

# **Global Extended Warranty Market Size Study, by Coverage (Standard Protection Plan, Accidental Protection Plan), Distribution Channel, Application, End Use, and Regional Forecasts 2022-2032**

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## **Abstracts**

The Global Extended Warranty Market is projected to grow significantly, reaching USD 336.25 billion by 2032, up from USD 133.6 billion in 2023, registering a robust compound annual growth rate (CAGR) of 10.8% during the forecast period from 2024 to 2032. Extended warranties are increasingly becoming essential in safeguarding investments across a variety of products and services. These warranties provide consumers and businesses with additional security by covering potential repair or replacement costs beyond the standard warranty period, enhancing customer trust and brand loyalty. As global markets expand, manufacturers and service providers are leveraging extended warranties to differentiate themselves in an intensely competitive landscape.

The rapid growth of electronic devices, automobiles, and home appliances is a key driver for the extended warranty market. With consumers investing in high-value products, there is a rising demand for comprehensive protection plans that go beyond traditional warranties. Additionally, the increasing digitization of warranty services, facilitated by artificial intelligence and machine learning, has revolutionized the claim process, making it seamless and customer-centric. Emerging trends such as integration with IoT devices are further optimizing preventive maintenance and real-time monitoring of assets, boosting the adoption of extended warranties across various sectors.

However, certain challenges persist, including lack of consumer awareness about extended warranties and complexities in claim procedures in certain regions. Additionally, the need for standardized offerings across geographies remains a barrier

to universal adoption. Nonetheless, the transition toward digital-first extended warranty solutions and the rising penetration of e-commerce platforms are expected to unlock significant growth opportunities. The accidental protection plans segment, in particular, is anticipated to witness robust growth, given its appeal among consumers looking for enhanced coverage against unforeseen damages.

Regionally, North America dominates the extended warranty market, driven by high consumer awareness, advanced infrastructure, and the presence of key market players. Europe follows closely, benefiting from stringent regulatory standards and a mature consumer base. Meanwhile, the Asia Pacific region is poised to grow at the fastest rate, supported by rapid urbanization, increasing disposable incomes, and the proliferation of electronic devices and automobiles in countries such as China, India, and Japan. Emerging regions like Latin America and the Middle East & Africa are also showing promise, underpinned by improving distribution channels and rising demand for extended coverage options.

Major market players included in this report are:

AIG WarrantyGuard, Inc.

Allianz Global Assistance

American Home Shield Corporation

Assurant, Inc.

AXA Group

The Warranty Group, Inc.

SquareTrade, Inc.

AmTrust Financial Services, Inc.

Asurion LLC

Chubb Limited

Samsung Electronics Co., Ltd.

LG Electronics Inc.

Whirlpool Corporation

Domestic & General Group Limited

GE Appliances

The detailed segments and sub-segments of the market are explained below:

#### By Coverage

Standard Protection Plan

Accidental Protection Plan

#### By Distribution Channel

OEMs (Original Equipment Manufacturers)

Retailers

Online

#### By Application

Consumer Electronics

Automotive

Appliances

Others

## By End Use

Residential

Commercial

## By Region:

### North America

U.S.

Canada

### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Market estimates and forecasts for 10 years, from 2022 to 2032.

Annualized revenue and regional-level analysis for each market segment.

Comprehensive geographical landscape with country-level analysis of major regions.

Competitive landscape featuring detailed insights into major players in the market.

Analysis of key business strategies and actionable recommendations for future market approaches.

Evaluation of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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