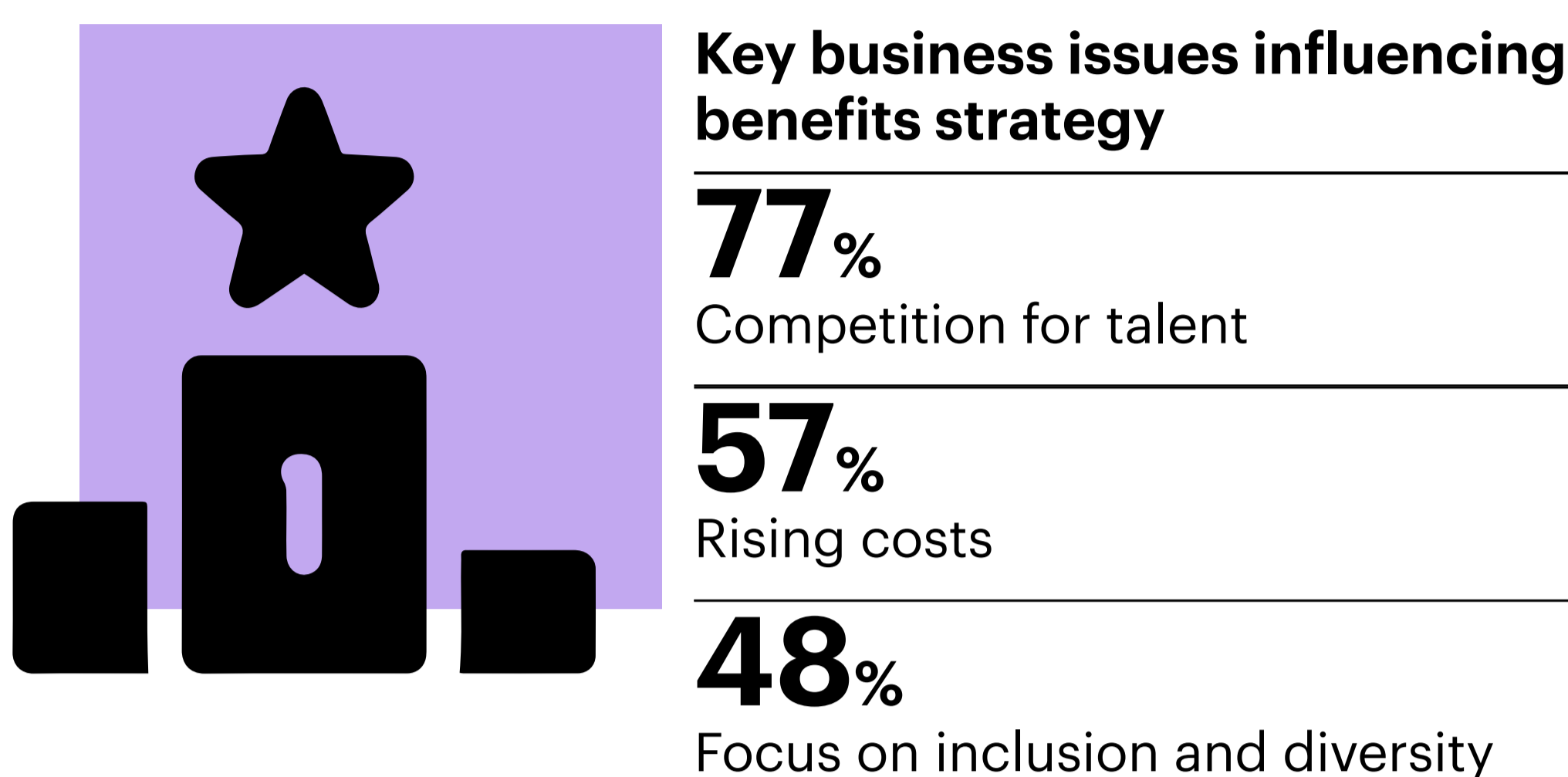




Employers in the United Kingdom navigate benefit strategies with conflicting ambitions

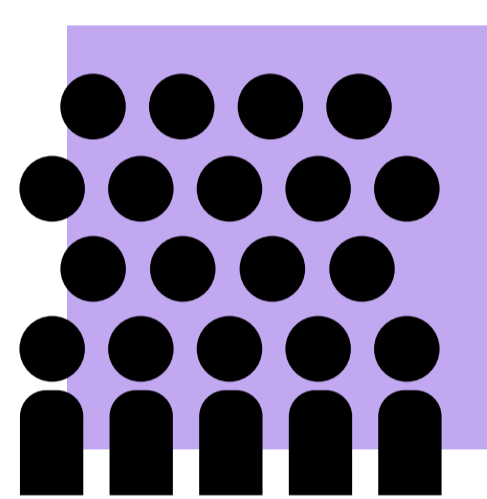
Highlights from the 2023 Benefits Trends Survey

Rising costs and competition for talent are key issues driving benefits strategy



To win and keep talent, it is essential to design benefit programs that meet the needs of a diverse workforce

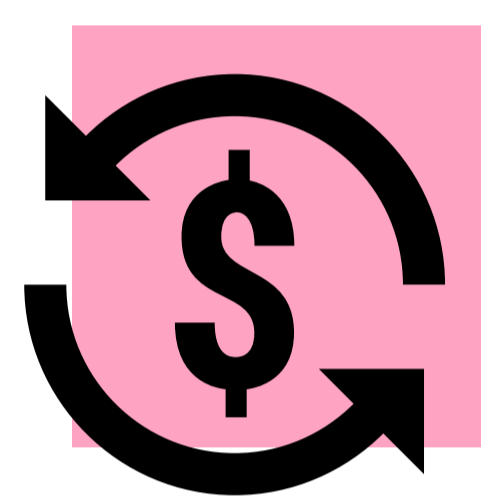
Key areas of focus for the benefits strategy



56%
Meet needs for all employees



49%
Wellbeing



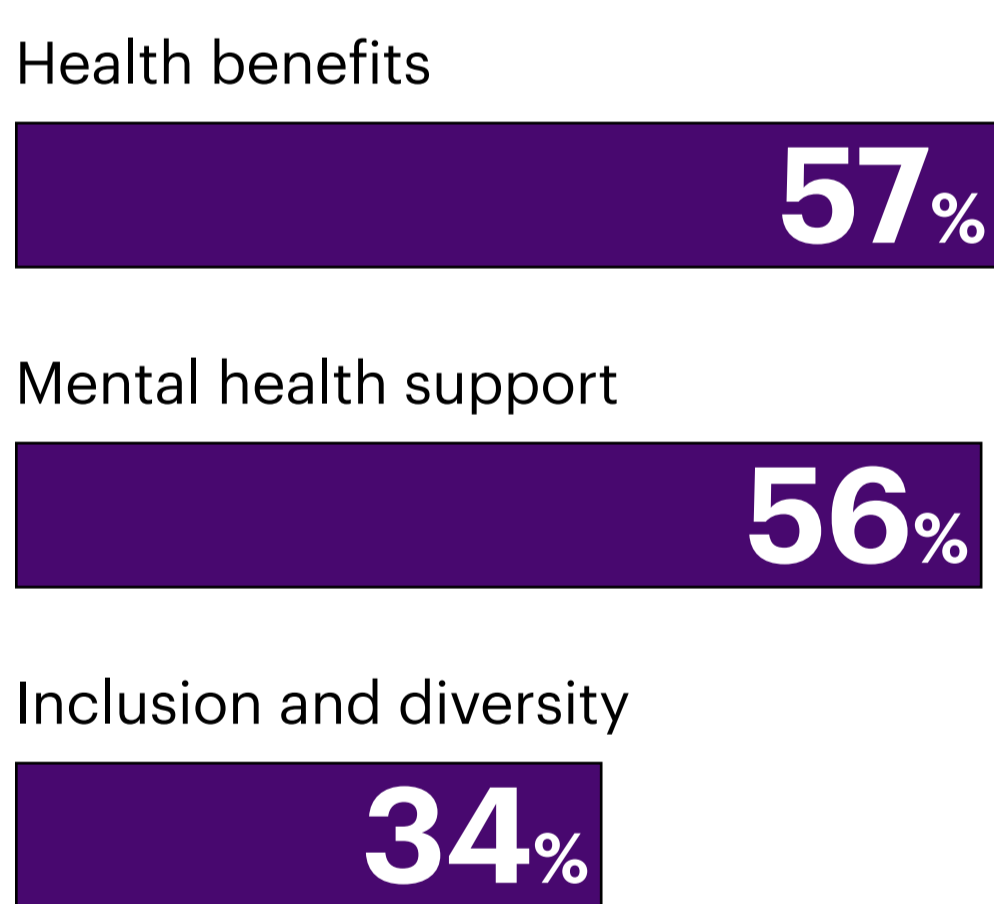
47%
Plan cost

There are some areas of disconnect between employer priorities and employee needs

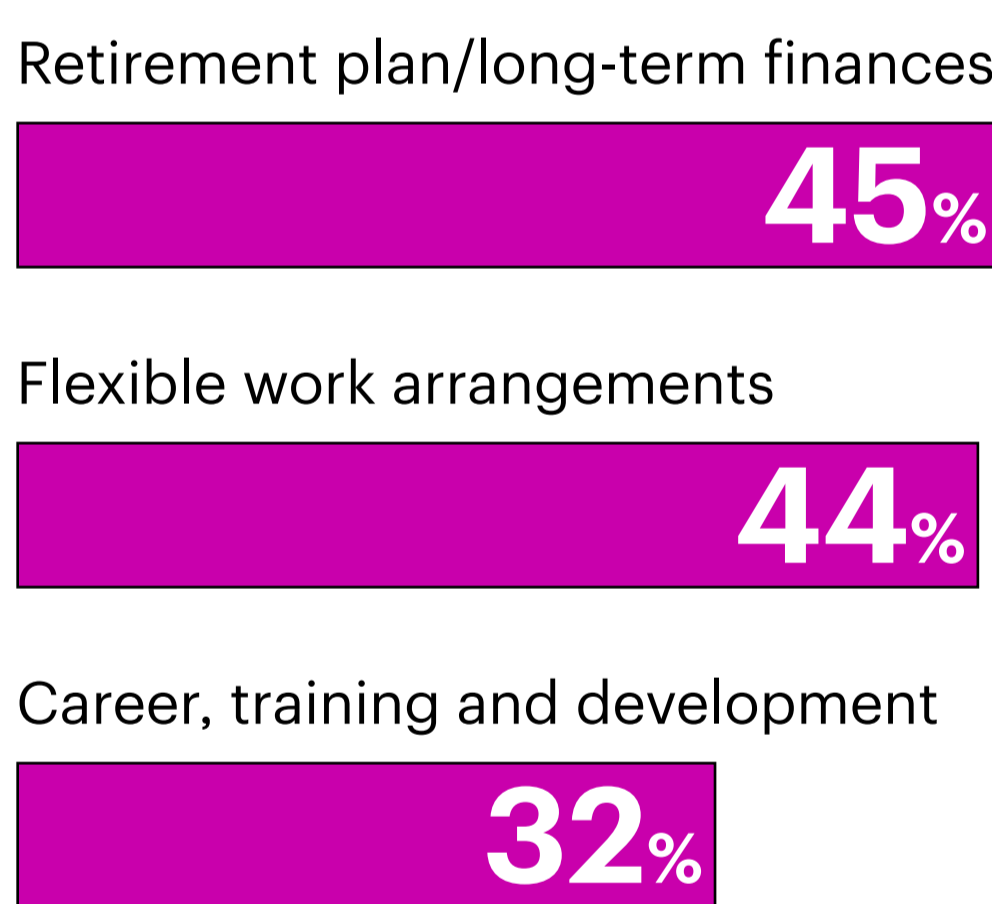
Employers have prioritised health benefits, mental health support and inclusion and diversity

Alignment issues between employers and employees

Employers



Employees*



Note: Percentages indicate “the top 3”

Employers are looking to improve benefits to help employees with their short-term finances

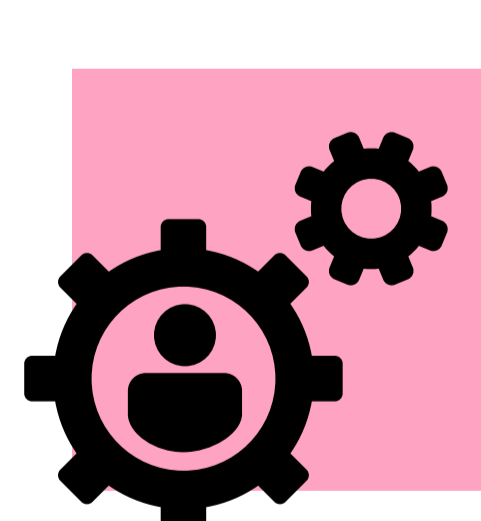
Percentage of employers looking to improve their benefits positions



49%
Financial wellbeing/short-term finances



41%
Inclusion and diversity



38%
Support employee benefits decisions

Key considerations for employers

For UK employers who are looking to rise to the double challenge of attracting and retaining talent while controlling cost, they can:

- Enhance.** Stay ahead of the curve by benchmarking benefits against competitors and identifying areas to enhance using market studies and industry-specific survey data.
- Differentiate.** Understand the employee experience by listening to employees and identifying their wants and preferences.
- Measure.** Evaluate the benefits offering, and identify the changes and improvements needed to ensure better value is delivered to both employers and employees.