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Abstracts

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BMI View: Brazil's insurance market faces continued headwinds going into H215. A challenging economic outlook that includes a forecast contraction in GDP, rising interest rates and weakening real threaten to undermine growth in both life and non-life insurances lines. The situation will be accentuated by the fact that a number of insurance segments are already quite mature, with these markets typified by a relatively high level of penetration and considerable competition between providers. That said, a large and growing population will continue to offer some opportunities for insurers over the medium term, particularly in some non-core markets.

Brazil's insurance sector is relatively developed by the standards of the majority of emerging markets, with the country's well-developed financial services infrastructure. Indeed, the country's banks already account for about 40% of all insurance sales in Brazil, giving the industry a head-start over other countries in terms of the extension of bancassurance and other distribution methods. Leading providers of insurance products include Banco do Brasil and Brradesco.

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