

Global Mobile Phone Insurance Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Mobile Phone Insurance market size was valued at US\$ 35760 million in 2024 and is forecast to a readjusted size of USD 41150 million by 2031 with a CAGR of 2.1% during review period.

Mobile Phone Insurance is a type of insurance policy specifically designed to protect smartphones from economic losses due to accidental damage, loss, or theft. This type of insurance covers a wide range of mishaps, including but not limited to cracked screens, hardware damage, theft, loss, and damage caused by water or other liquids, as well as fire and other unforeseen circumstances. By purchasing Mobile Phone Insurance, users can obtain corresponding compensation or repair services in the event that their phone suffers from any of the aforementioned unfortunate incidents, thereby effectively reducing the economic burden and inconvenience caused by phone damage or loss.

Mobile Phone Insurance can be purchased through various channels, such as insurance companies, e-commerce platforms, or smartphone manufacturers. Users can select different coverage plans based on their own needs. Typically, insurance companies offer a range of services, including repair services, data recovery support, and a certain number of free repairs, to comprehensively safeguard users' phone security.

The Mobile Phone Insurance market has shown rapid growth in recent years. With the rapid development of the smartphone manufacturing industry, smartphones have become an indispensable part of people's daily lives, and their prices have gradually increased, with repair costs being equally high. Consequently, more and more users are beginning to pay attention to and purchase Mobile Phone Insurance.

Globally, North America is the largest market for Mobile Phone Insurance, occupying a

significant share of the market. In the Asian market, especially in China, due to its huge population base and rapidly increasing smartphone penetration rate, the Mobile Phone Insurance market has also demonstrated tremendous development potential. In China, the Mobile Phone Insurance market is in a stage of rapid development, with the market size continuously expanding and user penetration rates gradually increasing. Major insurance companies and emerging technology companies have ventured into this field, continuously innovating product designs and service models to meet the needs of different user groups. Furthermore, with the acceleration of the commercialization of 5G networks and the faster replacement of smartphones, the demand for Mobile Phone Insurance is expected to grow further. In the future, with the application of emerging technologies such as big data and artificial intelligence, Mobile Phone Insurance products will become more personalized and customized, providing users with more convenient and comprehensive coverage options. Meanwhile, competition in the market will intensify, requiring companies to continuously improve their service quality to win over more users.

This report is a detailed and comprehensive analysis for global Mobile Phone Insurance market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Mobile Phone Insurance market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Mobile Phone Insurance market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Mobile Phone Insurance market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Mobile Phone Insurance market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for Mobile Phone Insurance

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Mobile Phone 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 AIG, Apple, AXA, Asurion, Assurant, Hollard Group, Chubb (ACE), SoftBank, Allianz Insurance, AmTrust, etc.

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

Market segmentation

Mobile Phone Insurance market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Physical Damage
- Theft & Loss
- Others

Market segment by Application

- Wireless Carrier
- Mobile Phone Operators
- Third-party Insurance Companies

Market segment by players, this report covers

- AIG
- Apple
- AXA
- Asurion
- Assurant
- Hollard Group
- Chubb (ACE)
- SoftBank
- Allianz Insurance
- AmTrust
- China Ping An

- Zhongan Online

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Mobile Phone Insurance product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Phone Insurance, with revenue, gross margin, and global market share of Mobile Phone Insurance from 2020 to 2025.

Chapter 3, the Mobile Phone Insurance competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Mobile Phone Insurance market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Mobile Phone Insurance.

Chapter 13, to describe Mobile Phone Insurance research findings and conclusion.

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Figure 69. Porters Five Forces Analysis

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