

### January 2022

#### Over-50s Guaranteed Acceptance Life Insurance - UK

“Sales of over-50s life insurance rely on heavy and consistent advertising to generate awareness and drive demand. Effective marketing strategies are even more of a necessity now, in order to motivate consumers to purchase and turnaround the recent decline in sales.”

#### Equity Release Schemes - UK

“The pandemic has brought a series of challenges, but it has also proved beneficial for the equity release market. The prospects for further growth are strong as a series of factors, such as the ageing population and rising house prices, are likely to play in favour of the equity release ...

### December 2021

#### Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

### October 2021

#### Annuities and Income Drawdown - UK

“The market for retirement income products is diverse and, potentially, large. The challenge for providers is to create an environment where pension savers can easily look into all their options and feel confident of their choices, while at the same time develop products that meet the needs of future retirees ...