

Infographic

Insurance Marketplace Revenues, 2021: Top 100 Groups Worldwide

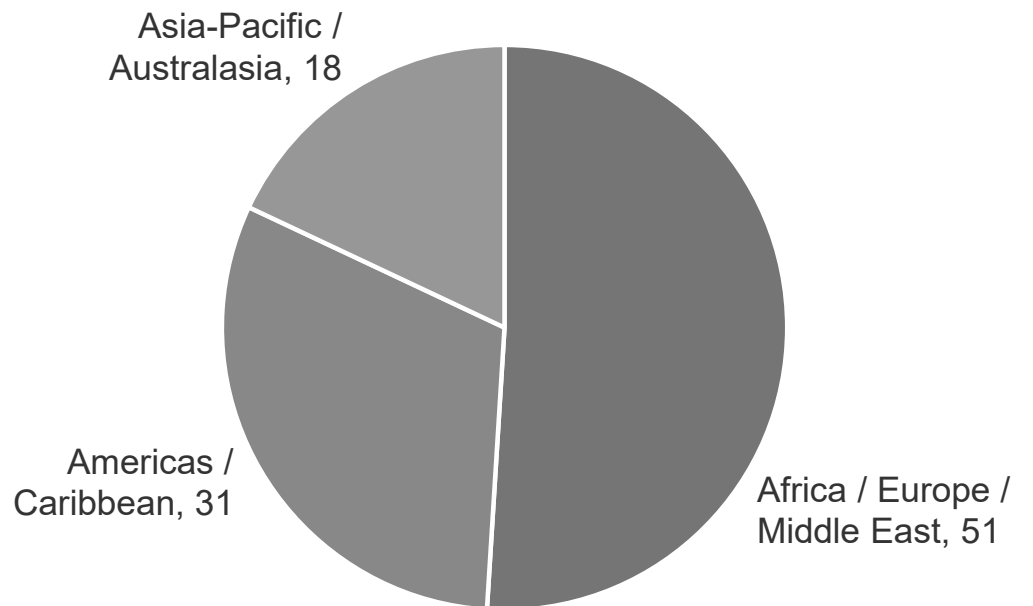
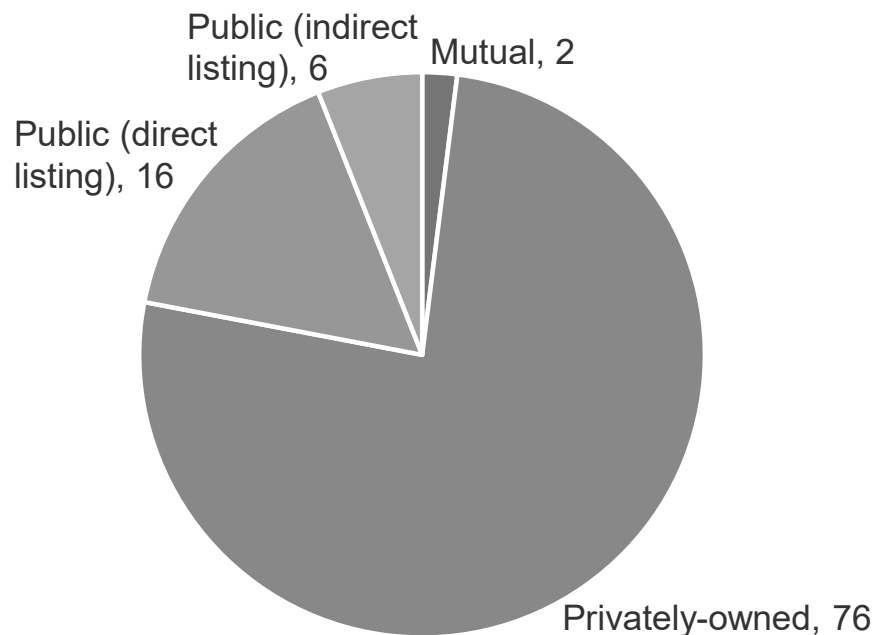
Insuramore’s analysis of the revenues of insurance marketplace groups in 2021 covers up to the top 100 groups worldwide by this measure. Together, these 100 groups accounted for an estimated 97.6% of total revenues earned by these types of group in 2021.

Definition of “insurance marketplaces”

Insuramore defines insurance marketplaces as B2C enterprises whose primary purpose is to provide digital price comparisons – and sometimes product feature comparisons – of all or a substantial selection of insurance policies in any given sector / country, plus facilities for customers to go on to acquire such policies digitally. Such marketplaces are also sometimes referred to as ‘comparison sites’ or ‘aggregators’ and, in some cases, their offer may extend to comparisons of other services such as bank loans, credit cards, cell phone contracts or electricity tariffs. However, the definition excludes digital insurance agents or brokers who are only able to provide quotes on behalf of one or a limited panel of insurance providers. Insurance marketplace revenues are defined as revenues specifically due to sales of insurance by groups running such marketplaces.

In 2021, the top 100 groups by this measure segmented by ownership type and by home region as shown in the charts overleaf.

Segmentation by Ownership Type and by Home Region of the Top 100 Insurance Marketplace Groups Worldwide as Measured by Revenues, 2021



Source: Insuramore research and estimate, company disclosures