

## **UK Home Insurance - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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### **Report description:**

The UK Home Insurance Market size is estimated at USD 7.16 billion in 2025, and is expected to reach USD 8.03 billion by 2030, at a CAGR of 2.31% during the forecast period (2025-2030).

The increasing awareness of homeowners about the importance of protecting their properties has driven the growth of the United Kingdom home insurance market. According to the needs of homeowners, many insurance companies give a vast range of policies and customized coverages. Factors such as the increasing number of households and rising property values drive the demand for home insurance in the United Kingdom.

The customer rate of home insurance is increasing because the number of individuals and families that become homeowners is also growing. Many home insurance companies in the United Kingdom have an opportunity to increase their market share and income because of the growing search for insurance coverage by a large population of homeowners. The increasing awareness of the risks and threats to the property motivates homeowners to seek adequate protection through home insurance policies because a home is a valuable asset for many individuals. Home insurance provides homeowners with the satisfaction of financial protection against damage to the home, which increases the demand for the home insurance market in the United Kingdom.

In the United Kingdom, home insurance companies are increasingly accelerating technological advancements to enhance the customer experience and offer online insurance purchasing options and management capabilities. The growing trend of insurers providing customized coverage schemes for specific needs of homeowners, such as for high-value items, boosts the growth of the United Kingdom home insurance market.

United Kingdom Home Insurance Market Trends

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## Building/Property Insurance is Dominating the United Kingdom Home Insurance Market

Property insurance coverage includes policies that protect the home from theft, fire, and other perils for tangible assets and equipment of businesses or residences. Property insurance also provides risk coverage to protect the house from all risks. Property insurance coverage in the United Kingdom typically excludes damage from events, tsunamis, floods, drain and sewer backups, seeping groundwater, standing water, and other sources.

Building/property insurance has registered significant growth in the United Kingdom. The United Kingdom has a high rate of property ownership, and rising property values have made homeowners seek comprehensive insurance coverage for their properties. Increasing awareness of the potential risks has prompted more homeowners to have insurance coverage.

## Online Policies are Dominating the United Kingdom Home Insurance Market

Purchasing household insurance policies online has become increasingly popular in the United Kingdom and is the most used channel by policy seekers. One of the key drivers behind this trend is the growing demand for digital accessibility. This digital transformation allowed policyholders to manage their policies easily, make payments, and file claims electronically. These benefits made the online policies of the United Kingdom home insurance market register significant growth over the years. The most common pre-purchase activity of home insurance is visiting a price comparison website, highlighting the importance of price for customers. As a result, both premium prices and the cover provided must be highly competitive.

## United Kingdom Home Insurance Industry Overview

The United Kingdom Home Insurance Market is highly competitive, with the presence of major international players. The United Kingdom Home Insurance Market provides opportunities for companies to grow the market, further driving the market's competitiveness. With a few players holding a significant share, the United Kingdom home insurance market has an observable level of consolidation. Some major players operating in the market include Admiral Group, Aviva, Ageas, Direct Line Group, and Axa Insurance UK.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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