

Global Embedded Insurance Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Embedded Insurance market size will reach 109,381 Million USD in 2025 and is projected to reach 232,590 Million USD by 2032, with a CAGR of 11.38% (2025-2032). Notably, the China Embedded Insurance 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

Embedded insurance refers to the integration of insurance products and services into non-insurance products or services, often seamlessly and automatically. This approach allows customers to obtain insurance coverage as part of their purchase or use of another product or service without the need for separate transactions or interactions with insurance providers. Embedded insurance is commonly seen in industries such as fintech, e-commerce, travel, and automotive, where insurance coverage is bundled with products or services to enhance customer value and convenience. For example, in fintech, embedded insurance might be integrated into banking or payment apps to offer coverage for purchases, travel insurance could be automatically included with booking flights or accommodations, and automotive insurance could be incorporated into the purchase or lease of vehicles. Embedded insurance aims to simplify the insurance process, increase accessibility, and provide a seamless customer experience.

The major global suppliers of Embedded Insurance include Travelers Insurance, Cover Genius, Metromile, Qover, Hokodo Services, ELEMENT Insurance, Bsurance,

Simplesurance, Kasko, Wrisk Transfer, Extracover, Penni.io, 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 Embedded Insurance. 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 Embedded Insurance 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 Embedded Insurance 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 Embedded Insurance 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 Embedded Insurance Include:

Travelers Insurance

Cover Genius

Metromile

Qover

Hokodo Services

ELEMENT Insurance

Bsurance

Simplesurance

Kasko

Wrisk Transfer

Extracover

Penni.io

Embedded Insurance Product Segment Include:

Life Insurance

Non-Life Insurance

Embedded Insurance Product Application Include:

Consumer Products

Travel and Hospitality

Automotive

Real Estate

Others

Chapter Scope

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

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Chapter 3: Global Embedded Insurance Industry Porter's Five Forces Analysis

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