

Latvia Insurance Report 2014

<https://marketpublishers.com/r/L44EE625B52EN.html>

Date: November 2013

Pages: 87

Price: US\$ 1,295.00 (Single User License)

ID: L44EE625B52EN

Abstracts

BMI View: Latvia's insurance sector is strengthened by the presence of the subsidiaries of major life insurance companies. However, significant challenges to growth remain.

Like those of Lithuania and Estonia, Latvia's insurance sector is dominated by the local subsidiaries of multi-national giants. In the life segment, for instance, leading players include Swedbank Life, SEB Life & Pensions and Sampo Group's Mandatum Life. In the non-life segment, RSA Group company Balta remains the largest company. This is positive, because it means that global best practice is brought to a small country which experienced a brutal recession and financial crisis. Best practice - across both segments - in this context includes development of brands, innovation in product development and imaginative approaches to distribution. By seeing Latvia as one element of a larger Baltic (or European) business, the insurance companies who are active in the country have access to significant economies of scale.

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