

# Malaysia Insurance Report Q4 2016

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## Abstracts

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**BMI View:** Although premiums in both the non-life and life segments of Malaysia's insurance sector are increasing at single-digit rates, there remain good prospects for profitable growth by the leading insurers. Most of the major insurers have strengths that they are able to leverage such as ability to innovate, multichannel distribution, access to global capital markets and well-established brands. Many are providing takaful solutions.

### Latest Updates And Forecasts

In Q416, we are not making changes to our forecasts for Malaysia's life insurance segment. We continue to expect growth in gross life insurance premiums to slow over the course of the forecast period from just over 5% in 2015, to just below 4% in 2020. Other metrics, such as the strong rises in new business premiums and value of new business for many of the leading companies over the course of 2015, provide a better indication of the opportunities. 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.

Even by the standards of South East and East Asia, Malaysia remains one of the most dynamic life insurance markets globally. Unsurprisingly, the majors all see the country as a key part of their global/ regional footprint. Family takaful remains a relatively fast growing part of the market.

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