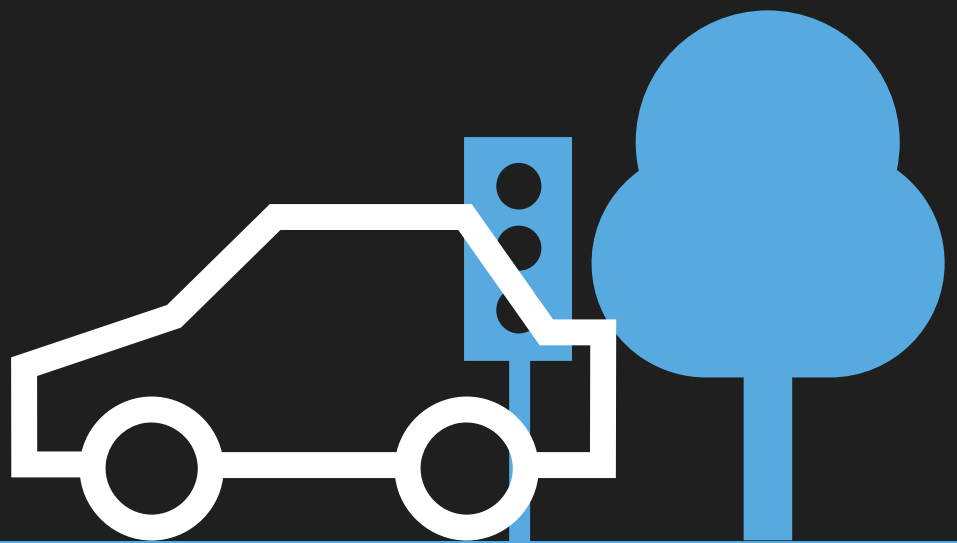




# Confused.<sup>com</sup> car insurance price index

The most comprehensive analysis  
of car insurance pricing in the UK

Q4 2024



# Executive summary

**The average cost of car insurance in the UK is now £834 per year. This marks the biggest drop in car insurance prices in over 10 years.**

Car insurance prices have been steadily dropping every 3 months since the beginning of last year. This has resulted in a significant annual reduction with car insurance in the UK now £161 (-16%) cheaper compared to 12 months ago. This equates to the biggest monetary annual decrease on record.

The Confused.com car insurance price index, which began in 2006, remains the most comprehensive analysis of car insurance pricing in the UK, utilising data from over 6 million car insurance quotes per quarter.

The latest index covers the fourth quarter of 2024, showing that the average price of car insurance is now £834 per year. This represents a decrease of £27 (-3%) compared to the previous quarter.

More than half (57%) of those who received their renewal price last quarter claimed their price had increased by £78, on average. That's according to further research by Confused.com<sup>1</sup>. However, evidence shows that shopping around at renewal meant drivers made savings of £71 last quarter, on average.

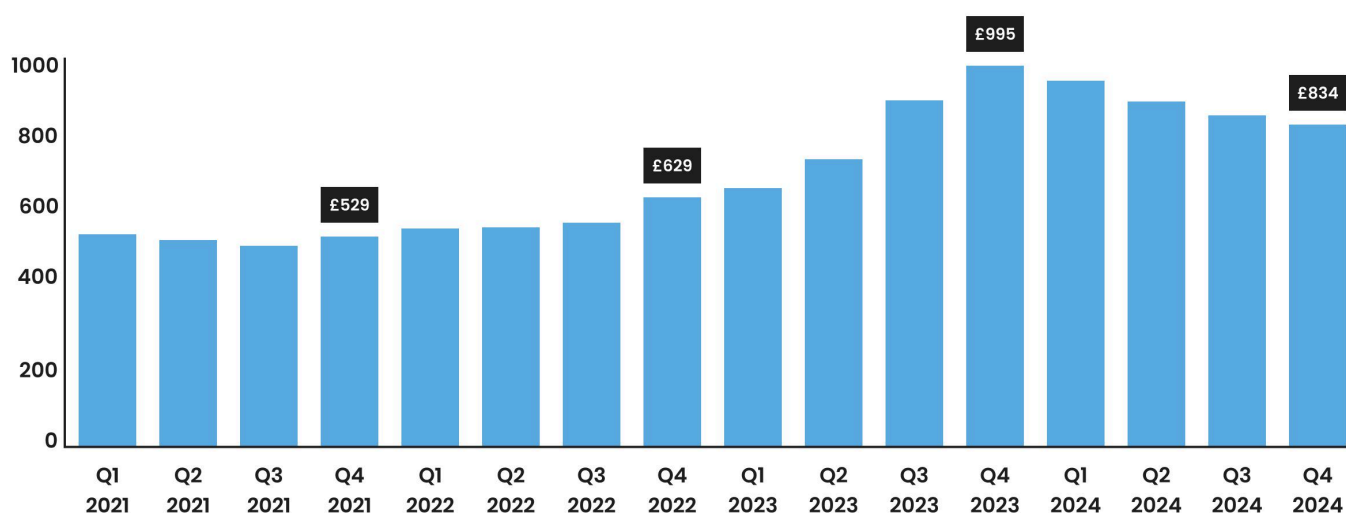
Depending on their age, some drivers are now paying 18% less compared to 12 months ago. For some, this results in a saving of over £200 compared to last year.

# The bigger picture

## How prices have changed

The latest Confused.com car insurance price index reveals that car insurance now costs £834 per year on average. Car insurance premiums have steadily declined every 3 months since the beginning of last year.

But the latest Confused.com car insurance price index figures for Q4 2024 represent the biggest monetary annual decrease on record.



### Price Trends

- **Annual Increase:** £161 (-16%)
- **Quarterly Decrease:** £27 (-3%)

While prices are continuing to fall, premiums are still a lot higher than they have been in the past. For context, the average UK premium is 33% higher compared to 2 years ago.

# Prices by gender

Do men or women pay more?



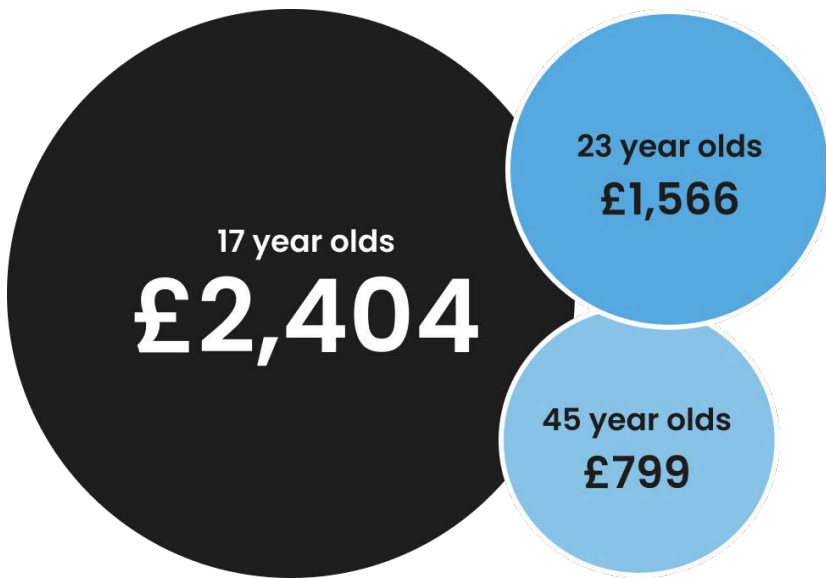
All drivers continue to benefit from falling car insurance premiums, but men continue to pay more on average than women:

- **Men:** £894, down 16% (£167) year-on-year
- **Women:** £732, down 17% (£152) year-on-year
- **Gender gap:** £162

Men pay more than women for car insurance due to several factors. Generally men have higher risk profiles, this is because they tend to drive more expensive cars with larger engines and with more advanced technology. In turn, these factors contribute to more expensive claims.

# Prices by age

## What do younger and older drivers pay?



Younger drivers typically pay more for car insurance than any other age group. Because of this, car insurance costs are unaffordable for many young drivers.

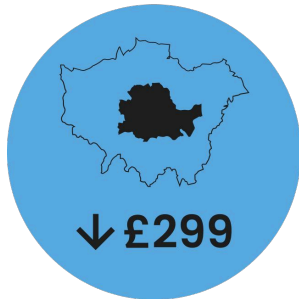
- **18-year-olds:** Continue to pay the most of any age group at £2,605 per year, a decrease of 18% (£557) in the past year.
- **17-year-olds:** Also face high prices, with average premiums now £2,404 per year, down 16% (£473).

While younger drivers continue to face significantly high prices, the year-on-year car insurance premium decreases for this age group should make for better reading. In fact, in the past 3 months alone, prices have shifted significantly for these drivers, and more so than any other age group. For example, prices for 17-year-olds have dropped by £323 (-12%) in 3 months, on average. Further savings can be made if these drivers continue to shop around for a policy.

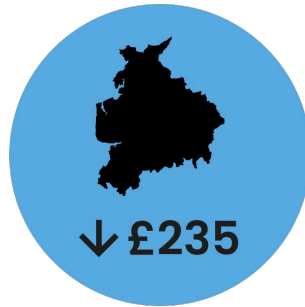
# Prices by region

## Which areas have seen the biggest rises?

Inner London



Manchester & Merseyside



Along with other factors, where you live can impact what you pay for car insurance. Car insurance premiums vary significantly between different regions, with some profiting from greater reductions year-on-year than others, on average.

Premiums are falling across the board, regardless of region. But drivers in Manchester and Merseyside, and Inner London in particular are paying 19% less for their insurance, compared to this time last year. This represents a £235 and £299 year-on-year decrease in annual car insurance premiums respectively, on average.

- **Inner London:** £1,308, down 19% (£299) year-on-year
- **Manchester & Merseyside:** £998, down 19% (£235)

# Expert view

## Rhydian Jones, motoring expert at Confused.com car insurance comments:



Car insurance prices have dropped significantly, with the average premium in the UK at the lowest point in 18 months. After a turbulent couple of years and record-high prices, this is the good news we've all been waiting for.

"However, it's clear that not all drivers are seeing these savings. Those who've received their renewal recently might've seen their price increase. This can be confusing, as with another year's no-claims bonus and more driving experience, this should, in theory, drive prices down.

"But your price will depend on your level of risk. Looking at how you could potentially reduce your risk of a claim can help to save money on your policy. This includes things like reassessing how often you use your car, and updating your policy to reflect this. For example, overestimating your mileage can mean you're paying more than you need to. And if you can, make your car more secure – the less chance of it being stolen, the lower risk you are.

"Ultimately, the only way to know you're getting the best price is to shop around. The price of car insurance is cheaper now than before, but many people aren't getting the same savings when it comes to their renewal price. Even if your renewal price seems fair, there's a chance that there's another insurer out there willing to offer you a better price. In fact, last quarter, those who switched insurers were able to save £71, on average. So before you commit, shop and compare to make sure you're getting the best deal."



**Rhydian Jones**  
Motoring expert

**Confused.com**

# Note to editors

More than 6 million quotes are used in the construction of each quarter's insurance price index. This makes it the most comprehensive insurance index in the UK. Unless otherwise stated all prices referred to are for comprehensive cover.

The following web pages will be updated to reflect the new figures. Please use this as credit for the data: [www.confused.com/car-insurance/price-index](https://www.confused.com/car-insurance/price-index)

1. Research carried out by One Poll on behalf of Confused.com of 2,000 UK drivers who have car insurance policies. This was conducted between 31 December 2024 and 6 January 2025



# Media information

## About Confused.com

Launched in 2002, Confused.com was the UK's first digital marketplace for car insurance and is one of the leading brands in the sector, generating over one million quotes per month. It has expanded its range of comparison products over the years to include home insurance, van insurance, motorcycle insurance, and car finance comparison, as well as a number of tools designed to save consumers money.

Confused.com is not an insurance company or lender. It provides an objective and unbiased service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators. Confused.com is authorised and regulated by the Financial Conduct Authority.

# Media information

## About the index

The index is compiled using anonymous data from all enquiries submitted on Confused.com. In line with the draft Office of Fair Trading (OFT) commitments on the use of competitor price data, the prices used for calculating the index are based on an average of the best five quotes received on Confused.com. The OFT closed on 1 April 2014 and the commitments are now governed by the Competition and Markets Authority (CMA).

## About Willis Towers Watson

WTW (NASDAQ: WLTW) is a leading global advisory, broking and solutions company that helps clients around the world turn risk into a path for growth.

With roots dating to 1828, WTW has 45,000 employees in more than 140 countries and markets. We design and deliver solutions that manage risk, optimise benefits, cultivate talent, and expand the power of capital to protect and strengthen institutions and individuals.

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