

# **Global Bancassurance Market Size study, by Product Type (Life Bancassurance, Non-life Bancassurance), by Model Type (Pure Distributor, Exclusive Partnership, Financial Holding, Joint Venture) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Bancassurance Market is valued at approximately USD 1,191 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 6 % over the forecast period 2022-2028. Bancassurance is a financial agreement between a bank and an insurance company that allows the bank to generate additional revenue and profit. This setup permits the sale of a wide range of insurance products, including annuities, mortgages, and health and life insurance. Increasing geriatric population demanding health and life insurance, rising trend of mobile banking services, rising economic growth in developing countries and increasing amalgamation in the banking sector has driven the adoption of Bancassurance across the projected period. For Instance: In 2011, MetLife India Insurance Company and Punjab National Bank formed a strategic relationship in India. MetLife gained access to over 78 million Indian bank customers, while Punjab National Bank purchased a 30% share in the company. Also, increasing incorporation of technology is most likely to boost the overall growth of the Bancassurance market. However, extremely labile market and people lacking awareness about the benefits of bancassurance. can obstruct the market's expansion over the projection period of 2022-2028.

The key regions considered for the global Bancassurance market study include Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world. Growing geriatric population is driving the market growth in North America. Whereas, Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2022-2028. The market is expected to grow during

the projected period, due to rising disposable income.

Major market players included in this report are:

ABN Amro Bank N.V.

The Australia and New Zealand Banking Group Limited

Banco Bradesco SA

The American Express Company

BNP Paribas S.A

Wells Fargo & Company

Citigroup Inc.

NongHyup Financial Group

Société Générale S.A.

Nordea Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Life Bancassurance

Non-life Bancassurance

By Model Type:

Pure Distributor

Exclusive Partnership

Financial Holding

Joint Venture

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020  
Base year – 2021  
Forecast period – 2022 to 2028

Target Audience of the Global Bancassurance Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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