

Global Embedded Insurance Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Embedded Insurance market size is expected to reach \$ 216830 million by 2032, rising at a market growth of 11.4% CAGR during the forecast period (2026-2032).

Embedded insurance refers to the seamless integration of insurance products or services into other non-insurance products or services, such as e-commerce platforms, travel booking websites or financial services. This integration allows customers to purchase insurance as part of their overall transaction or interaction without having to separately visit the insurance provider's website or purchase a standalone policy. Embedded insurance can increase convenience, reduce shopping time, increase customer loyalty, improve efficiency, diversify revenue sources and reduce claims risk.

Global key players of Embedded Insurance include Travelers Insurance, Cover Genius, Metromile, etc. The top three players hold a share over 35%. Asia-Pacific is the largest market, with a share about 39%, followed by Europe and North America, with share 32% and 21%, separately. In terms of product type, Life Insurance is the largest segment, occupied for a share of 51%. In terms of application, Automotive is the largest one, which has a share about 26 percent.

This report studies the global Embedded Insurance demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Embedded Insurance, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Embedded Insurance that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Embedded Insurance total market, 2021-2032, (USD Million)

Global Embedded Insurance total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Embedded Insurance total market, key domestic companies, and share, (USD Million)

Global Embedded Insurance revenue by player, revenue and market share 2021-2026, (USD Million)

Global Embedded Insurance total market by Type, CAGR, 2021-2032, (USD Million)

Global Embedded Insurance total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Embedded Insurance market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Travelers Insurance, Cover Genius, Metromile, Qover, Hokodo Services, ELEMENT Insurance, Bsurance, Simpleurance, Kasko, Wrisk Transfer, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Embedded Insurance market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Embedded Insurance Market, By Region:

Global Embedded Insurance Supply, Demand and Key Producers, 2026-2032

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Embedded Insurance Market, Segmentation by Type:

Life Insurance

Non-Life Insurance

Global Embedded Insurance Market, Segmentation by Application:

Consumer Products

Travel and Hospitality

Automotive

Real Estate

Others

Companies Profiled:

Travelers Insurance

Cover Genius

Metromile

Qover

Hokodo Services

ELEMENT Insurance

Bsurance

Simplesurance

Kasko

Wrisk Transfer

Extracover

Penni.io

Key Questions Answered

1. How big is the global Embedded Insurance market?
2. What is the demand of the global Embedded Insurance market?
3. What is the year over year growth of the global Embedded Insurance market?
4. What is the total value of the global Embedded Insurance market?
5. Who are the Major Players in the global Embedded Insurance market?
6. What are the growth factors driving the market demand?

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