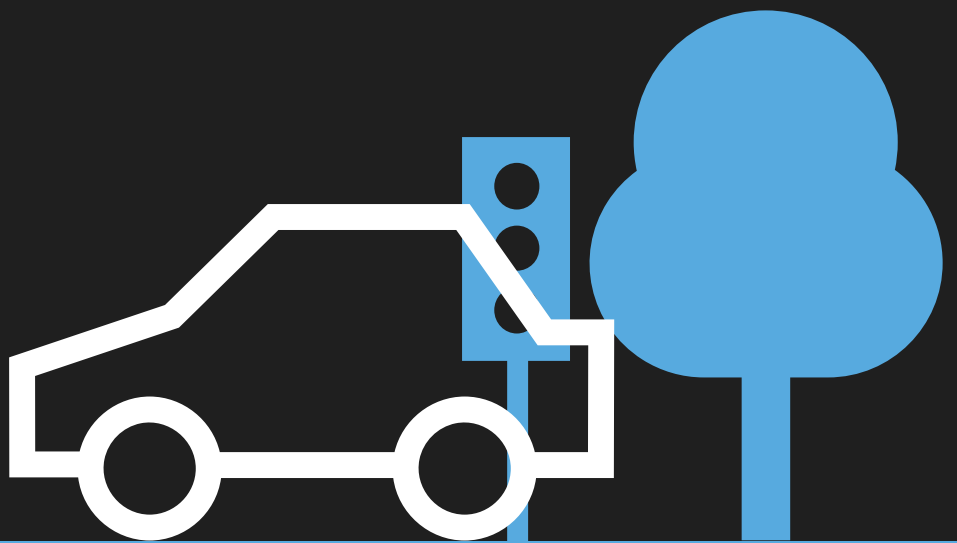




Confused.^{com} car insurance price index

The most comprehensive analysis
of car insurance pricing in the UK

Q3 2025



Executive summary

The average cost of car insurance in the UK is now £735, according to the latest car insurance price index by Confused.com, powered by WTW

Car insurance prices have been gradually dropping in the UK since the beginning of 2024.

On one hand, this is the cheapest car insurance prices have been for more than 2 years. However, prices are still 25% more expensive compared to almost 3 years ago.

This is now the seventh consecutive price index conducted by [Confused.com](https://www.confused.com) that has revealed a continued shift towards falling car insurance prices.

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

The latest index reveals the cost of car insurance in the UK has dropped by £136 (-16%) over the past 12 months, on average.

Despite decreasing insurance costs, further research shows more than half (54%) of UK drivers¹ have had to make a financial sacrifice to pay for their car insurance. Almost 1 in 3 (29%) admit they've had to take money out of their savings to help afford cover for their car.

Not all drivers enjoy car insurance savings from their existing providers, especially at renewal. A survey of 2,000 UK drivers⁽¹⁾ found that more than 2 in 5 (42%) drivers received a higher price from their insurer at renewal in the past 3 months.

This averaged at £81 more expensive compared to the previous year. 2 in 5 (40%) chose to shop around using a price comparison site and switch insurers, saving £91 on average.

Meanwhile, less than 1 in 4 (24%) received a cheaper renewal price, in comparison. Their renewal quote was £53 cheaper compared to the previous year, on average. Despite potentially saving money on their renewal, more than 2 in 5 (42%) decided to shop around and switch. These people saw an even greater saving of £83, on average.

It underlines the importance of shopping around for car insurance. With prices continuing to fall, UK drivers could find that switching insurers might result in a significant saving at renewal.

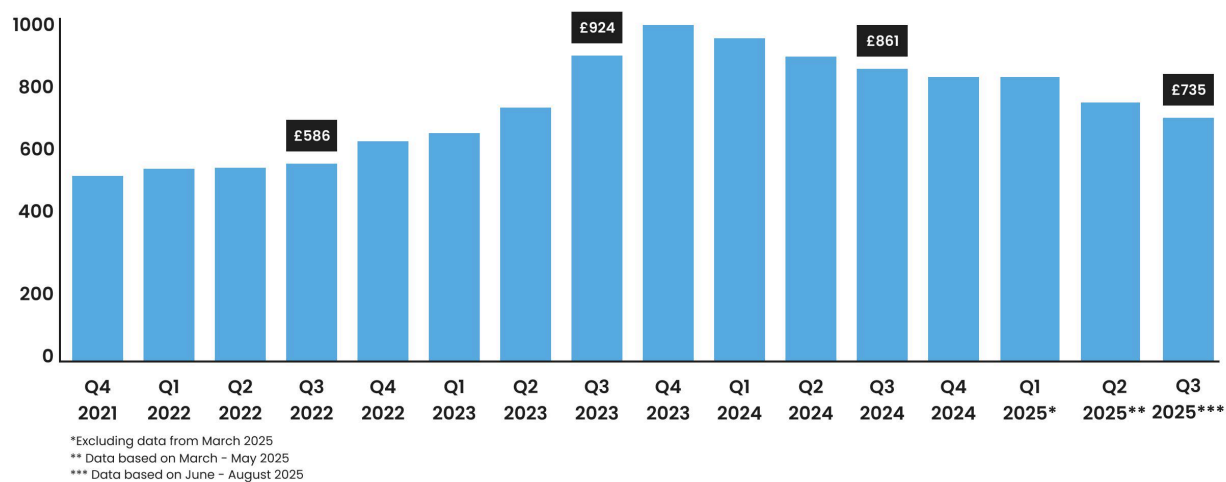
The bigger picture

How prices have changed

Since the beginning of 2024, car insurance costs have gradually fallen. This followed a record high of £995 at the end of 2023.

Drivers in the UK now pay £735 for their car insurance, on average. This is the cheapest car insurance prices have been for more than 2 years.

For context, the cost of car insurance in the UK has dropped by £136 (-16%) over the past 12 months, on average.



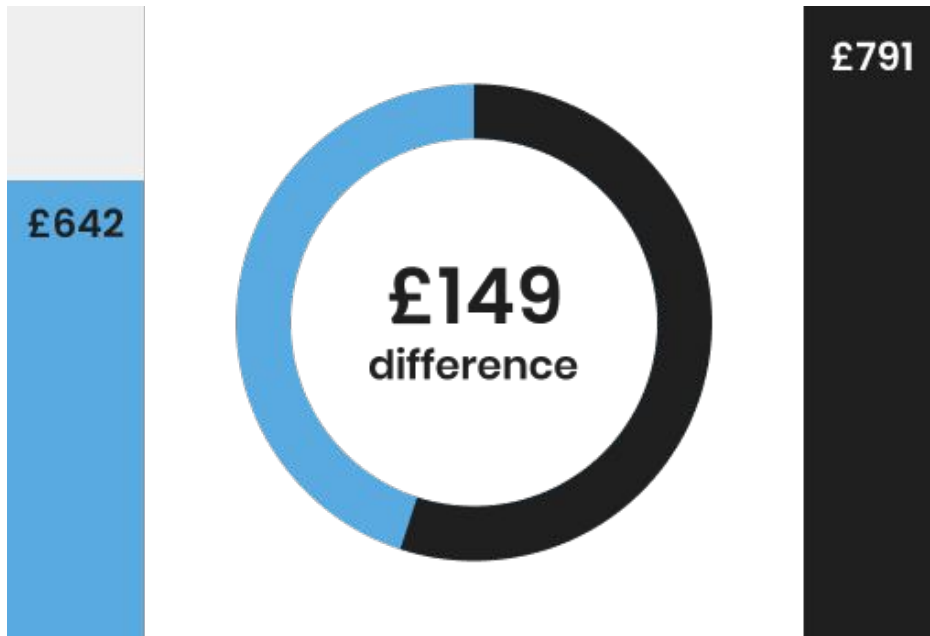
Price Trends

- Annual Decrease (compared to 12 months ago) : £136 (-16%)

The latest price index is the seventh consecutive edition to highlight the continuing trend of falling car insurance costs in the UK. In just the past 3 months, prices have dropped by a further £22 (-3%), on average.

Prices by gender

Do men or women pay more?



The gender gap between men and women has remained the same for the third consecutive price index. Men still continue to pay considerably more on average than women:

- **Men:** £791, down 16% (£148) compared to 12 months ago.
- **Women:** £642, down 18% (£144) compared to 12 months ago.
- **Gender gap:** £149

There are various factors at play when explaining why men tend to pay more than women for car insurance.

Due to the EU gender directive (introduced in 2012), insurance providers can't discriminate based on gender.

However, men generally have higher risk profiles than women. For example, men are more likely to drive expensive cars with larger engines.

Because of this, claims made by men are generally more expensive than those made by women. As a result, men tend to pay more than women, on average.

Prices by age

What do younger and older drivers pay?



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

However, in terms of the age groups benefitting the most from decreasing car insurance costs, young drivers may experience the biggest savings.

- **18-year-olds:** Pay the most of any age group at £2,342 per year. This is a decrease of 20% (£569) year-on-year.
- **17-year-olds:** Now pay £2,008 per year, down 28% (£780). This age group continues to benefit the most in terms of savings due to falling car insurance prices.

One way for young drivers to combat sky-high car insurance premiums is by considering a telematics policy.

These policies monitor driving habits and reward motorists for safe driving at renewal. This is one reason behind steep decreases in premiums for younger drivers.

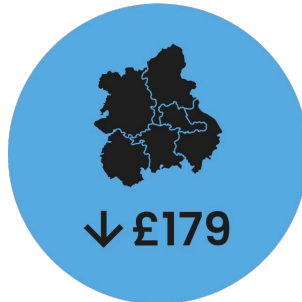
Prices by region

Which areas have seen the biggest rises?

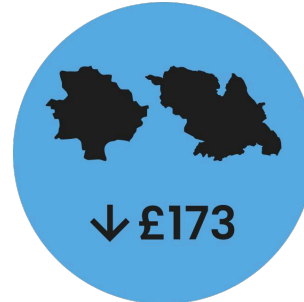
Manchester & Merseyside



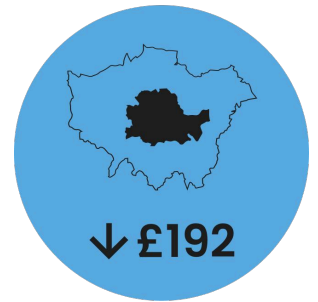
West Midlands



Leeds & Sheffield



Inner London



It might seem insignificant, but one of the major factors used to calculate car insurance premium is where you live. This can have a profound impact on what you can expect to pay for car insurance.

Inner London, for example, typically has significantly higher premiums compared to other UK regions. The average price of car insurance in this region is now £1,149.

While car insurance costs continue to fall regardless of region, some benefit from bigger savings than others when buying a new car insurance policy.

Prices in Manchester and Merseyside have dropped by an average of 19% in the past 12 months. This represents a £204 decrease in annual car insurance premiums, on average.

Other regions benefitting the most from decreasing car insurance costs over the past 12 months include the West Midlands and Leeds and Sheffield (both down 17% annually).

- **Manchester and Merseyside:** £859, down 19% (£204) compared to 12 months ago.
- **West Midlands:** £896, down 17% (£179) compared to 12 months ago.
- **Leeds and Sheffield:** £818, down 17% (£173) compared to 12 months ago.
- **Inner London:** £1,149, down 17% (£192) compared to 12 months ago.

According to the latest data, the South West is the cheapest UK region for car insurance, with premiums now £499, on average. This follows an £82 (-14%) drop in prices over the past 12 months.

Central and North Wales (£514), the Scottish Borders (£526), and the West of England and South Wales (£573) are among the cheapest areas of the UK for car insurance.

Expert view

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

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"Car insurance prices are at the lowest in more than 2 years. And this means if you're due to renew soon, then you're likely to see great savings when shopping around. But we also know that those renewing may not see the same savings. This is why it's important to take a note of your renewal price, and shop around to see if you can do better.

"It's important to take advantage of prices when they're dropping. The cost of motoring is still very high, so any savings made can help you elsewhere – whether that's money in your savings, or towards other living costs. And shopping around 3 weeks before your renewal is due could be the best time to get the lowest price."



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: <http://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 5 and 10 September 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.

Our unique perspective allows us to see the critical intersections between talent, assets and ideas — the dynamic formula that drives business performance. Together, we unlock potential. Learn more at willistowerswatson.com