

China's Insurance Industry - PEST Framework Analysis

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Abstracts

The rapid growth and development in China's insurance industry mirrors the great economic and social changes in China. China's insurance premiums amounted to 210.94 billion yuan (US\$26 billion) in 2006, and 226.27 billion yuan (US\$28 billion) in the first nine months of 2007, up 51.4% year-on-year.

Aruvian's R'search analyzes China's Insurance Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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