

# **Non-Life Insurance Brokers 2021**

**Report prospectus**

*July 2021*

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## What is the research?

- This new and updated report series is about commercial and personal non-life brokers in **20 countries:**

### Europe

- |            |                |                 |
|------------|----------------|-----------------|
| 1. Austria | 6. Ireland     | 11. Portugal    |
| 2. Belgium | 7. Italy       | 12. Spain       |
| 3. Denmark | 8. Netherlands | 13. Sweden      |
| 4. Germany | 9. Norway      | 14. Switzerland |
| 5. France  | 10. Poland     | 15. UK          |

### Global Markets

15. Australia
16. Brazil
17. Canada
18. China
19. USA

An **overview report** of the **European market** is also available, which contains the 15 country titles within it.

- **Commercial and personal non-life insurance** in these reports **include property, motor, liability, MAT, and other forms of non-life insurance** such as legal expenses.

**Excluded** are personal and commercial **health and life insurance** and other forms of employee benefits, as well as personal accident cover. Also excluded are reinsurance, wholesale insurance and any other types of revenue generated by brokers through any non-broking activities.

The reports are supported by a **market data file** which contains the data given in Excel format, as well as a BrokerBASE with a **ranking of top brokers in each country.**

## What questions does this report answer?

- How large is the non-life insurance market in each country?
  - ❖ segmented between motor, property, liability, MAT and other insurance
  - ❖ segmented between personal and commercial lines
- Which lines of business have grown the fastest since 2016?
  - ❖ includes compound annual growth rates (CAGR) for 2016 to 2020
- What is the share of non-life insurance premiums distributed by brokers in 2020?
  - ❖ reports include information on broking revenue and share of the distribution chain
- What are the revenues earned by non-life insurance broking?
- How do broking revenues split between personal and commercial product lines?
- How concentrated is the non-life broking market?
  - ❖ includes the market share held by each of the top ten brokers in 2020
- Which non-life brokers are a member of an international broker network?

*Depending on the relative size of the market, the number of non-life brokers examined in each report ranges from 20 (Portugal) to 100 (the UK).*

# What methodology has been used?

## Broker research program

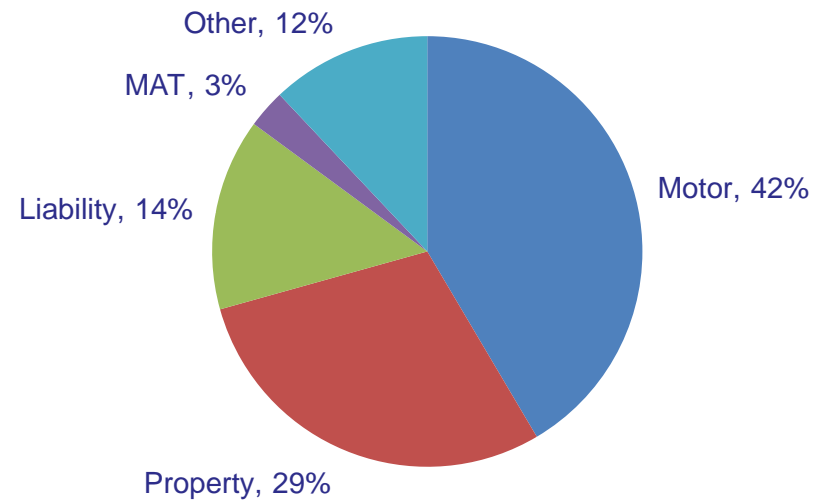
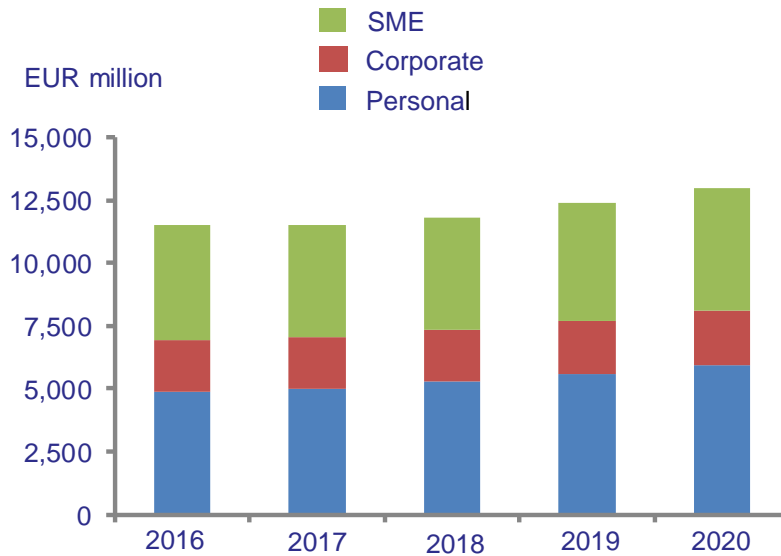
- The reports are based on an extensive research program conducted in 2021
  - Finaccord conducted a phase of exhaustive desk research using published material about non-life insurance markets, their distribution channels and lists of brokers
  - This stage revealed a number of major gaps and discrepancies in the information available at a country-wide level
  - Finaccord therefore researched brokers one by one, using company accounts and company websites, in order to fill these gaps and to produce the BrokerBASE list of leading brokers that accompanies this report

## Market data analysis

- Premiums for non-life insurance are reported with a split between property, motor, liability, MAT and other forms of non-life insurance. The main source for this information is Finaccord's Market<sup>3</sup>

# How is data presented in the reports? (1)

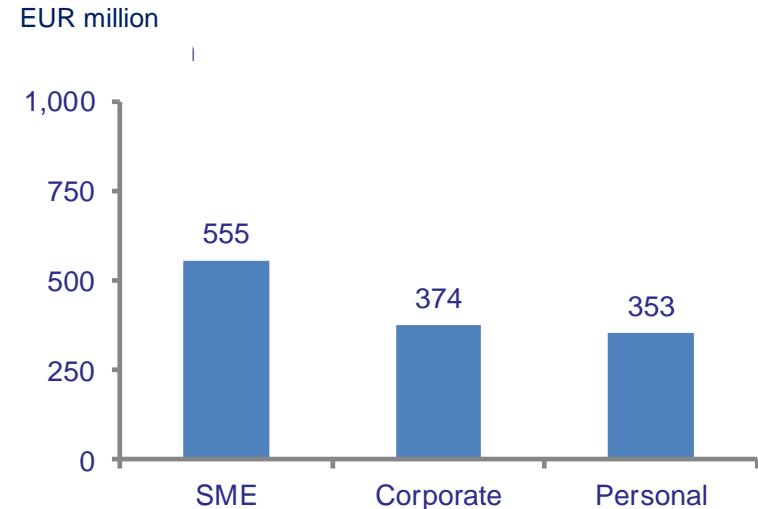
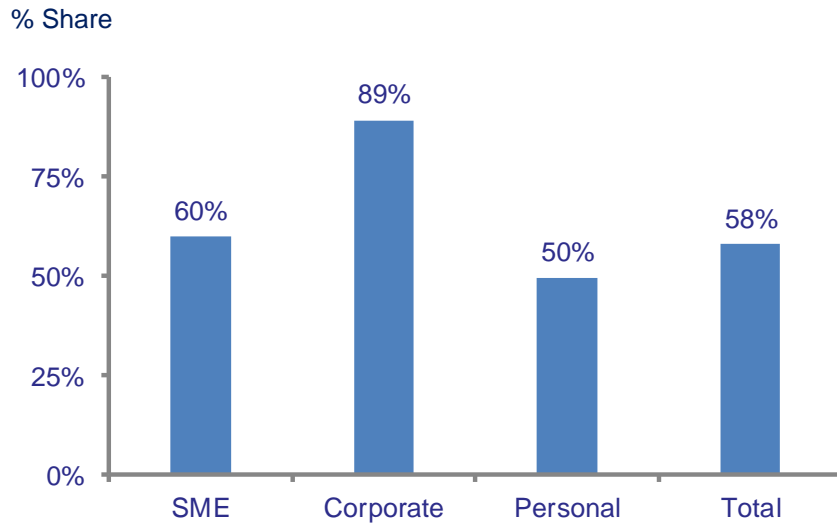
Each report provides an overview of the non-life insurance market by gross written premiums, which includes a segmentation by customer type and product line



***In country A, SMEs generated 38% of non-life gross written premiums in 2020***

# How is data presented in the reports? (2)

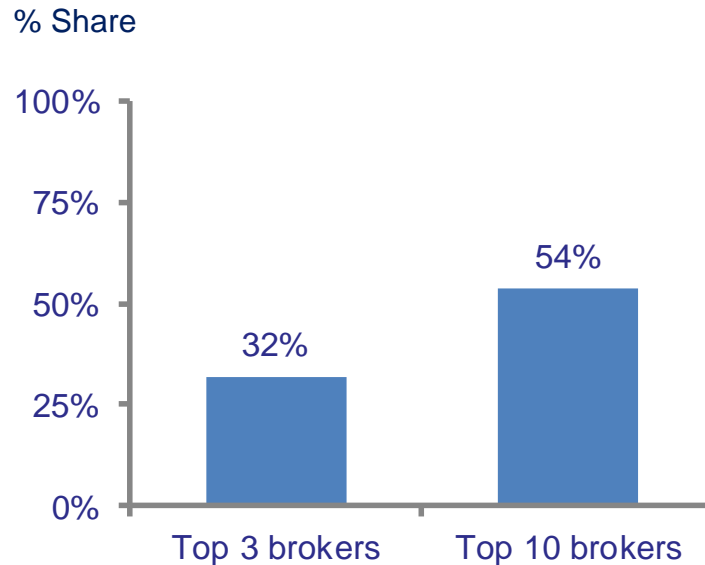
Broker share of commercial and personal non-life insurance distribution, as well as revenue earned through commercial and personal non-life insurance broking activities



***In country B, brokers handle as much as 89% of non-life insurance for corporate clients***

# How is data presented in the reports? (3)

Market share of top three and top ten broking firms







*In country C, the top ten largest brokers by broking revenue hold 54% of the market*



# How is data presented in the reports? (4)

**Estimated segmentation of insurance broking revenues between commercial and personal lines for the top non-life insurance brokers**

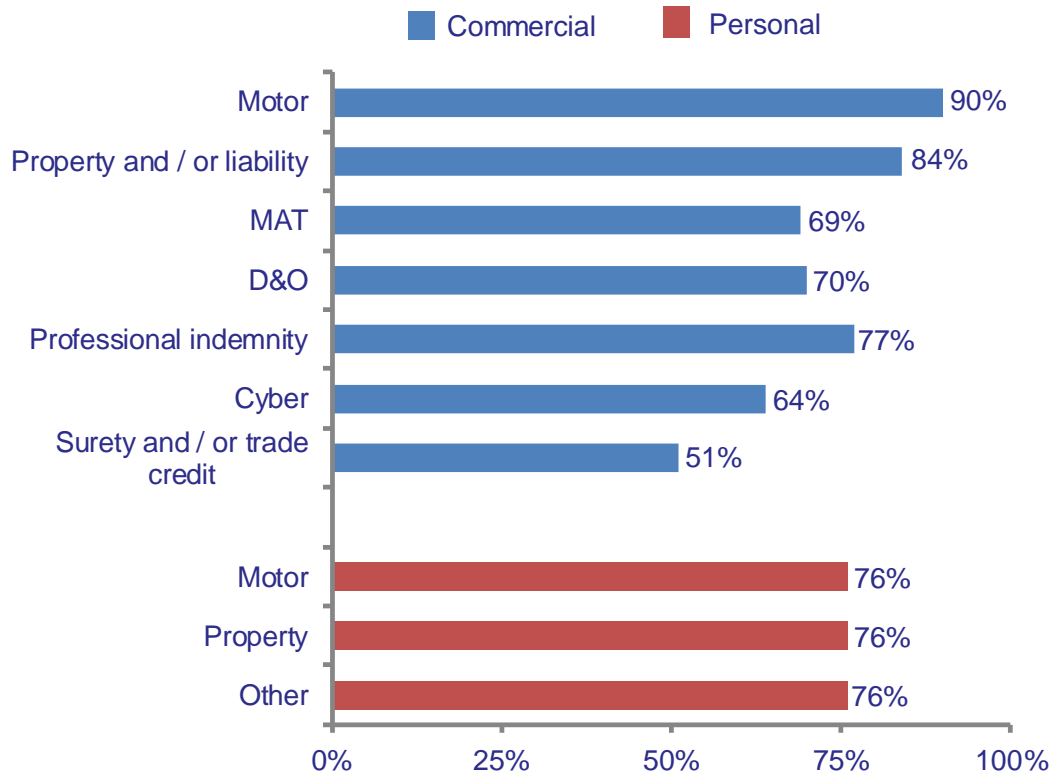
<b>Brokers</b>	<b>Broking revenues</b>	<b>Commercial %</b>	<b>Personal %</b>
Marsh	1,153		
Willis Towers Watson	865		
Aon	723		
Gallagher	483		

*In country D, between 30% and 40% of Gallagher's premiums come from personal insurance*

**Data presented on this slide are samples, and do not show actual figures**

# How is data presented in the reports? (5)

Provision rates of major commercial and personal insurance products among the top brokers



***In country E, while 90% of leading brokers offer motor insurance, only half of them handle surety and / or trade credit insurance***

# What does the BrokerBASE deliver?

Company name and total number of employees (broking and non-broking roles)

Rank	Broker name	Total number of employees	Total revenues, 2019	Total non-life insurance broking revenues, 2019	Non-life insurance broking market share	Commercial non-life insurance broking revenue share	Personal non-life insurance broking revenue share
1	Marsh	9,500	2,197	1,296	16%	57-67%	33-43%
2	Willis Towers Watson	6,500	1,497	823	10%	52-62%	38-48%
3	Aon	5,219	1,885	793	10%	60-70%	30-40%
4	Gallagher	3,792	806	573	7%	52-62%	38-48%

Brokers ranked by non-life broking revenue

Total company revenue compared with revenue earned through non-life broking activities

View approximate segmentation of revenues by activity

Note - The BrokerBASE also includes each firm's website and UHC (ultimate holding company), as well as an overview of the insurance products they offer

**Data presented on this slide are samples, and do not show actual figures**