

Global Bancassurance Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Bancassurance market size will reach 2,305.70 Million USD in 2025 and is projected to reach 2,674.08 Million USD by 2032, with a CAGR of 2.14% (2025-2032). Notably, the China Bancassurance market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Bancassurance is a strategy in which insurance products are sold through a bank's distribution channels, such as tellers, financial advisors, and online banking portals. It is a form of collaborative marketing between banks and insurance companies, where banks act as an intermediary between the insurance provider and the customer. The bank's role is to identify potential customers, provide advice on insurance products, and process insurance applications, while the insurance company provides the insurance coverage and manages any claims that may arise. Bancassurance is a popular trend worldwide and has been adopted by several financial institutions to diversify their income streams and strengthen their customer relationships.

The major global suppliers of Bancassurance include ABN AMRO, ANZ, Banco Bradesco, American Express, Banco Santander, BNP Paribas, ING Group, Wells Fargo, Barclays, Intesa Sanpaolo, Lloyds Banking Group, Citigroup, HSBC, NongHyup Financial Group, Nordea Bank, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that

command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Bancassurance. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Bancassurance market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Bancassurance market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Bancassurance industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Bancassurance Include:

ABN AMRO

ANZ

Banco Bradesco

American Express

Banco Santander

BNP Paribas

ING Group

Wells Fargo

Barclays

Intesa Sanpaolo

Lloyds Banking Group

Citigroup

HSBC

NongHyup Financial Group

Nordea Bank

Bancassurance Product Segment Include:

Life Bancassurance

Non-Life Bancassurance

Bancassurance Product Application Include:

Adults

Kids

Other

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Bancassurance Industry PESTEL Analysis

Chapter 3: Global Bancassurance Industry Porter's Five Forces Analysis

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