

Maternity Health Insurance Market By Mode (Online, Offline) , By Distribution Channel (Direct from Insurer, Insurance Brokers and Agencies, Banks, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Maternity Health Insurance Market

The maternity health insurance market was valued at \$135.3 billion in 2023 and is projected to reach \$269.3 billion by 2032, growing at a CAGR of 7.9% from 2024 to 2032.

Maternity health insurance is a financial policy designed to cover the expenses associated with pregnancy, childbirth, and postpartum care. The insurance manages the cost of periodic checkups, diagnostic tests, medications, and unexpected health concerns associated with pregnancy. The adoption of maternity health insurance is witnessing a notable surge among prospective parents as it facilitates financially planned and hassle-free parenthood. Several insurance options exist for pregnant women across the globe such as individual policies, employer-sponsored insurance, or government-funded programs.

Rise in awareness regarding importance of maternal health and prenatal & postnatal care is a major driver of the maternity health insurance market. In addition, rapid surge in expenses associated with pregnancy and childbirth has augmented the development of the market. Furthermore, the availability of customization in insurance plans is boosting their adoption, enabling consumers to opt for covers that cater to their budget and requirement. With diversifying aspects of parenthood, the trend of crafting insurance covers for in-vitro fertilization, assisted reproductive treatments, infertility

treatments, and surrogacy is poised to acquire notable traction in various countries in coming years.

However, compliance with the pre-existing policy conditions and extensive waiting periods for availing maternity benefits are the major factors that restrain the growth of the market. Moreover, limited awareness regarding the availability and benefits of policies hinders the maternity health insurance market development. On the contrary, constant surge in healthcare costs is anticipated to present lucrative opportunities for the market. According to the data of Policybazaar—an Indian insurance aggregator—maternity insurance plans are witnessing a year-over-year increase of 80% in the financial year 2024. The age group of 25-35 years is the highest consumer segment for maternity health insurance, comprising approximately 91.2% of the total policy buyers. Furthermore, the availability of several add-ons such as no claim bonuses and no room rent capping is poised to open new avenues for the maternity health insurance market.

Segment Review

The maternity health insurance market is segmented into mode, distribution channel, and region. On the basis of mode, the market is bifurcated into online and offline. Depending on distribution channel, it is divided into direct from insurer, insurance brokers & agencies, banks, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and MEA.

Key Findings

On the basis of mode, the online segment held a high share of the market in 2023.

Depending on distribution channel, the banks segment acquired a high stake in the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global maternity health insurance market include United Healthcare, Aetna, Cigna, Kaiser Permanente, AXA S.A., Allianz SE, SBI Life Insurance, Progressive Corporation, Talanx, Zurich Ins Group, and PNB MetLife. These major players have adopted various key development strategies such as business

expansion, new product launches, and partnerships, to strengthen their foothold in the competitive market.

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End user preferences and pain points

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Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Mode

Online

Offline

By Distribution Channel

Direct from Insurer

Insurance Brokers and Agencies

Banks

Others

By Region

North America

U.S.

Canada

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Colombia

Argentina

Rest of Latin America

MEA

Saudi Arabia

South Africa

UAE

Rest of MEA

Key Market Players

United Healthcare

Aetna

Cigna

Kaiser Permanente

AXA S.A.

Allianz SE

SBI Life Insurance

Progressive Corporation

Talanx

Zurich Ins Group

PNB MetLife

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