

# The opportunity in group protection



Businesses want to speak to you

Here are three reasons why you might want to talk to your clients about group protection - group life, group income protection and group critical illness - and all the health and wellbeing services included in them.



## 1. There's a huge untapped market

The make-up of the UK's private sector SMEs



**5.5 million**

Small businesses (0-49 employees)<sup>1</sup>



**35,600**

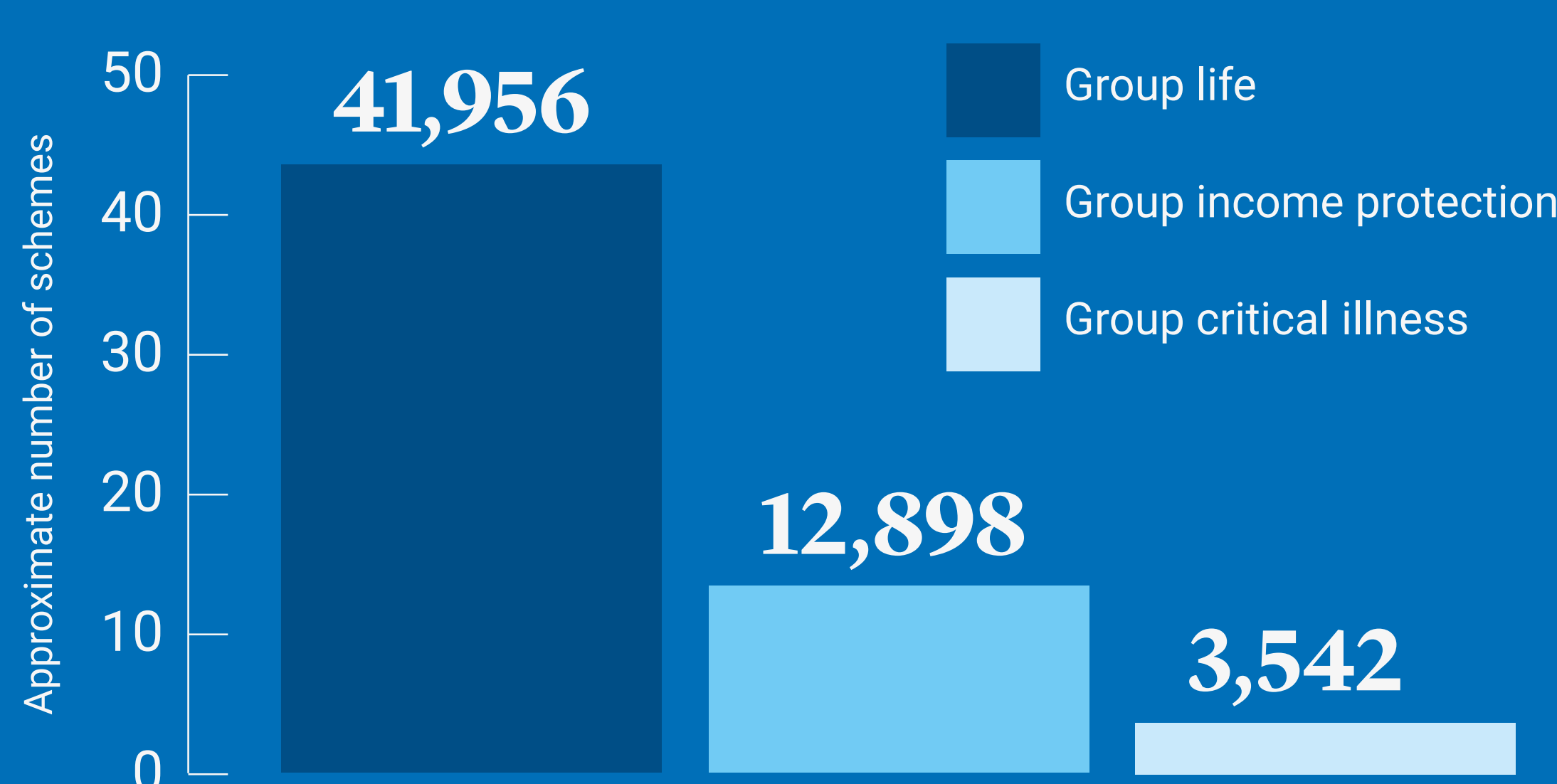
Medium-sized businesses (50-249 employees)<sup>1</sup>



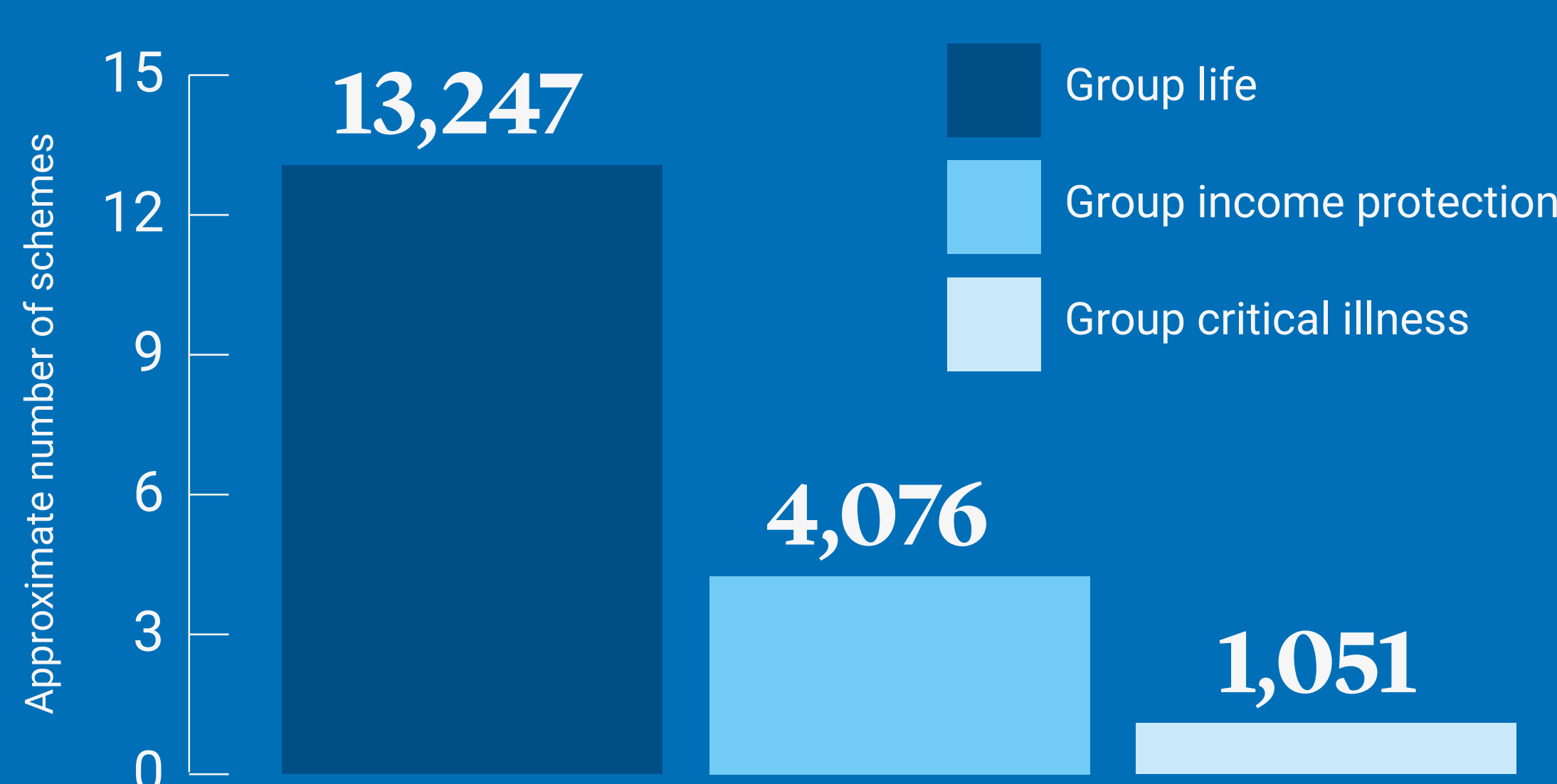
**Less than 2%**

of UK SMEs insure the health and wellbeing of their employees<sup>2</sup>

Small businesses with group protection<sup>2</sup>

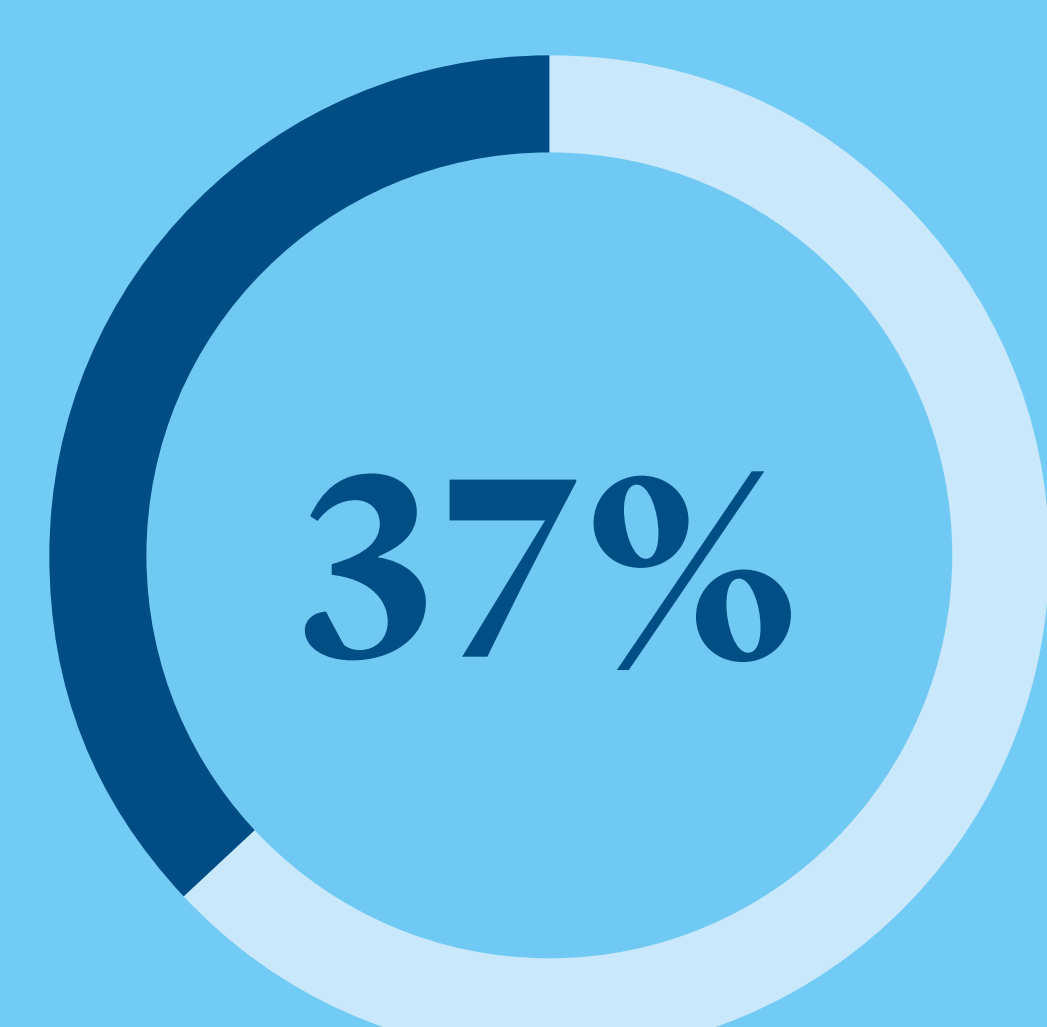


Medium-sized businesses with group protection<sup>2</sup>

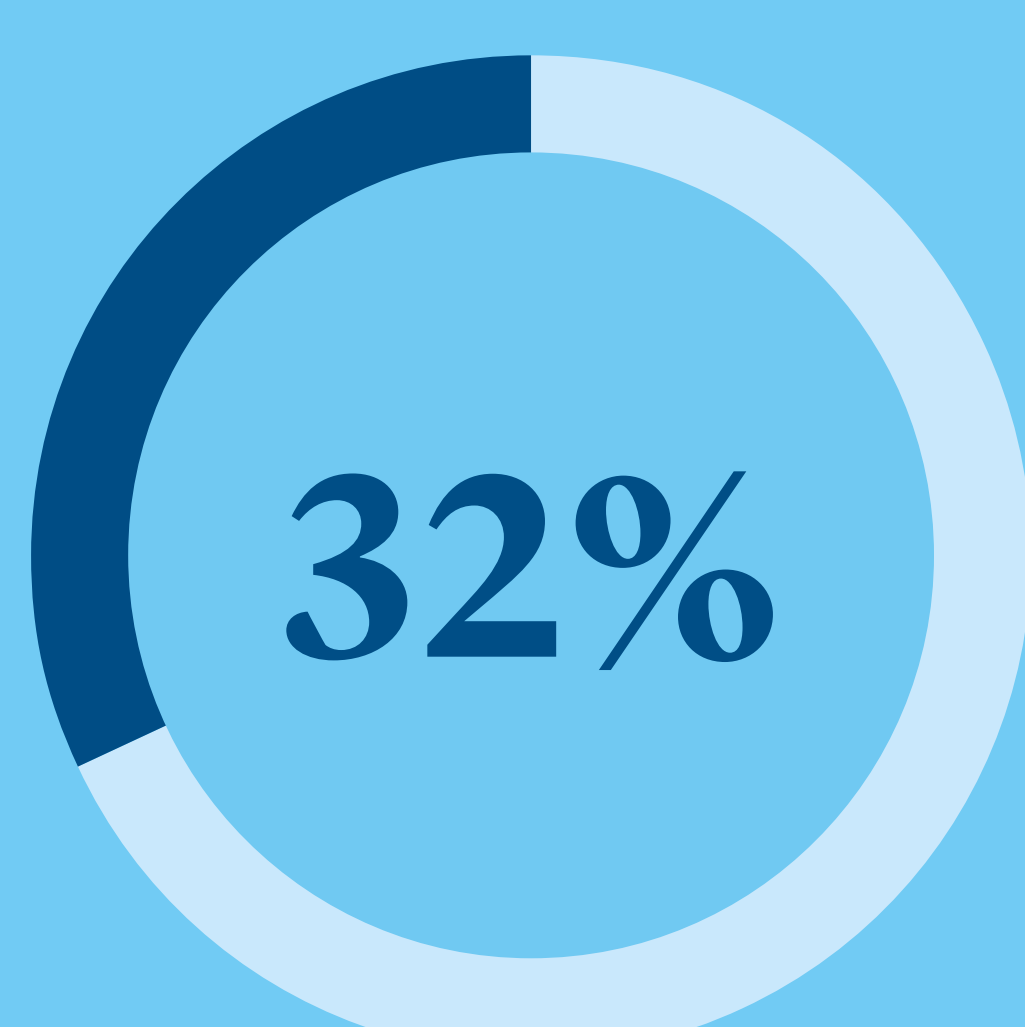


## 2. Health and wellbeing is a major concern for employers<sup>3</sup>

Employee health and wellbeing is a major concern for senior leaders

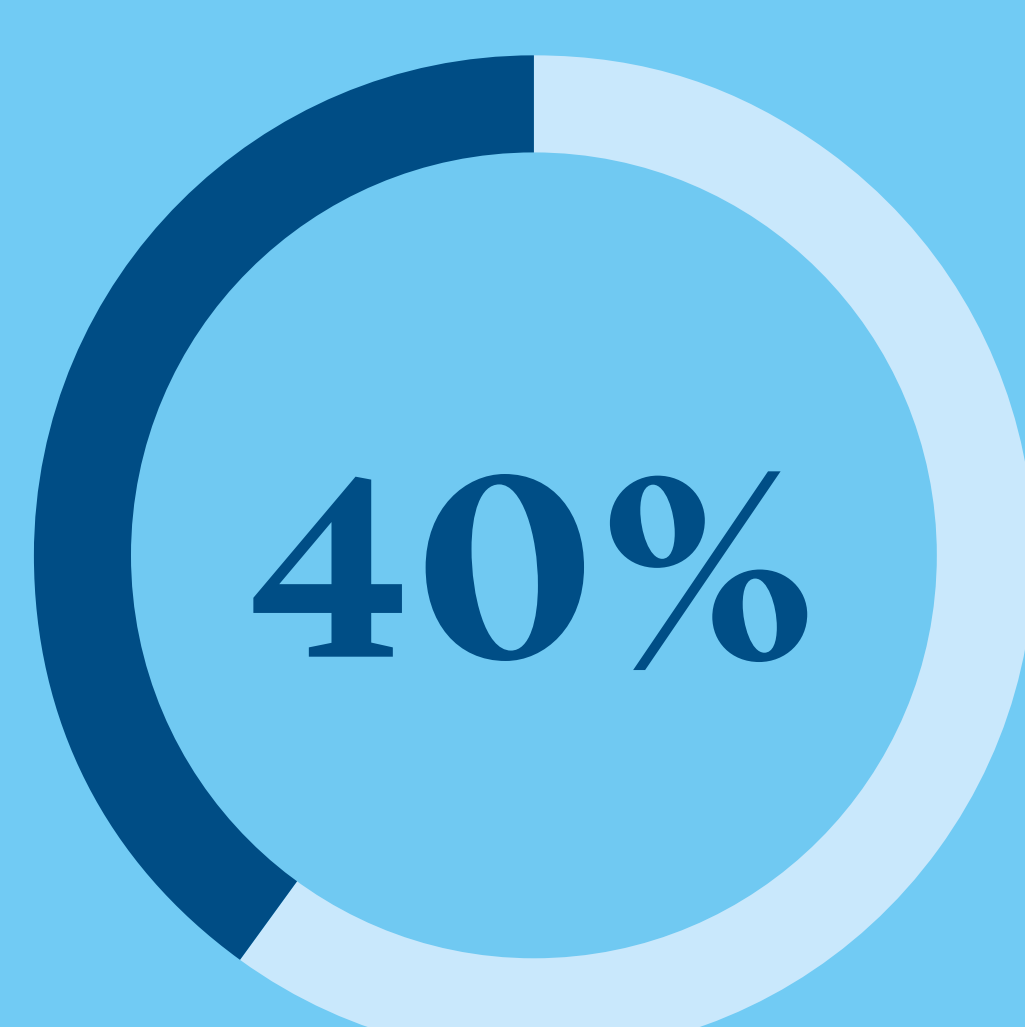


It's the **top stressor** for businesses with 50-249 employees

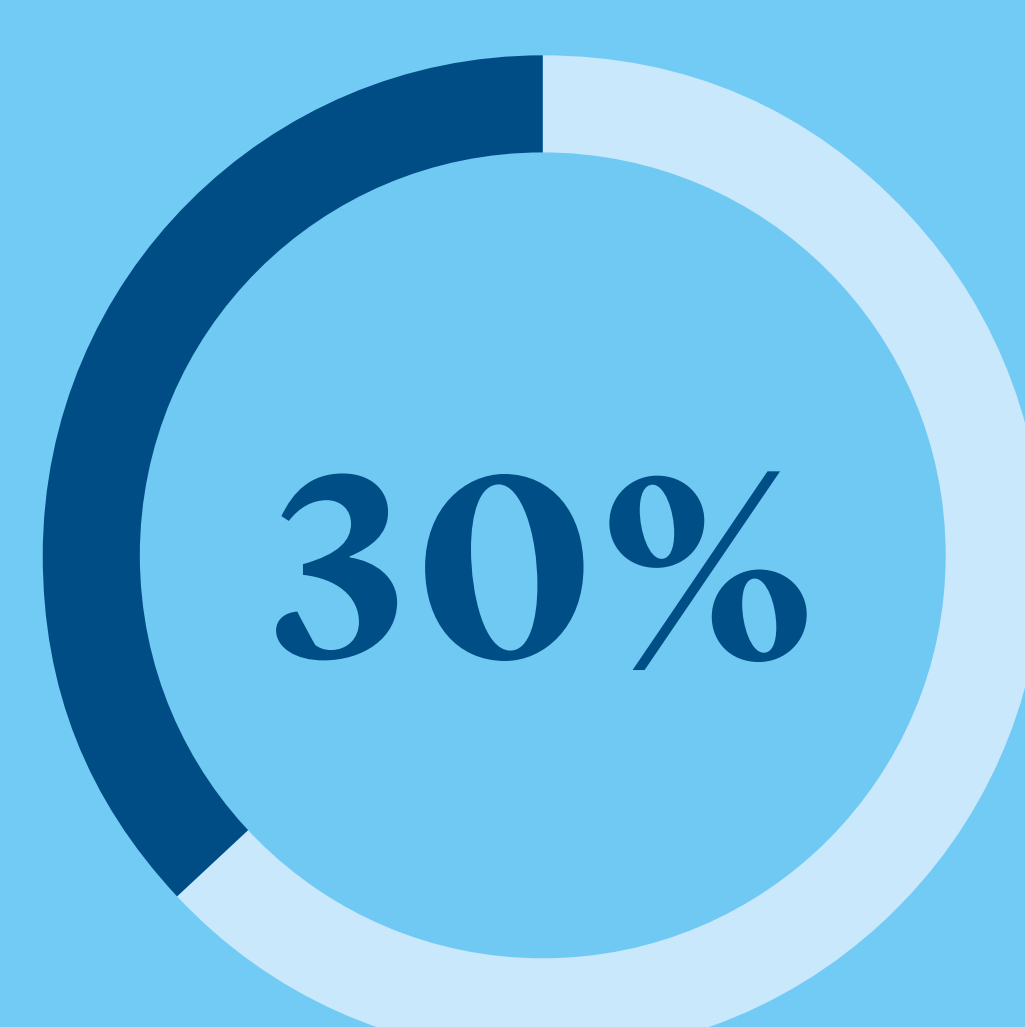


It's the **second biggest stressor** for businesses with 10-49 employees, just behind workload/working hours (38%)

Impact of Covid-19 on wellbeing investment

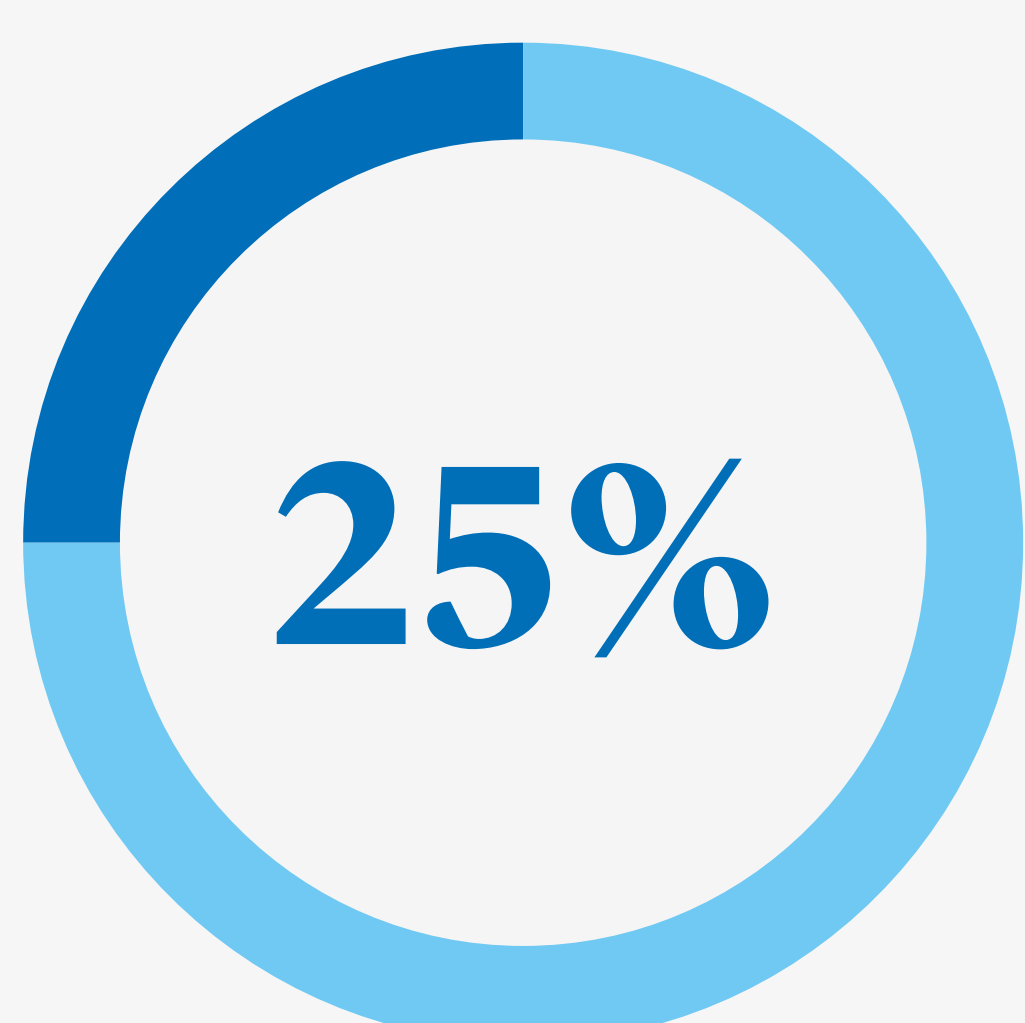


of businesses with 10-249 employees have moved **employee wellbeing higher up the agenda**

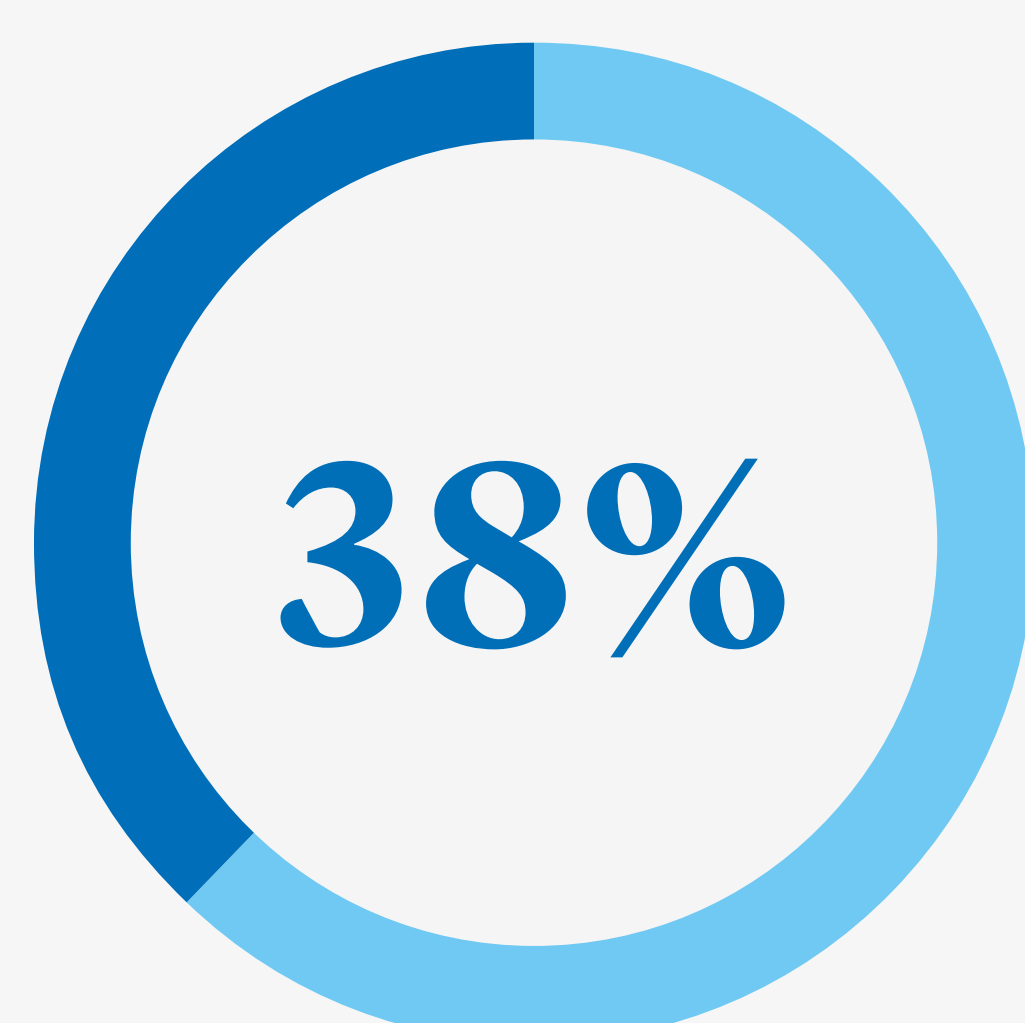


of businesses with 50-249 employees spend **more budget on wellbeing initiatives**

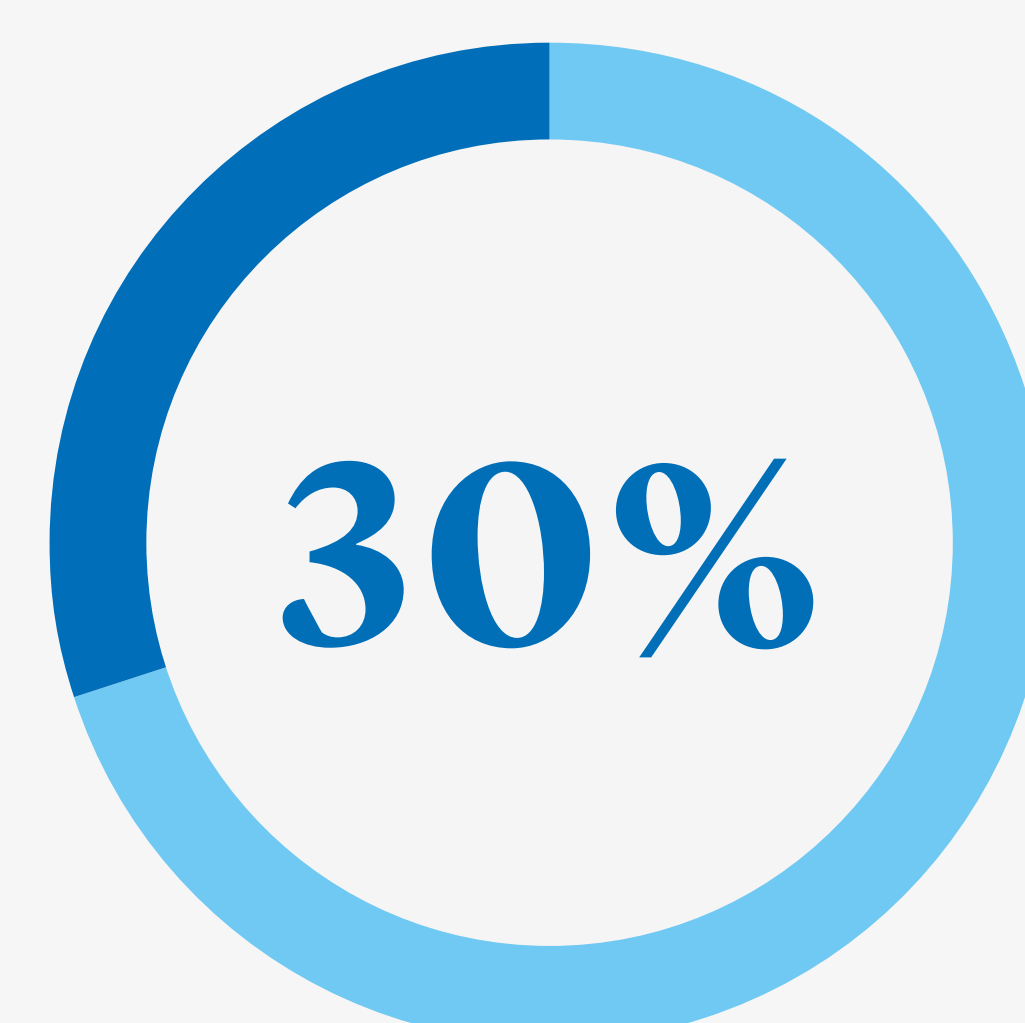
## 3. Businesses want to know more about group protection<sup>3</sup>



of senior leaders in businesses with 50-249 employees say a **lack of information** has stopped them from offering group protection.



of senior leaders in businesses with 10-49 employees **would value advice on group protection** employee benefits.



of senior leaders in businesses with 50-249 employees **would value advice on group protection** employee benefits.

### For more information:

#### Take a look at our other health and wellbeing infographics:

- [The opportunity in Group Protection – businesses want to speak to you](#)
- [Using health and wellbeing as an introduction to group protection](#)
- [Health and wellbeing: what employees want](#)

#### Take a look at our sales materials:

We've created a suite of sales materials designed specifically to help you have conversations with your clients. They focus on the added value services embedded within our group protection policies to help your client look after their employees' health and wellbeing both in and out of work.

[www.legalandgeneral.com/sme](http://www.legalandgeneral.com/sme)

This leaflet is designed for Advisers and should not be relied upon by customers or any other persons to make financial decisions.

<sup>1</sup>Gov.uk, Business population estimates for the UK and regions 2021: statistical release  
<sup>2</sup>Swiss Re Group Watch, 2022  
<sup>3</sup>Legal & General SME Workplace Wellbeing Barometer survey, 2022

