

# Malaysia Insurance Report Q1 2016

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### **Abstracts**

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BMI View: In spite of the maturity of some products in the life segment, the impact of price competition in the motor vehicle sub-sector and the challenges posed by a sluggish economy, the prospects for Malaysia's insurance sector remain bright. In both segments, there is evidence of innovation, productive distribution partnerships and growth through insurers reaching new users.

#### Latest Updates And Forecasts

We look for growth in gross life insurance premiums to slow over the course of the forecast period from well over 5% in 2015 to just above 4% in 2019. A better indication of the substantial opportunities is the 8% or so rise in overall sum insured within the life segment, which accounts for about two thirds of all premiums written in Malaysia. Life insurance is well established as a conduit for organised savings among those households who understand it and value it: many of them are moving from contributing premiums to drawing down benefits. Nevertheless, the world class life insurers who dominate the segment are leveraging their various strengths to reach first time customers. Most of the majors have reported strong growth in new business premiums, value of new business or some other metric through H115, if not necessarily in gross premiums written.



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