

# Admiral moves into the pet insurance market

Car insurance to loans giant Admiral has moved directly into the lucrative pet insurance market.

As part of its diversification strategy the FSTE 100 firm, which employs more than 7,500 staff in South Wales, has launched its fourth insurance product it underwrites in Admiral Pet.

It joins its other underwritten activities in motor, home and travel insurance.

Admiral customers could previously buy pet insurance through the brand via a third party, but with the new Admiral Pet product pet policies are 100% Admiral – with the pricing, underwriting, and customer service all handled in-house.

Will not disclosing specific customer target figures, Admiral said it aims to become a significant player in the UK pet insurance market.

Pritpal Powar, head of pet for Admiral, said, “I’m really excited to have reached this milestone, this is the culmination of so much hard work from so many people across the business.

“I truly believe we have built a fantastic range of products and services that will deliver great value for our customers and continue to build on the foundations of what has made Admiral a leader across our flagship products. I can’t wait to continue building and improving the business as we grow.”

Admiral also offers pet insurance in Italy through its ConTe brand.

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