

# **Italy Travel Insurance Market By Insurance Cover (Single-Trip Travel Insurance, Annual Multi-Trip Travel Insurance, and Long-Stay Travel Insurance), Distribution Channel (Insurance Intermediaries, Insurance Companies, Banks, Insurance Brokers, and Insurance Aggregators), Distribution Mode (Business-to-Business (B2B), Business-to-Consumer (B2C), and Business-to-Business-to-Consumer (B2B2C), and End User (Senior Citizens, Education Travelers, Business Travelers, Family Travelers, and Others): Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Travel insurance covers the cost incurred due to any problematic incidents while traveling. It includes trip cancellation losses, loss of baggage, medical treatment of patients, and loss of travel documents, evacuation, or deportation during an emergency, and other unavoidable conditions. In the coming years, the Italy travel insurance market is projected to grow at a significant rate owing to its low penetration rate and increase in the tourism industry. In addition, Italy is a unitary parliamentary republic in Europe, therefore demand for travel & tourism largely takes place in the country.

The growth of the Italy travel insurance market is largely attributed to the growth in trends for availing travel insurance as a prerequisite for obtaining Visa in the country. In addition, depending on coverages, travel insurance providers in the country offer different plans by covering costs and losses associated with traveling. Further, several intermediaries in distribution channel such as insurance aggregators, banks, insurance

brokers provide consumers with various options to compare products and prices, suggest suitable policies, and others.

However, lack of awareness regarding various insurance schemes and benefits of travel insurance are expected to hamper the growth of the Italy travel insurance market. Moreover, relaxed norms and low fluctuation in rates due to large number of competitors have resulted in decline of gross written premium in the Italy travel insurance market.

Conversely, technological developments such as artificial intelligence (AI), data analytics, geo-location, application program interface (API), and global positioning system (GPS), among others are providing innovative opportunities for insurers in the market. The insurers in the country are expected to enhance existing distribution platforms of travel insurance to accelerate productivity and provide seamless user experiences with the help of digital technologies. Thus, these factors are expected to provide lucrative opportunities during the forecast period.

The Italy travel insurance market is segmented on the basis of insurance cover, distribution channel, distribution mode, and end user. In terms of insurance cover, it is segmented into single-trip travel insurance, annual multi-trip travel insurance, and long-stay travel insurance. Based on distribution channel, it is classified into insurance intermediaries, insurance companies, banks, insurance brokers, and insurance aggregators.

On the basis of distribution mode, it is segmented into business-to-business (B2B), business-to-consumer (B2C), and business-to-business-to-consumer (B2B2C). Based on end user, it is segmented into senior citizens, education travelers, business travelers, family travelers, and others.

The key players profiled in the Italy travel insurance market analysis are Allianz, American International Group, Inc. , AXA, ASSICURAZIONI GENERALI S.P.A., Cattolica Assicurazioni, Columbus Direct, ERGO Group AG , IMA Italia Assistance S.p.A., Insure & Go Insurance Services Limited, Italy Travel Company, MAPFRE, Nobis Insurance Company SpA, and Reale Mutua Assicurazioni. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

## Key Benefits For Stakeholders

The study provides an in-depth analysis of the Italy travel insurance market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on the market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the Italy travel insurance market from 2020 to 2027 is provided to determine the market potential.

## Italy Travel Insurance Market Segments

### By Insurance Cover

Single-Trip Travel Insurance

Annual Multi-Trip Travel Insurance

Long-Stay Travel Insurance

### By Distribution Channel

Insurance Intermediaries

Insurance Companies

Banks

Insurance Brokers

Insurance Aggregators

## By Distribution Mode

Business-to-Business (B2B)

Business-to-Consumer (B2C)

Business-to-Business-to-Consumer (B2B2C)

## By End User

Senior Citizens

Education Travelers

Business Travelers

Family Travelers

Others

## Key Market Players

Allianz

American International Group Inc.

AXA

ASSICURAZIONI GENERALI S.P.A.

Cattolica Assicurazioni

Columbus Direct

ERGO Group AG

IMA Italia Assistance S.p.A.

## Insure & Go Insurance Services Limited

Italy Travel Company

MAPFRE

Nobis Insurance Company SpA

Reale Mutua Assicurazioni

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