

Jordan and Lebanon Insurance Report Q1 2015

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Abstracts

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BMI View: As of late 2014, the latest news flow from the insurance sectors of Jordan and Lebanon confirms patterns and trends that have been in place for some time. Resilient insurers are achieving steady growth in the face of a number of challenges, including the lack of pricing power that results from fragmented market places.

The insurance sectors of Jordan and Lebanon have many features in common. They are small in absolute terms. Penetration (premiums as a percentage of GDP) and density (premiums per capita) are low by most global standards, but respectably high by those of the Middle East and North Africa (MENA) region. They are resilient, in that they have growth consistently in spite of challenging economic conditions and business environments, and a volatile regional security situation. In both cases, the conflict in Iraq and Syria has had a negative indirect effect, in that it has crimped economic growth. Rates for terrorism/war risk covers have risen. However, these are minor lines in the Jordanian and Lebanese markets. It is also significant that some brokers and underwriters have developed innovative products in response. In both cases, health insurance represents an important sub-sector.

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