

# Japan Insurance Report Q2 2016

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## Abstracts

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BMI View: Home to large numbers of wealthy - and ageing - households that have long valued the advantages of life insurers' offerings, Japan is a rare example of a life insurance market that is enormous in absolute terms, well developed by most metrics and still expanding faster than the economy as a whole. It is also profitable for most of the long-established (and enormous) players, notwithstanding that earnings have been crimped by very low interest rates. Conversely, the non-life segment faces headwinds - in particular, contracting volumes for motor insurers, who account for over half of the premiums written in the segment.

### Key Updates And Forecasts

We continue to forecast growth in life insurance premiums of around 4% annually through the forecast period, notwithstanding that some companies have reported double-digit rises in new business in recent months. Growth will be driven by increasing demand for retirement income solutions; the established position of the life insurance industry as a provider of social security in Japan; the low rates of return available from competing investment opportunities; and innovation by life insurers in terms of product design, distribution and brand.

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