

Protection-Related Life Insurance in Europe 2020

Report prospectus

October 2020

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What is the research?

- This report is about the market for protection-related life insurance in **ten countries**: Belgium, France, Germany, Italy, the Netherlands, Poland, Spain, Switzerland, Turkey and the UK.
- For **2015, 2019 and with a forecast for 2023**, the study segments the market in each country into five product types:
 - ❖ risk life;
 - ❖ stand-alone critical illness;
 - ❖ stand-alone income protection;
 - ❖ funeral expenses / over-50s life insurance;
 - ❖ key person cover.
- For each product type, total premiums are shown:
 - ❖ for individual and group cover;
 - ❖ and for individual risk life premiums, split between policies with and without riders.
- It includes a distribution analysis based on **a survey of over 2,200 organisations** across the ten countries, showing:
 - ❖ how many distribute each of the five product types;
 - ❖ and for each scheme, who are the underwriter and intermediary partners, thus showing **which insurers are most active** in each market.

What is the rationale?

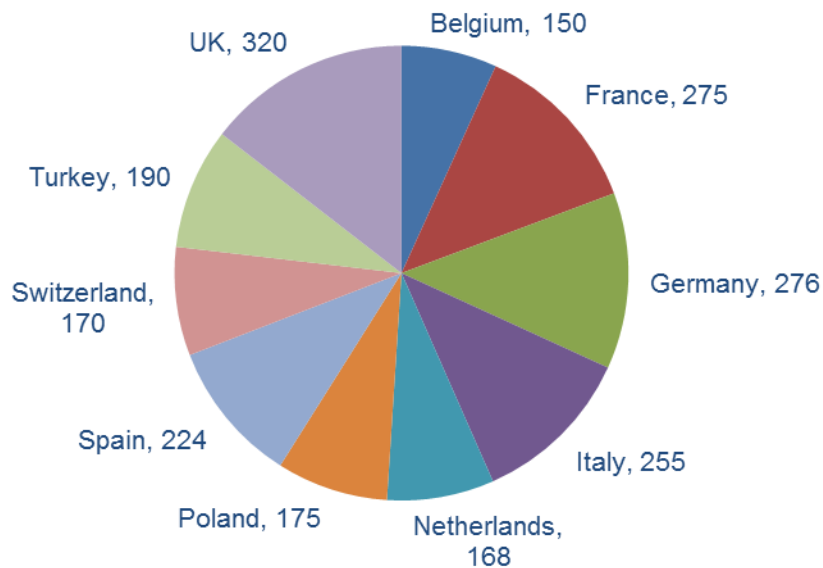
- Protection-related life insurance represents a large and growing market: premiums from these products across the ten countries investigated for this report were worth around **EUR 50 billion** in 2019 and were growing (in nominal terms) in all of them;
- Finaccord's **unique segmentations allow for detailed understanding and comparison**: regulatory data published across these countries is limited and inconsistent, typically not differentiating between investment and protection-related cover, or between stand-alone and creditor-linked cover;
- the nature of protection-related life insurance varies from country to country, producing a series of markets with very different characteristics which are clearly shown by this report;
- one of the key features of the report is its PartnerBASE™ dataset, which details **distribution arrangements across 2,203 organisations** for the five protection-related life insurance products;
- additional commentary identifies **key brokers** in each market, competitors making use of Insurtech, and the degree to which **impaired life insurance products** exist in each market.

What methodology has been used?

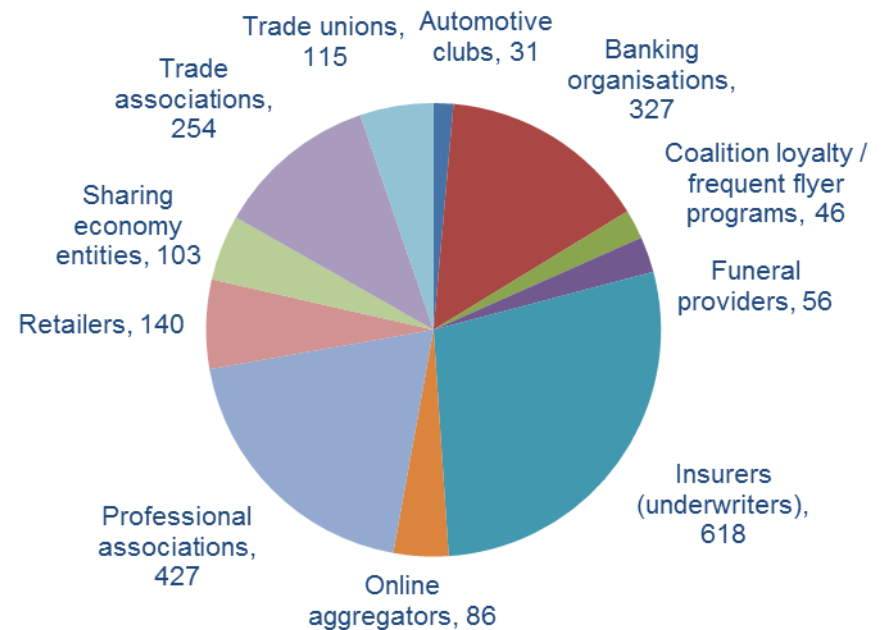
- A primary research program was carried out in 2020 for each country, covering 2,203 organisations to ascertain, for each of five product types if they distribute these policies; if so, what operating model is used (e.g. external underwriter, external broker, captive underwriter etc.) and who their insurance partner(s) is / are;
- Organisations studied comprise automotive clubs, banking organisations, coalition loyalty / frequent flyer programs, funeral providers, insurers, online aggregators, professional associations, retailers, sharing economy entities, trade associations and trade unions;
- The market data for this publication has been built up by means of a data model that includes the following elements:
 - regulatory data and other external data sources, such as company financial reports;
 - modelling based on the mix of products found to be distributed in the market;
 - consultation with experts in protection-related life insurance in order to understand more about the prevailing trends in each market segment.

How do the organisations surveyed break down?

Segmentation by country



Segmentation by organisation type



What is the report structure?

Executive Summary: provides a concise evaluation of the report's principal findings.

Introduction: discusses rationale, research methodology, sample breakdown and definitions.

Overview: a comparative overview for all ten countries of the metrics contained in each country chapter.

Specific country chapters (ten): for each of the countries covered, analysis is provided of the size and segmentation of the value of the market for protection-related life insurance from 2015 to 2019, and of distribution arrangements for the five product types across the organisations surveyed.

These chapters also identify leading underwriters and intermediaries in each market and conclude with forecasts for the likely size, growth in size and segmentation of the market from 2019 to 2023.

What questions does the research answer?

This report delivers crucial insights, helping identify opportunities by answering these questions:

- How much is each market worth, where is the fastest growth occurring, and what trends are expected?

Finaccord quantifies the total market for protection-related life insurance in each country from 2015 to 2019, with a forecast to 2023;

- Which products are most significant in each market?

Finaccord segments each market into five product types, showing total premiums for each from 2015 to 2019, with a forecast to 2023, and further segments into individual and group products;

- How are products distributed in each market?

The accompanying PartnerBASE™ dataset logs 1,465 distribution arrangements identified by Finaccord, with analysis of the provision rate by product type, the operating model (e.g. whether organisations are working with underwriters or brokers, captives or independent partners), and by the type of distributor;

- Who are the key players in each market?

The PartnerBASE™ and report commentary identify which underwriters and intermediaries are most active in seeking distribution partnerships, and which are likely to be the largest players.

How can the PartnerBASE be used?

Select country

Country	Organisation type	Organisation name	Product type	Product offered?	Operating model	Partner(s)
Germany	Banking organisations	Baden-Württembergische Bank	Risk life	Yes	External underwriter	Allianz Leben
Italy	Trade unions	Unione Italiana del Lavoro	Income protection	Yes	External underwriter	UnipolSai
Belgium	Online aggregators	Assurances.be	Key person	No		
UK	Insurers (underwriters)	Aegon	Critical illness	Yes	Internal	Aegon
Turkey	Trade associations	Akışkan Gücü Derneği	Risk life	No		
France	Insurers (underwriters)	La France Mutualiste	Funeral expenses / over 50s	Yes	Captive broker	Média Courtage
Switzerland	Banking organisations	Zürcher Kantonalbank	Risk life	Yes	Multiple external underwriters	AXA, Schweizerische Mobiliar

Filter by organisation type

Look up specific distributors

Filter by product type

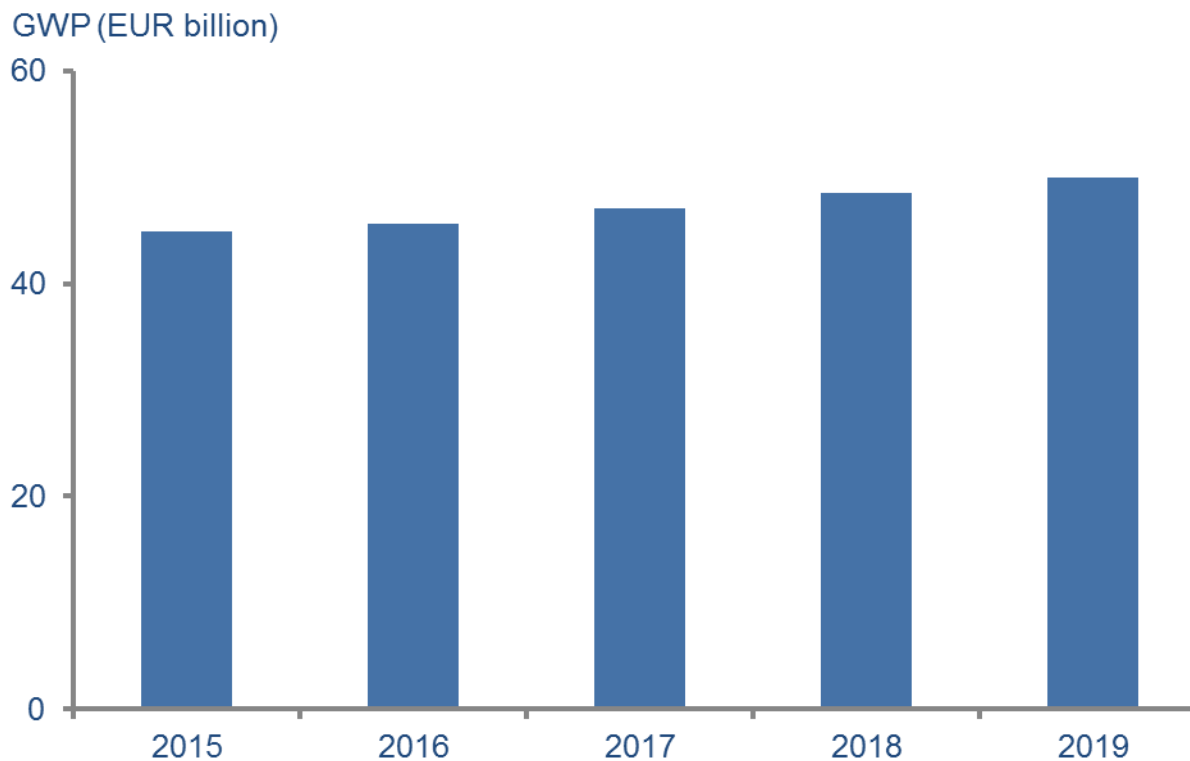
Choose operating model

Identify insurance underwriters and brokers

Source: Finaccord PartnerBASE

What are some of the key findings?

1. Across the ten countries, total premiums for protection-related life insurance amounted to EUR 50 billion in 2019...

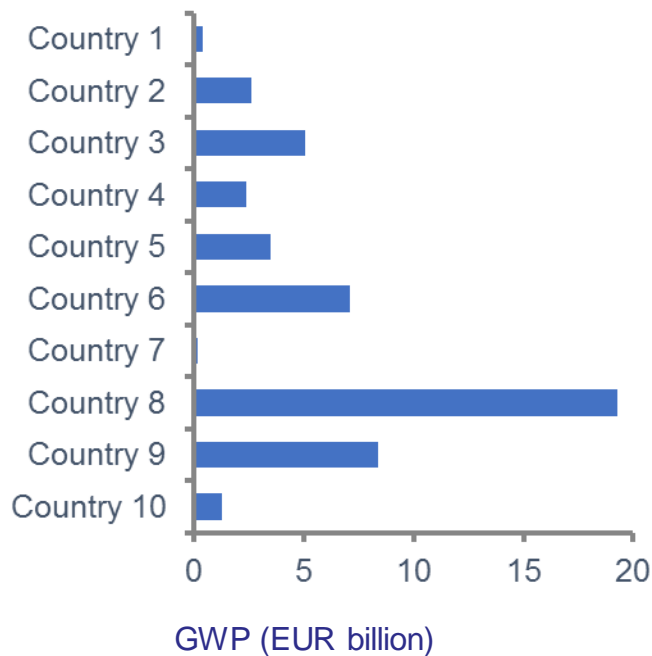


Source: Finaccord Protection-Related Life Insurance Model

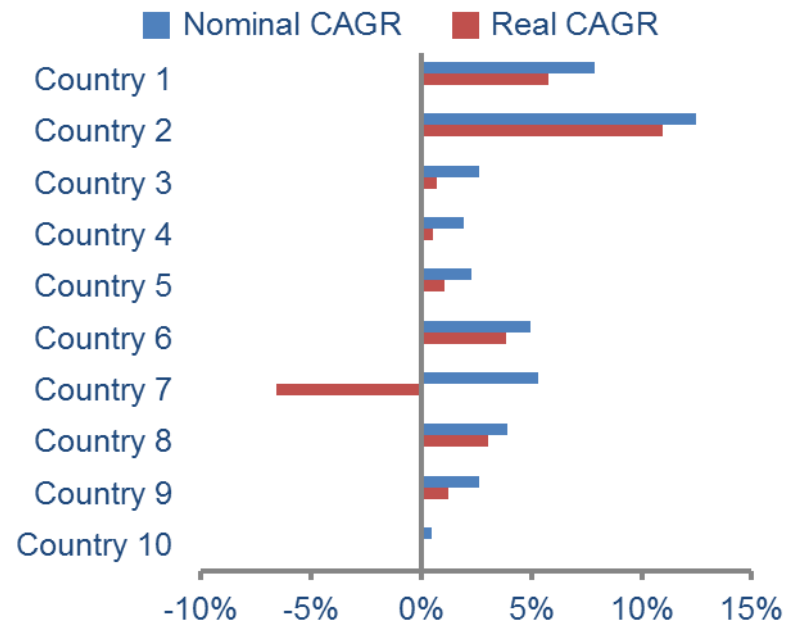
What are some of the key findings? (cont.)

2. ...but with very diverse market sizes and growth rates

Total market sizes, 2019
(countries randomly ordered)



Compound annual growth rates 2015 to 2019
(countries randomly ordered)



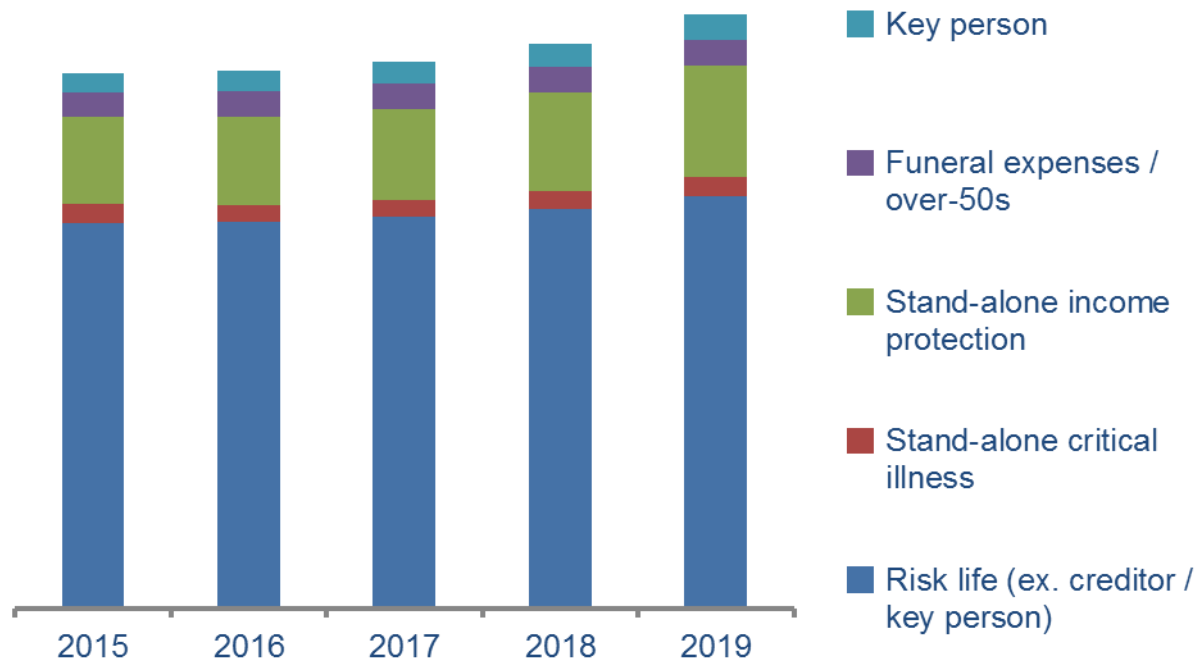
Note: real CAGR after accounting for inflation

Source: Finaccord Protection-Related Life Insurance Model

What are some of the key findings? (cont.)

3. While risk life cover tends to be dominant, other product types can form significant markets...

Segmentation of gross written premiums in country X

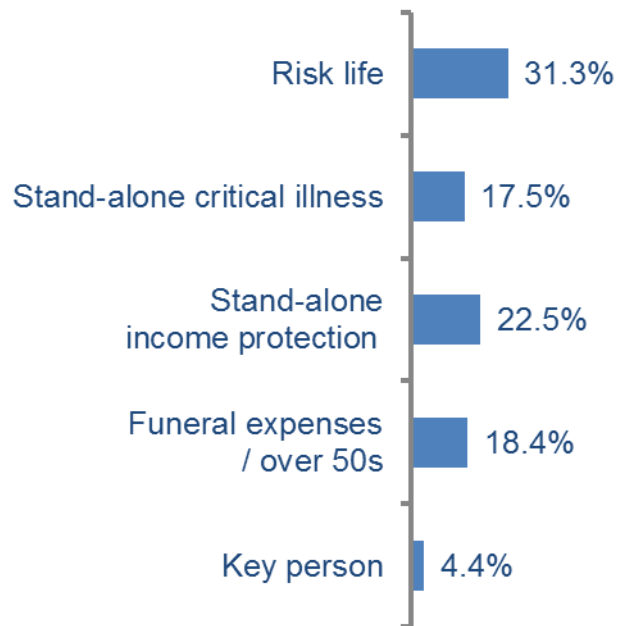


Source: Finaccord Protection-Related Life Insurance Model

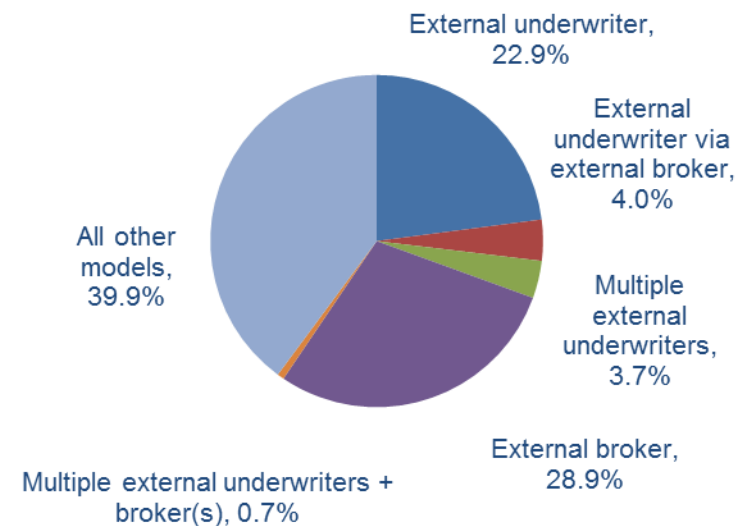
What are some of the key findings? (cont.)

4. ...with a broad spectrum of distribution arrangements

Provision rate across all organisation types, country Y



Distribution operating models, country Z



Source: Finaccord PartnerBASE for Protection-Related Life Insurance