contract with Selfridges, while Gocompare.com launched a price comparison service for pet insurance

Aon won the Boparan Holdings account from Willis

Willis secured a contract with Selfridges

Giles secured a partnership to provide commercial insurance to customers at Clydesdale Bank and Yorkshire Bank

Admiral reported a 10% increase in Confused.com's revenue

Gocompare.com launched a new pet insurance comparison service

## **APPENDIX**

Ask the analyst

Datamonitor consulting

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