



Search trends in the car insurance sector 2024

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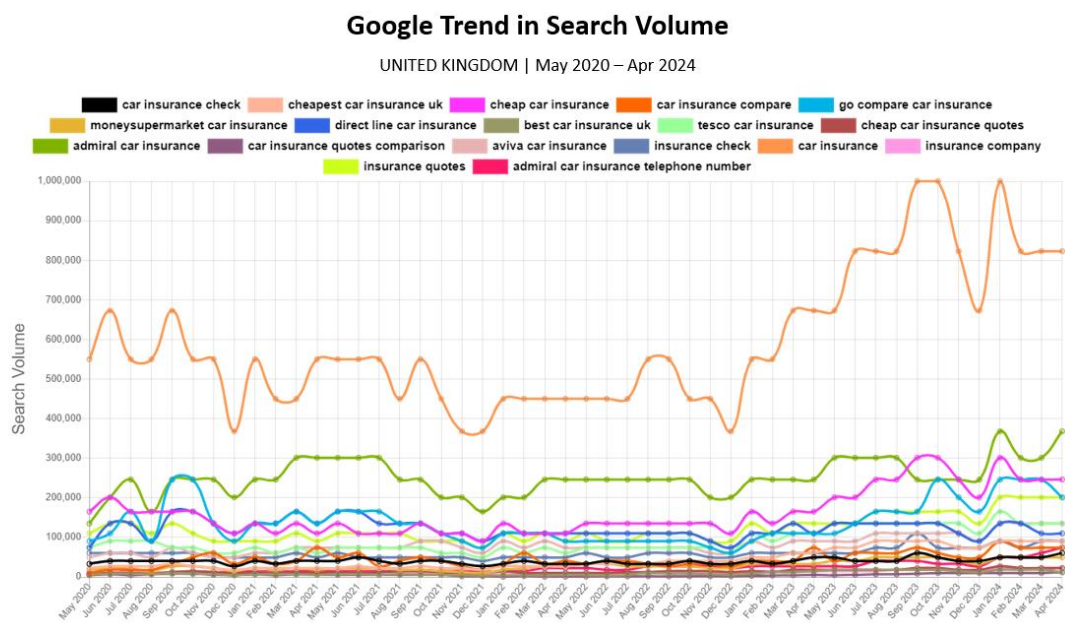
When people search for insurance and insurance company-related terms, what are they looking for? Most of the time, they are looking for car insurance.

In this category report, we look at search trends in the car insurance sector in the UK. We examine search trends sourced from our Share of Searching tool for some of the largest insurance companies as well as uncover how car insurance brands can compete on the Search Engine Results Pages (SERPs) .

“Cheap car insurance” searches have been on the rise since December 2022, demonstrating the impact of the cost-of-living crisis on the insurance sector.

We selected to analyse car insurance as it is the most searched for insurance-related term. The chart shows the search trends and volume for different insurance-related queries in the UK. Car insurance queries dominate, with up to one million searches each month for “car insurance”, more than double the level from 18 months ago.

It’s not just the term “car insurance” that’s on the rise. In December 2022, “cheap car insurance” started to climb in popularity as a search term. This could be due to the advent of the cost-of-living crisis and consequential tightening of household purse strings. Consumers started to become thrifter with all of their outgoings, especially those that don’t give much ‘joy’ but are essential, like car insurance.

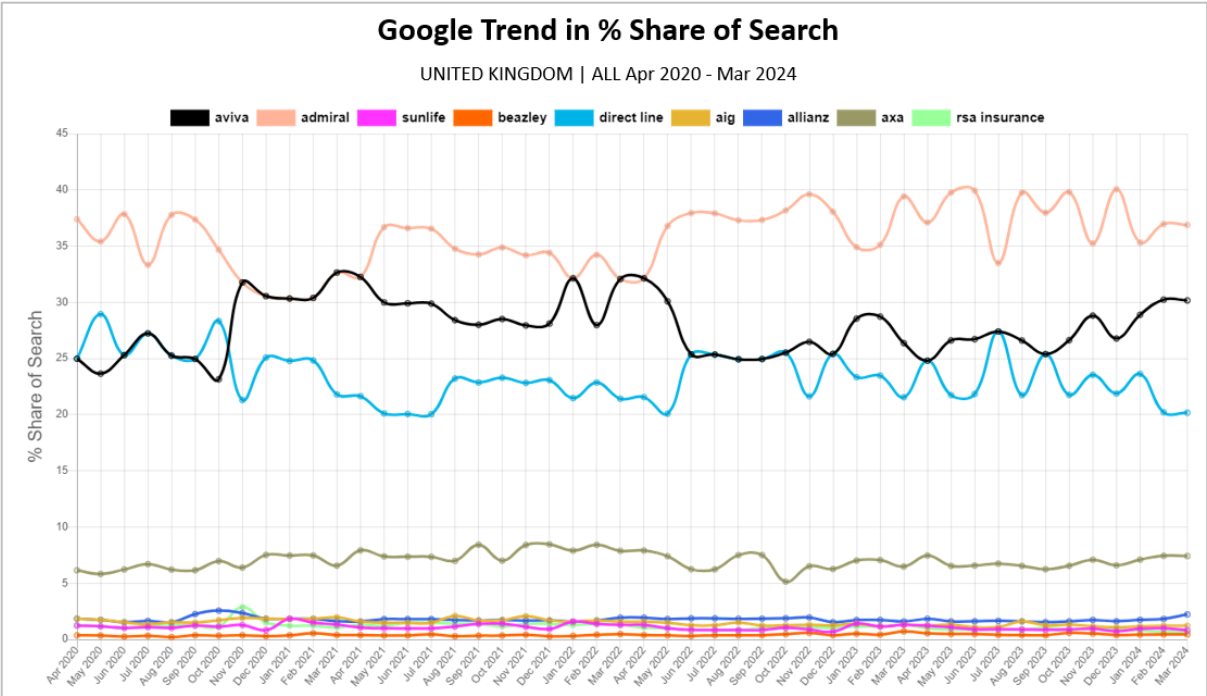


Admiral has consistently attracted the highest level of search interest among the largest companies in the UK insurance sector, recording between 350,000 to 450,000 searches each month, which translates to a dominant 35-40% share of search activity within this group. **Aviva** occupies the second position in search interest. Its monthly search volumes have surged from 200,000 (25% share) four years ago to 370,000 (30% share) per month by 2024. **Direct Line** ranks third, drawing between 250,000 to 300,000 searches monthly.

Admiral has the highest interest amongst the largest companies in the UK insurance sector, with 350-450,000 searches each month, equating to 35-40% search share within this group.

Over the past four years, these three companies have been in close competition, with Admiral establishing a clear lead since mid-2022.

Interestingly, Direct Line managed to surpass Aviva in search volume during June and September 2022, but Aviva has since clawed back, consistently matching or outpacing Direct Line's figures. This close contest between Aviva and Direct Line, demonstrated by their closely aligned search volumes, marks them as significant entities to watch within the sector.



The changing insurance customer

Millennials and Gen Z – the digital natives of our era – are reshaping the landscape of insurance by expecting the insurance sector to deliver a seamless digital experience.

Here is a breakdown of how they're changing the game:



Tech-savvy expectations: Millennials and Gen Z have grown up with technology at their fingertips. They expect insurers to offer user-friendly digital platforms that provide easy access to information, policy management and claims processing.



Preference for online interactions: Younger generations prefer to research, compare and purchase insurance online. Insurers need to have a robust online presence with intuitive websites and mobile apps to cater to this preference.



Personalisation and customisation: Millennials and Gen Z value personalised experiences. They expect insurers to understand their individual needs and offer flexible tailored solutions rather than a one-size-fits-all policy.



Transparency and trust: Younger consumers are more sceptical of traditional institutions and value transparency from businesses including clear communication and being upfront about their policies, pricing and claims processes.



Integration with digital ecosystems: Millennials and Gen Z-ers are accustomed to seamless integration between digital platforms. They expect insurance companies to integrate with other digital ecosystems, such as fintech apps to provide a comprehensive and connected experience.



Engagement through social media: Social media plays a significant role in the lives of millennials and Gen Z. Insurance companies need to have a strong presence on social media platforms to engage with younger audiences.



Emphasis on sustainability and social responsibility: Younger generations are more environmentally and socially conscious. Insurers that prioritise eco-friendly practices, support social causes and give back to the community can attract and retain millennial and Gen Z customers.

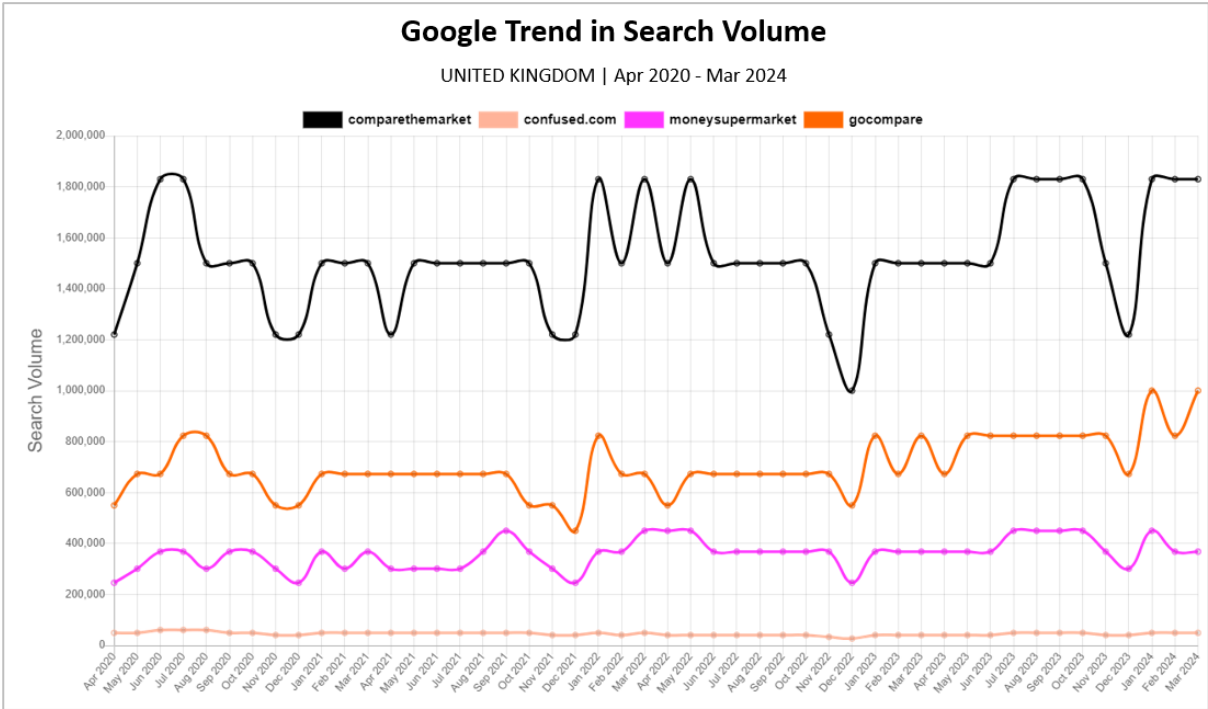
In summary, millennials and Gen Z are driving insurance firms to adapt to the digital age by demanding seamless online experiences, personalised services, transparency and social responsibility. Insurers that can meet these expectations stand to gain a competitive edge in capturing and retaining the loyalty of younger customers.

The role of comparison sites in insurance and who the winners are

Insurance comparison sites in the UK have seen a steady rise in popularity in recent years and this is reflected in the search interest trends for the four largest insurance aggregators.

Insurance comparison sites’ brand activity has been much critiqued and applauded (depending which side of advertising you sit on) over recent years. It’s shouty, in-your-face TV ads which contain memorable characters, slogans, jingles and jaw-dropping creative explain their rise in branded search but also how consumers, when in-market, turn immediately to these sites to explore providers.

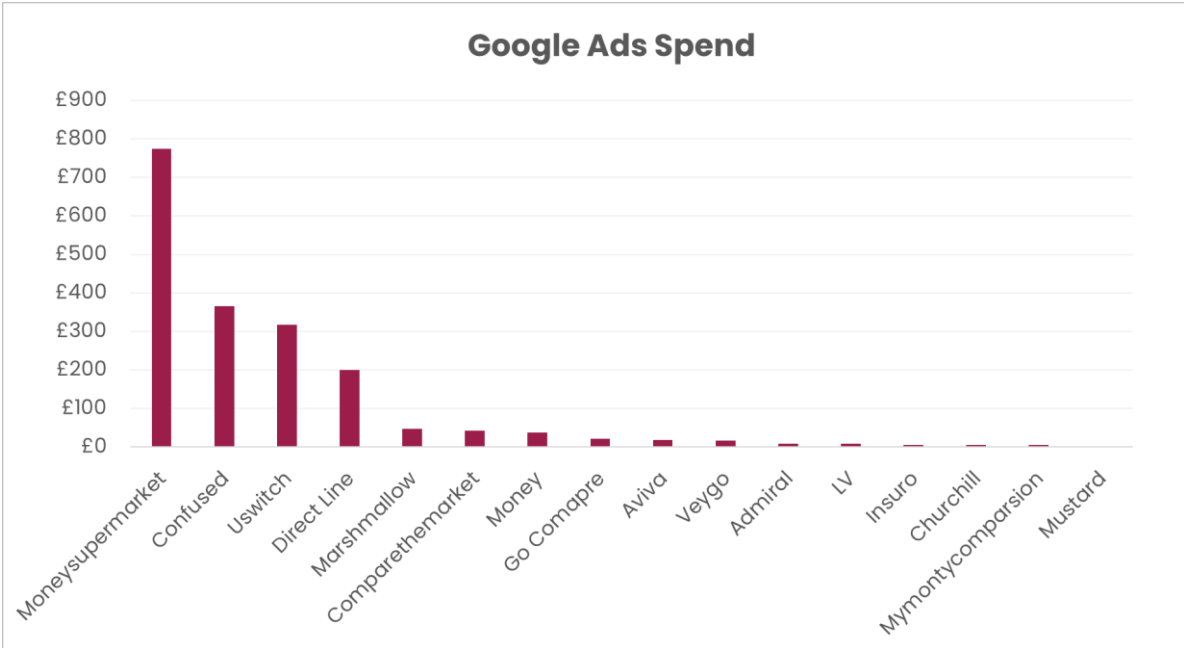
When in-market, consumers immediately turn to insurance comparison sites for their needs.



How to differentiate yourself in a very competitive sector where the average cost across top advertisers is circa. £117k per month

There are 172 unique advertisers bidding on “car insurance” and surrounding terms and the average media spend on car insurance terms for top advertisers comes out at around £117k.

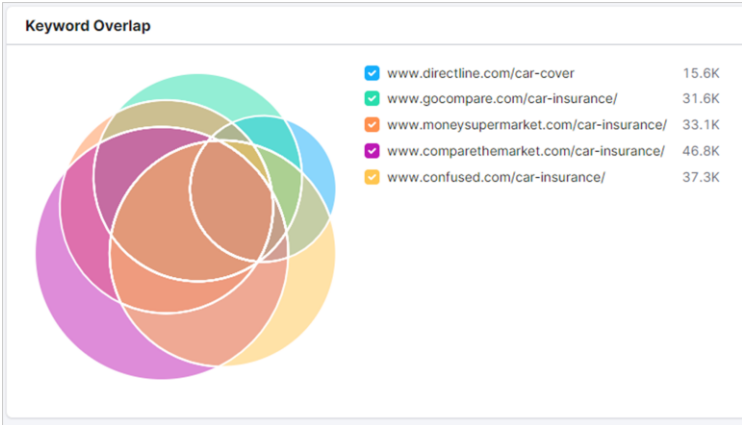
Moneysupermarket is dominating the paid space for car insurance with an estimated spend of £775k per month across 1,600 keywords.



There is significant keyword overlap across all advertisers, everyone is chasing the same terms. “Car insurance” is the top keyword in terms of both volume and % share of traffic coming in at 14.8%.

Although a tempting keyword to target, there is a better opportunity for marketers – especially from the individual brands – to consider less competitive terms.

Everyone is chasing the same terms, think outside of the box.



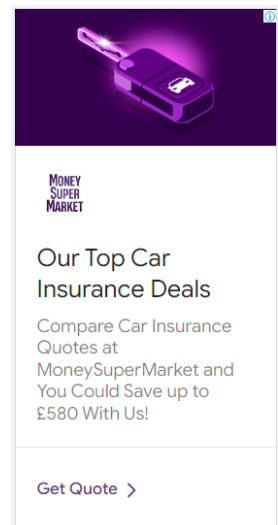
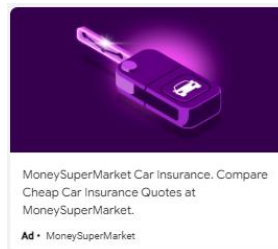
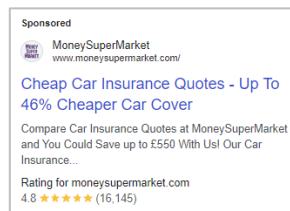
Let's look at the search ads that car insurance comparison sites are running



As can be seen from the YouTube ad above, Moneysupermarket is using creative pulled from the ad they are also running on TV. This is good for brand recall and frequency of messaging for users across multiple digital platforms.

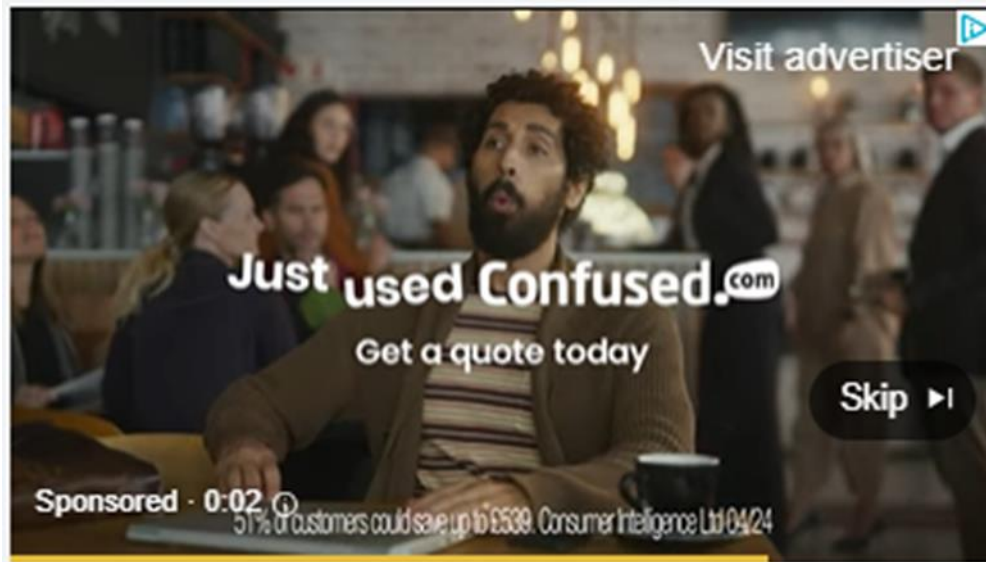
Looking at their search ads, Moneysupermarket is including customer reviews within the ad copy which promotes trust and credibility.

However, the images used in their display advertising do not immediately shout car insurance and with time poor digital users, it's important to get your key message and brand purpose across as soon as possible. There also seems to be a lack of brand consistency with their Above The Line (ATL) activity e.g. their TV ad and their display advertising. We would suggest to make the creative consistent across all channels for maximum brand recall.



Keeping consistent creative and messaging across all of your online and offline marketing channels is key for brand recall.

Let's look at the search ads that car insurance comparison sites are running

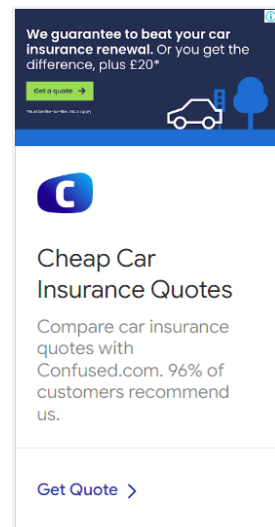
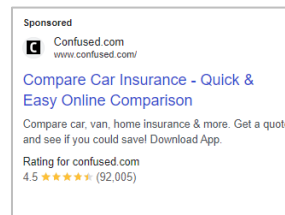


As with Moneysupermarket, Confused.com is also utilising their TV ad creative on their YouTube ad activity.

Confused.com makes the same mistake that Moneysupermarket does in not carrying over their ATL creative to their display activity.

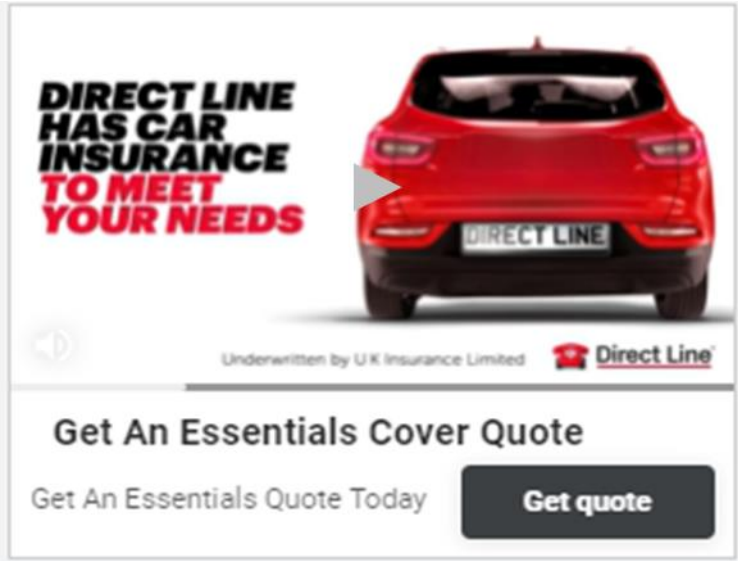
Looking at Confused.com's paid search activity, it's positive to see reviews embedded into their search ads which will promote trust and credibility to users.

Looking at the messaging in their display ads, it is very similar to competitors with a big focus on users being able to find cheap car insurance. Exploring alternative messaging would help Confused.com stand out in this crowded market.



Search ad messaging in the car insurance industry is very similar. Be brave with messaging to stand out from the crowd.

Let's look at the search ads that car insurance brands are running




Direct Line’s digital creative is all ‘on-brand,’ which creates strong brand recall for users across not just digital, but ATL platforms too.

Direct Line also has unique messaging in their ads, highlighting that they are ‘not on comparison sites’. This messaging differentiates them in a crowded car insurance market.


Direct Line is a great example of a brand that uses unique messaging in digital ads to stand out in a crowded market.

Sponsored

 Direct Line
www.directline.com/car-insurance


Direct Line Car Insurance - We're Not On Comparison Sites

Direct Line, We're Not On Comparison Sites. You Won't Find Us Anywhere Else 24/7 Emergency Phone. Onward Travel Service.



Direct Line Car Insurance, Get An Essentials Quote Today

Ad • Direct Line Car Insurance




Direct Line Car Insurance

Get An Essentials Quote Today


Get Quote >

Let's look at the search ads that car insurance brands are running

70% of our customers are new to the UK.

And we're rated as "excellent".


You could save up to £300 on UK car insurance.*
*Based on migrants living in the UK for <3 years. See marshmallow.com for full details.


 **marshmallow** [Get a quote](#)

Looking at Marshmallow's paid search activity, there is a really strong sense of brand coming through in their creative, which immediately makes them stand out in this crowded market.

They are also focussed on a very niche audience – the new to UK market – and they have tailored their ad messaging to this audience. This makes their ads more impactful and in theory, perform better once they reach that desired audience.

Although it's positive to be super targeted in this industry, there's a question as to whether Marshmallow has gone too far with this. Do they provide insurance to existing/long-term UK residents? There's a worry here that they may be missing out on opportunities to widen their customer base.

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 Marshmallow
www.marshmallow.com/

Car Insurance With Marshmallow -
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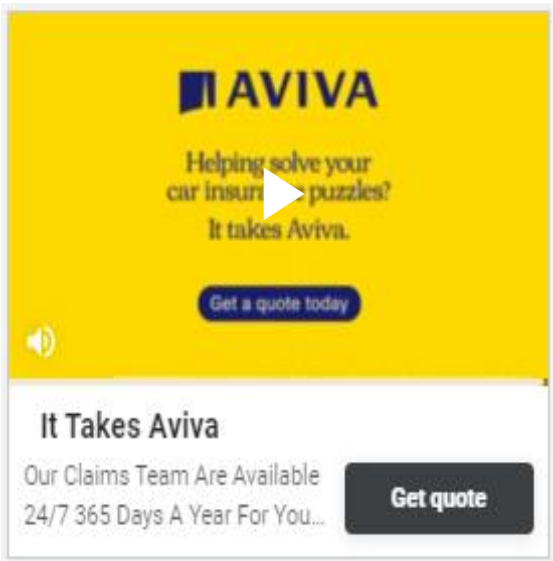


New to the UK?. Marshmallow insures drivers from all countries.

Sponsored

Marshmallow's digital assets have a strong sense of brand and really tailor their messaging to their target audience.

Let's look at the search ads that car insurance brands are running

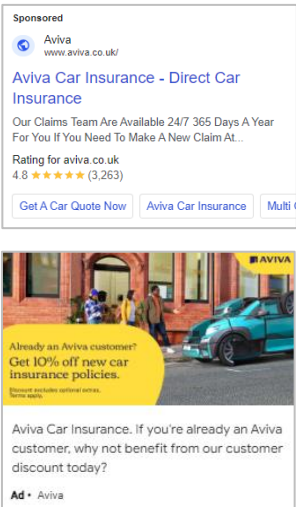


Aviva utilises their TV ad creative across all digital channels which strengthens brand recall.

What they could improve on is on the inclusion of better USPs in their ad messaging. At the moment, they've gone all in with 'available 24/7' which doesn't feel as good a differentiator as other competitors' ad copy in this market.

Aviva, like the comparison sites, embeds customer reviews within their paid search ads which promotes trust and credibility amongst consumers.

When it comes to Aviva's branding on their search ads, it's distinctive and memorable and they are using promotions effectively within ads, giving users more reasons to choose them over a competitor or a comparison site.



Aviva's key message of being available 24/7 doesn't stand out in the market.

Summary of paid search activity in the car insurance market

The paid search space for car insurance is dominated by comparison sites with large budgets. Overall, there's little that differs advertisers in this space. For most, paid search seems to be very focussed on conversion with brands relying on their brand identity for that final purchase.

Direct Line is the biggest advertiser outside of comparison sites who invest heavily in car insurance terms. Direct Line makes it very clear in their ad messaging that they are not part of comparison sites. Despite going it alone, they still only invest $\frac{1}{4}$ of what Moneysupermarket is investing.

The majority of comparison sites is utilising content and/or messaging from their TV ads across paid search, including snippets of their ads in their YouTube/video advertising.

Marshmallow has a small market share, however they have very direct and specific messaging, targeting those who are 'new to the UK'. Focussing on a subset of the market – most likely due to a smaller budget – is a sensible strategy in order to compete with those bigger comparison sites and larger, legacy car insurance brands..



For car insurance brands running digital activity, the key is to focus on a subset of the market to compete with comparison sites.

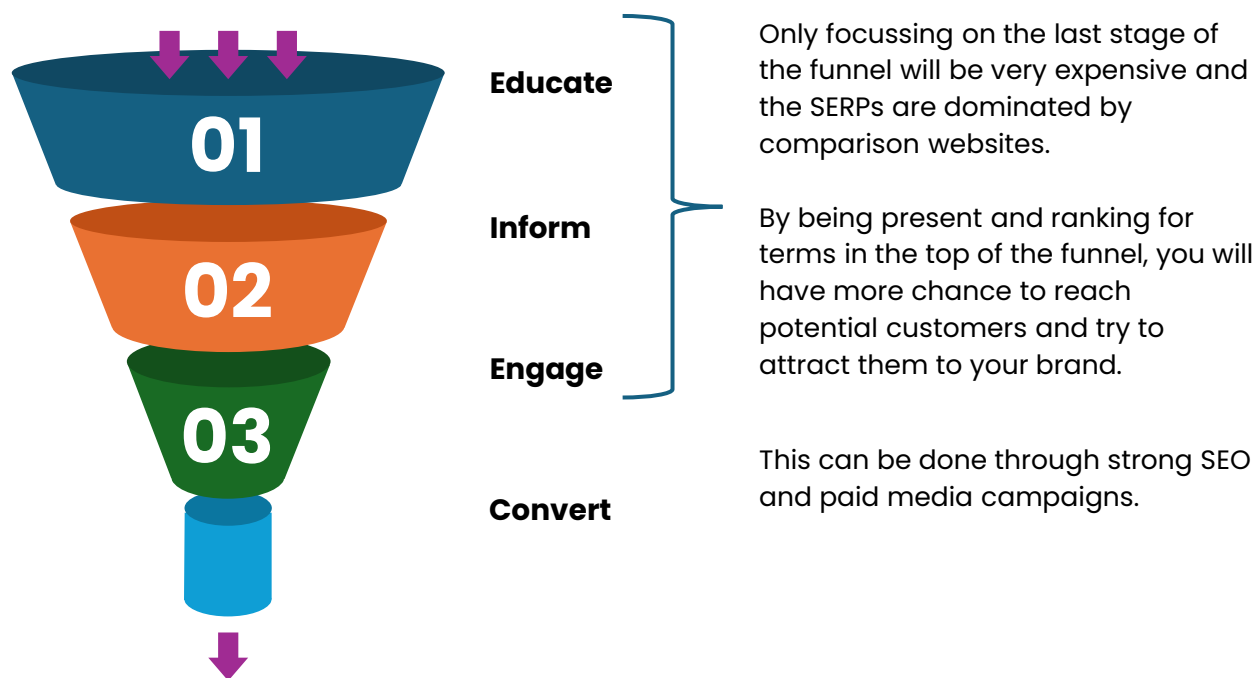
The insurance comparison sites have a head start in a world of reviews, ratings and digital experiences, but there's still a lot brands can do

As we mentioned, the popularity of insurance comparison sites is not new. Even if most searches start on a comparison site, when it comes time to pick a brand, it will come down either to price or brand affinity.

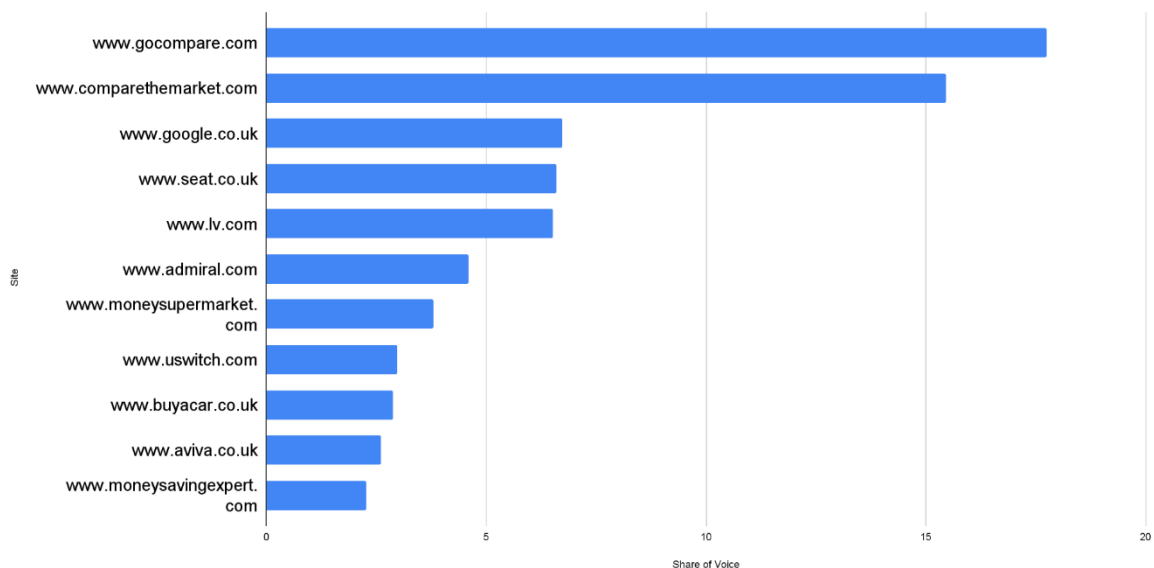
How do you make them pick your brand if you are not the cheapest? Well, you need to be there every step of the journey to make them feel they can trust you.

What can insurance companies do to gain some of this market share?

Insurance companies need to take digital marketing and SEO seriously to focus on improving their site experience and convince prospects that their brand is the brand for them!

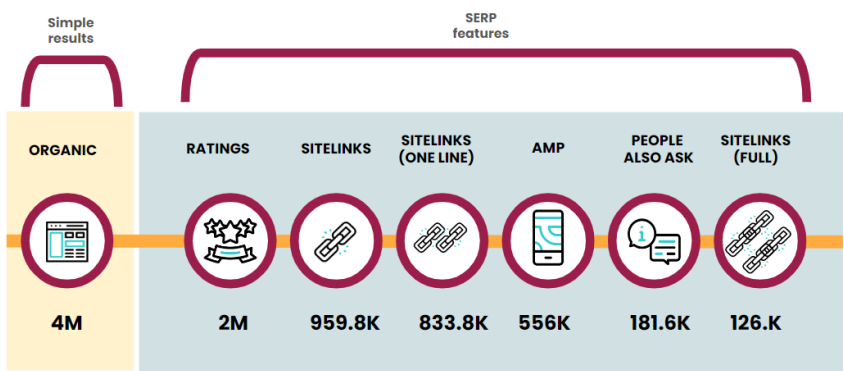


Car Insurance Share of Voice



Google rewards companies that create unique and helpful content to their audience and no one is better placed to create content about insurance than an insurance company. A big focus for brands will be to identify the different niches they can compete with.

Focus on improving your content to capture the interest directly from the SERPS.



From our keyword list spanning a wide range of car insurance keywords we can clearly see that even though traditional results have the biggest Share of Voice (SoV), other types of search features need to be focussed on to get a competitive advantage.

What are SERP features and how can you leverage them

SERP features are results snippets appearing directly in Google search result pages. Appearing for these is a sign of trust and authority for Google but also for your audience. If you are ranking in the top position for an answer your audience is asking, they will trust your brand more.

Google

car insurance bands

×

People also ask

Is insurance group 14 high or low?

Cars in group 14 are still at the **lower end of the spectrum** when it comes to the cost of motor insurance. They tend to have moderately powerful engines but are relatively affordable to buy and aren't hugely risky to insurance providers. 15 Jan 2024

comparethemarket.com

https://www.comparethemarket.com › group-checker › g...

Cars in Insurance Group 14 | Compare the Market

Search for: Is insurance group 14 high or low?

Is group 22 insurance high?

Groups range from 1 to 50 with group 1 being the lowest and group 50 being the highest. Therefore, **cars in insurance group 22 rank on the mid-to-lower end of the scale**, making them amongst some of the more reasonably cheap cars to insure in the UK. 30 Apr 2024

howdeninsurance.co.uk

https://blog.howdeninsurance.co.uk › car-insurance-grou...

Car insurance Group 22 | Howden Insurance

Search for: Is group 22 insurance high?

What cars are in insurance group 1, 2, 3, 4?

Example models:

- Groups 1-2: Fiat Panda, Skoda Fabia Hatchback, Ford Ka, Toyota Aygo, Vauxhall Corsa Hatchback.
- Groups 3-4: Renault Clio, Seat Ibiza, Toyota Aygo and Vauxhall Corsa, Skoda Fabia, Toyota Yaris.
- Group 5: Sandero, Ford KA Plus, Kia Picanto, Renault Clio.

Google

is flexible car insurance good

×

All

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News

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More

Tools

You might sometimes hear it called short-term car insurance, or flexible car insurance. It's a great option if you only need to insure yourself for a short period of time, with some policies (including Cuvva's) lasting as little as one hour. 31 Aug 2023

Cuvva

https://www.cuvva.com › how-insurance-works › comp...

Comparing temporary car insurance for best 2024 price | Cuvva

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What are SERP features and how can you leverage them

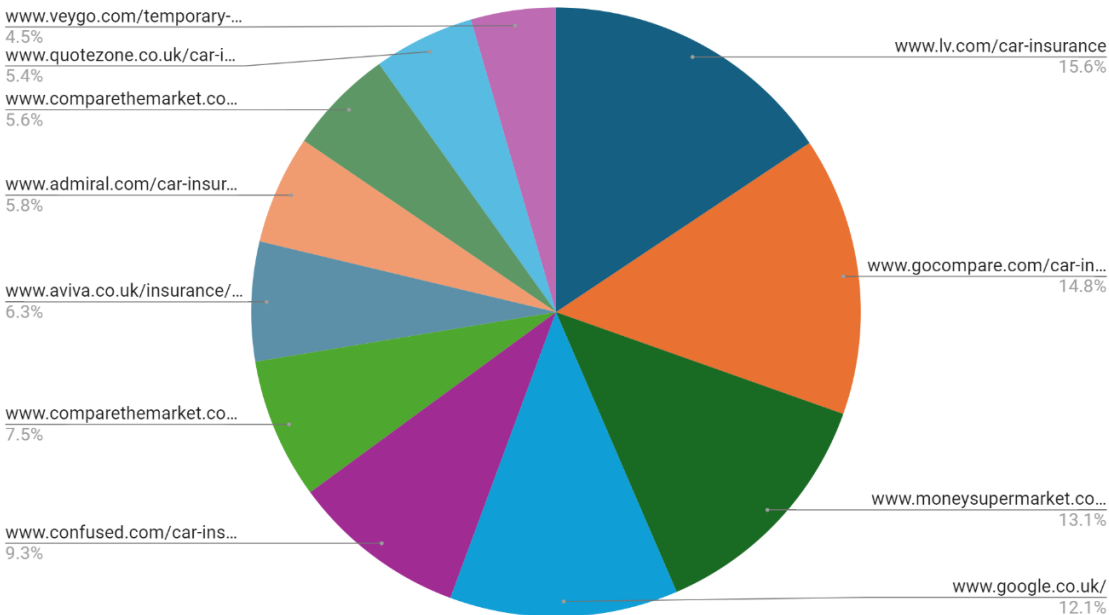
Something that comparison sites have done really well is optimise for SERP features.

Search results have changed greatly in the past few years and reaching position one on SERPs is not as exciting reaching position '0' through special SERP features. Elements like featured snippets (**paragraph snippet, list snippet, video snippet...**), knowledge graphs, related searches, etc., have changed how we conduct our online research and make decisions.

While the car insurance market may appear saturated from an SEO perspective, data shows that many SERP features, such as knowledge graphs, answer boxes, and most-read article carousels, have yet to be properly seized.

SERP features in the car insurance industry are yet to be properly seized

Instances

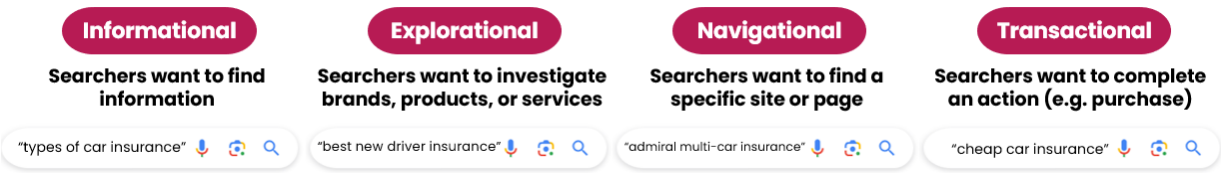


Even though LV isn't achieving a high SoV compared with the marketplaces, the website is still qualifying as having the highest SoV for People Also Ask (PAA) snippets, thanks to their broad content offering and compelling list of FAQs.

LV dominates the PAA Game

Is search isolated to Google ?

Marketers typically categorise search intent into four stages, mirroring a customer’s journey:



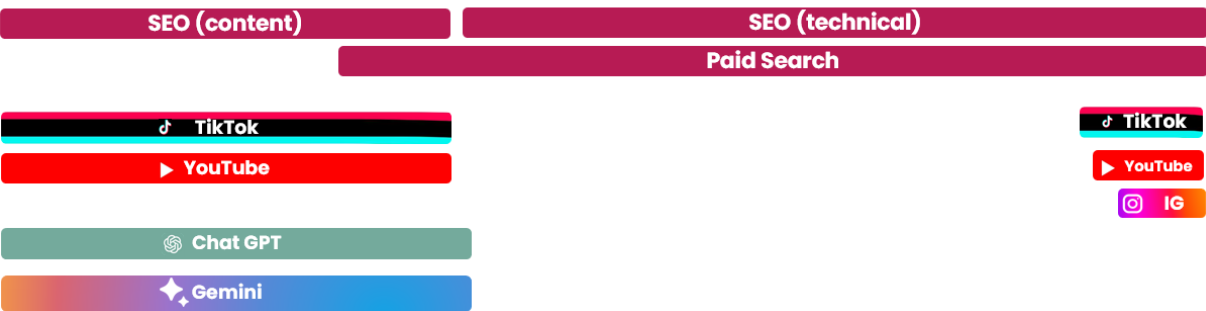
The number of platforms involved in the search journey has dramatically changed in the past six years.

In 2018 the search funnel was isolated to Google, but in 2024 numerous channels are involved, particularly at the top of the funnel, in the informational and exploratory phases.

2018



2024



In 2024, the search journey is not limited to Google. TikTok, AI chatbots and YouTube play crucial roles.

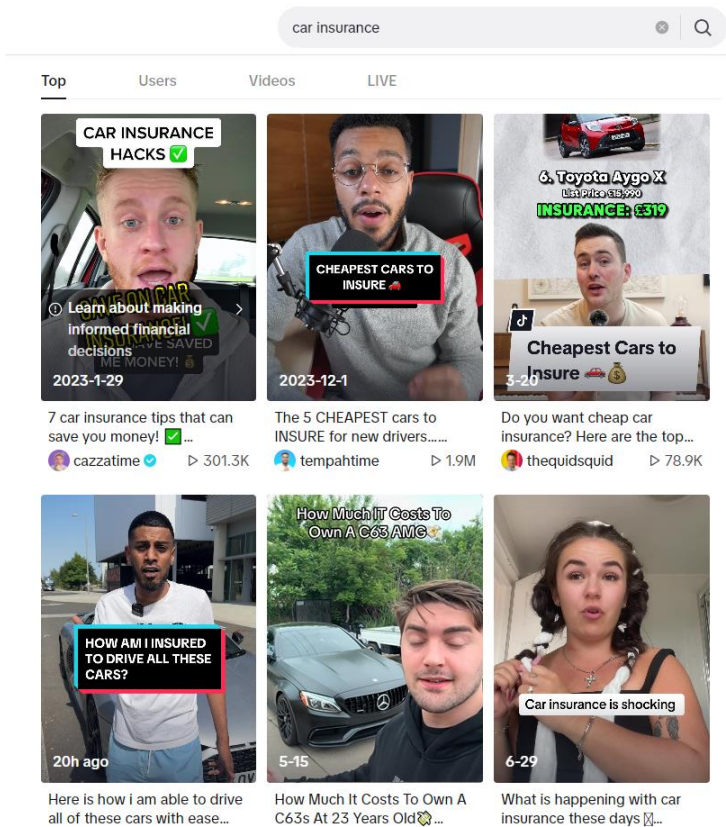
Is search isolated to Google ?

Search marketers need to think outside of Google and develop strong TikTok, YouTube, AI and Meta strategies (organic and paid). Not to mention the plethora of other channels that are continually emerging as strong players in the search game (think Reddit, Pinterest or Snapchat).

Direct Line is not running any TikTok ads which is surprising for a brand that relies purely on its own digital ecosystem (as they don't list on comparison sites) and for one that does a good job across all other digital platforms.

Veygo is a brilliant example of a brand that is leveraging TikTok well, which makes sense as their target audience is young drivers and [76% of TikTok users in the UK are between the ages of 15 and 24](#). However, Direct Line offers car insurance products aimed at younger drivers (their DrivePlus product) which would be a good product to get out on TikTok in front of an engaged and young audience.

TikTok has a lot of organic content around car insurance (screenshot of some of the content is below), so brands should be capitalising on this interest by advertising on these searches and building brand awareness amongst an interested, younger audience.

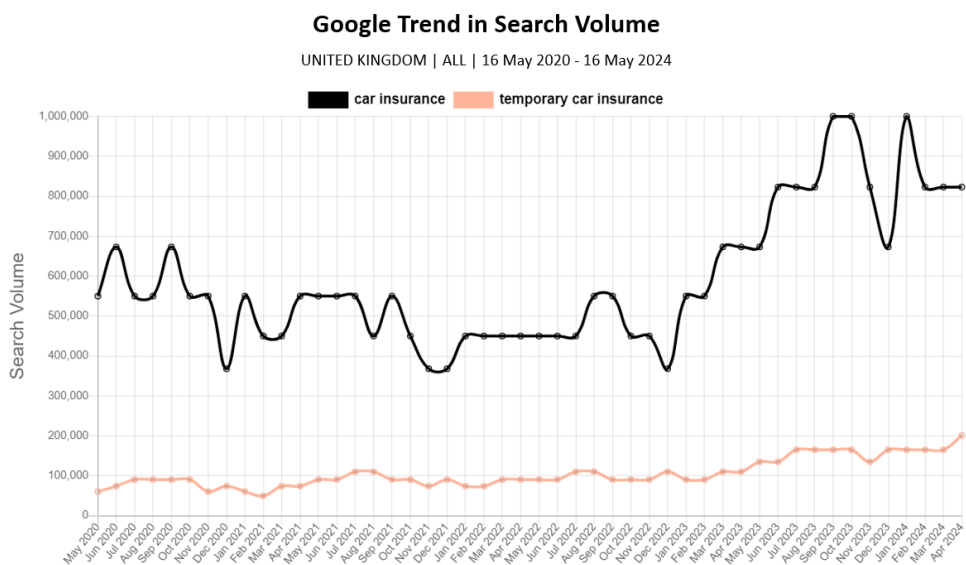


Car insurance brands should take inspiration from Veygo's strong TikTok presence to push their products aimed at a younger market.

Let's look at the flexible and temporary car insurance segment to see what brands are leading this sector

The below graph maps out the trend in search volume for “car insurance” and “temporary car insurance” over the past four years. It shows that car insurance is – by some margin – a more popular term and experiences sharp, seasonal peaks and troughs (its troughs occurring in the festive period and picking up again soon afterwards). Last year, interest in car insurance climbed up quite dramatically, potentially due to the effects of the cost-of-living crisis as users looked to compare providers and make more economic decisions.

Temporary car insurance has experienced less dramatic peaks and troughs and looks to steadily rise in search interest across the four years at an upward trajectory.



With the steady rise in interest for temporary car insurance, car insurance marketers should respond by producing website and social content on temporary car insurance products to respond to this interest and highlight the benefits to the consumer, especially in uncertain economic times.

Brands that exist solely to provide temporary car insurance, such as Veygo and Cuvva should capitalise on this search interest early on and prioritise brand awareness activity in order to become *the* household name in temporary car insurance and avoid consumers going directly to comparison sites to fulfil this need.

Interest in temporary car insurance is steadily rising and brands should capitalise on that.

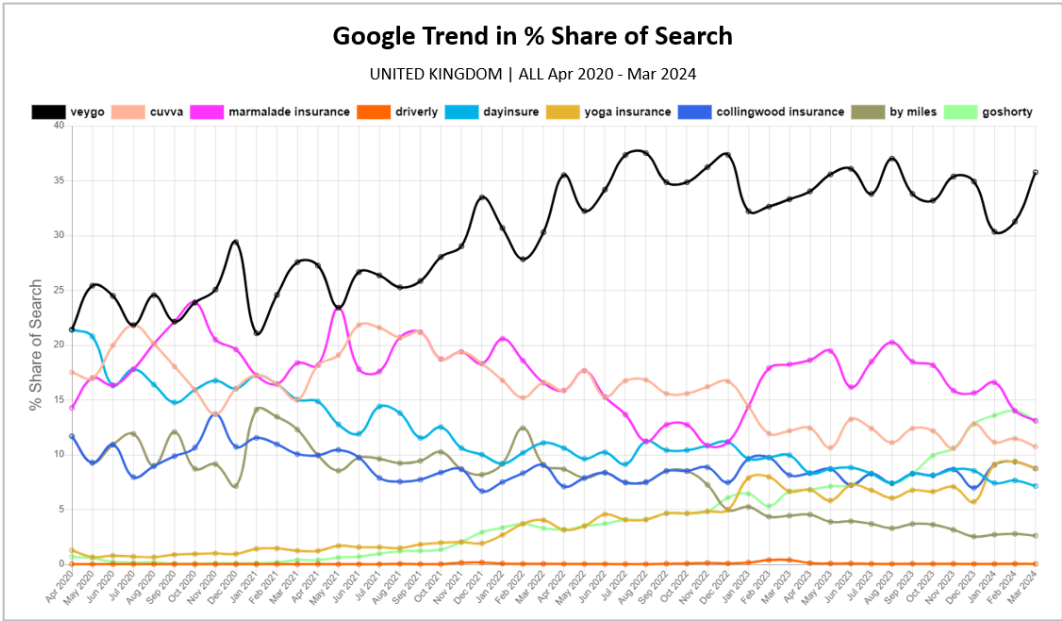
Who's leading in the temporary car insurance market?

There is a burgeoning interest in temporary car insurance in the UK, particularly with rapidly increasing searches for three companies: Veygo, GoShorty and Yoga Insurance.

Veygo winning, with fast-growing search interest and % share of search (amongst this group), from 22,000 searches (28% share) in March 2021 to 74,000 (36% share) in March 2024

Veygo has attracted the highest level of searches, with its interest and percentage share of searches growing significantly from 22,000 searches (28% share) in March 2021 to 74,000 searches (36% share) in March 2024.

Since its launch in November 2021, GoShorty has seen its monthly search volumes rise dramatically from 2,000 (2% share) to 27,000 (13% share) in March 2024. Similarly, Yoga Insurance has experienced growth in search volumes from 600 per month in January 2021 (1% share) to 18,000 (9% share) in March 2024. Consequently, other temporary car insurance companies have observed a decline in their percentage share of search interest as Veygo, GoShorty and Yoga Insurance continue to capture more attention.



Key takeaways



The insurance customer is changing: Millennials and Gen Z are driving insurance firms to adapt to the digital age by demanding seamless online experiences, personalised services, transparency and social responsibility. Insurers that can meet these expectations stand to gain a competitive edge in capturing and retaining the loyalty of younger customers.



Flexibility in car insurance is increasingly valued: Consumers do not want to commit to long-term contracts and brand loyalty is low in the market. This is mirrored by a rise in interest for temporary car insurance. From a marketing perspective, brands should communicate their USPs and respond to consumer needs.



The search landscape for car insurance is dominated by comparison sites: These giants spend huge sums on Google Ads and with their heaps of reviews and trust signals, Google prioritises them in the SERPs. Brands need to take a laser-focussed approach to audience targeting to resonate and build brand awareness and loyalty.



Search isn't just Google: Social platforms like TikTok have become, in recent years, hugely important mediums for consumers to discover and get to know brands. Car insurance brands targeting younger demographics should have a presence on TikTok and devise specific strategies for this platform to reap the most rewards.



SERP features are there for the taking: Although the SERPs are dominated by comparison site brands, there are still lots of opportunity to be won in SERP features for car insurance brands. Brands should prioritise ranking for these to get visibility.