

# Africa Insurance Market Report by Type (Life Insurance, Non-Life Insurance), and Country 2024-2032

<https://marketpublishers.com/r/A53D367BAEB0EN.html>

Date: March 2024

Pages: 124

Price: US\$ 3,699.00 (Single User License)

ID: A53D367BAEB0EN

## Abstracts

The Africa insurance market size reached US\$ 87.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 153.9 Billion by 2032, exhibiting a growth rate (CAGR) of 6.3% during 2024-2032. The growing number of working-age individuals, the accelerating awareness and education fostering a culture of insurance, and collaboration between the insurance industry and banking or financial institutions are some of the major factors propelling the market.

Insurance is a financial arrangement that provides protection against financial loss or risk. It's a contract between an individual or entity, i.e., the insured and an insurance company, which is the insurer. The insured pays a premium, typically on a regular basis, and in return, the insurer agrees to cover certain financial losses or damages that may occur. This can relate to various areas such as health, life, property, or vehicles. The idea is to safeguard against unforeseen circumstances that could lead to financial strain. For example, health insurance can cover medical expenses, while car insurance might cover repairs after an accident. By pooling the risks of many individuals together, insurance helps in spreading the cost of unexpected events, providing peace of mind and financial stability. It plays a crucial role in modern economies, offering a safety net for both individuals and businesses.

Africa's youthful population, characterized by a growing number of working-age individuals, provides a large potential market for life, health, and other types of insurance products. With more young individuals entering the workforce and becoming financially independent, the demand for various insurance products is poised to rise. Along with this, the push towards financial literacy also extends to training insurance professionals, ensuring that they are equipped to offer the right products and services.

This increased awareness and education are fostering a culture of insurance, contributing to the growth and stability of the industry in Africa. In addition, the presence of multinational corporations and foreign investment in various sectors in Africa is significantly supporting the market. International businesses often bring global best practices, including risk management and insurance coverage, further stimulating the local insurance market. Apart from this, collaboration between the insurance industry and banking or financial institutions has led to innovative distribution channels. Therefore, it is contributing to the market. Moreover, the emergence of micro-insurance products targeting low-income individuals and small businesses is creating a positive market outlook.

#### Africa Insurance Market Trends/Drivers:

##### Regulatory Environment and Government Initiatives

Many African governments have recognized the vital role that insurance can play in economic development and stability. As a result, there has been a push towards creating a more supportive regulatory environment for the insurance industry. These regulations often focus on ensuring transparency, solvency, and consumer protection, thus building trust in the industry. Additionally, government initiatives such as mandatory insurance requirements for certain sectors, like motor or healthcare, can drive growth. In confluence with this, collaboration with international regulatory bodies and adherence to global standards further strengthens the sector, making it more attractive to both domestic and foreign investors. This progressive regulatory landscape is playing a crucial role in shaping the insurance industry in Africa.

##### Technological Advancements and Digitalization

Technology is playing a transformative role in the African insurance industry. Along with this, the rise of mobile technology, in particular, has provided an unprecedented opportunity to reach vast, previously underserved populations. Mobile platforms enable the delivery of micro-insurance products tailored to the specific needs of various segments of the population, particularly in rural areas. The digitalization of processes not only allows for more efficient operations but also enhances customer experience through easier access to products and services. Insurtech companies are emerging, utilizing big data, artificial intelligence, and other innovative technologies to create more personalized and responsive insurance solutions. This technological evolution is significantly driving growth and innovation within the industry.

#### Africa Insurance Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Africa insurance market report, along with forecasts at the regional and country levels from 2024-2032. Our report has categorized the market based on type.

#### Breakup by Type:

- Life Insurance
- Non-life Insurance
- Automobile Insurance
- Fire Insurance
- Liability Insurance
- Other Insurances

Life insurance dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes life insurance, and non-life insurance (automobile insurance, fire insurance, liability insurance, and other insurances). According to the report, life insurance represented the largest segment.

In the intricate tapestry of the Africa insurance industry, the life insurance sector is being significantly shaped by the continent's shifting demographics. This can be supported by the growing middle class and increased life expectancy. This, in turn, has catalyzed a rise in the demand for life insurance products as individuals seek to safeguard their families' futures. Along with this, the rapid pace of urbanization and improved accessibility to information have expanded the reach of insurance providers, fostering a deeper level of consumer engagement. In addition, the infusion of digital technologies into traditional insurance practices has brought forth operational efficiencies, simplifying policy issuance and claims processing. This seamless integration has not only expedited transactions but also enriched the overall customer journey. Simultaneously, progressive regulatory reforms aimed at enhancing consumer protection have bolstered confidence in life insurance products. As risk awareness matures, both individuals and businesses are gravitating towards comprehensive life insurance coverage to mitigate potential uncertainties. Apart from this, the imperative to ensure financial stability is gaining traction. This evolving mindset has thrust the life insurance segment into the spotlight, with providers that adeptly tailor their offerings to resonate with the unique demands of African markets poised for prominence.

#### Breakup by Country:

South Africa  
Morocco  
Nigeria  
Egypt  
Kenya  
Algeria  
Angola  
Namibia  
Tunisia  
Mauritius  
Others

South Africa hold the largest share in the Africa insurance market

A detailed breakup and analysis of the market based on the price range has also been provided in the report. This includes South Africa, Morocco, Nigeria, Egypt, Kenya, Algeria, Angola, Namibia, Tunisia, Mauritius, and Others. According to the report, South Africa accounted for the largest market share.

Within the realm of the South Africa insurance industry, a constellation of pivotal market drivers is shaping its trajectory. Demographic dynamics play a central role, as the country experiences shifts in population composition, with an expanding middle class and an aging population. This evolution has elevated awareness about financial security and retirement planning, propelling the demand for various insurance products. Technological advancements are another cornerstone, revolutionizing how insurance is accessed and managed. The ubiquity of digital platforms has expedited policy issuance, claims processing, and customer interactions, thereby enhancing overall satisfaction.

Regulatory developments wield considerable influence, fostering an environment of consumer protection and industry transparency. In addition, the rise of insurtech initiatives and innovative distribution models further diversifies the insurance landscape, catering to a broader spectrum of customer preferences. South Africa's economic fluctuations and exposure to various risks, both natural and financial, have underscored the value of comprehensive insurance coverage. This, coupled with the evolving understanding of risk mitigation, has encouraged the growth of insurance adoption across diverse sectors.

Competitive Landscape:

The key players in the market are engaging in a multitude of strategic endeavors to address the evolving demands and opportunities within the industry. Additionally, numerous insurance companies are capitalizing on digital transformation, incorporating advanced technologies to streamline their operations, enhance customer experiences, and optimize distribution channels. This includes the development of user-friendly mobile applications, online policy management platforms, and AI-driven customer support systems. Along with this, insurers are tailoring their product portfolios to align with specific regional and demographic needs. They are crafting innovative insurance solutions that cater to diverse segments, such as microinsurance for low-income individuals, agricultural insurance for farmers, and specialized coverage for emerging industries like fintech and renewable energy. In addition, the increasing demand for ethical and sustainable practices is positively influencing the market. Some insurers are integrating environmental, social, and governance (ESG) principles into their operations. This includes offering ESG-aligned insurance products and adopting responsible investment strategies. Furthermore, insurance companies are partnering with insurtech startups, technology firms, and data providers to enhance underwriting processes, which is contributing to the market.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

African Life Assurance Limited  
The Liberty Holdings Limited  
Libya Insurance Company  
Misr Insurance Holding Company  
Momentum Metropolitan Holdings Limited  
Old Mutual Limited Group  
Sage Term Life Insurance  
Sanlam Life Insurance Limited  
Santam Limited  
Soci t  Nationale Des Assurances, SPA

#### Key Questions Answered in This Report

1. What was the size of the Africa insurance market in 2023?
2. What is the expected growth rate of the Africa insurance market during 2024-2032?
3. What are the key factors driving the Africa insurance market?
4. What has been the impact of COVID-19 on the Africa insurance market?

5. What is the breakup of the Africa insurance market based on the type?
6. What are the key regions in the Africa insurance market?
7. Who are the key players/companies in the Africa insurance market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 AFRICA INSURANCE MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Life Insurance
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Non-Life Insurance
  - 6.2.1 Market Trends
  - 6.2.2 Automobile Insurance
    - 6.2.2.1 Market Trends

- 6.2.2.2 Market Forecast
- 6.2.3 Fire Insurance
  - 6.2.3.1 Market Trends
  - 6.2.3.2 Market Forecast
- 6.2.4 Liability Insurance
  - 6.2.4.1 Market Trends
  - 6.2.4.2 Market Forecast
- 6.2.5 Other Insurances
  - 6.2.5.1 Market Trends
  - 6.2.5.2 Market Forecast
- 6.2.6 Market Forecast

## **7 MARKET BREAKUP BY COUNTRY**

- 7.1 South Africa
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Morocco
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Nigeria
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Egypt
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Kenya
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast
- 7.6 Algeria
  - 7.6.1 Market Trends
  - 7.6.2 Market Forecast
- 7.7 Angola
  - 7.7.1 Market Trends
  - 7.7.2 Market Forecast
- 7.8 Namibia
  - 7.8.1 Market Trends
  - 7.8.2 Market Forecast
- 7.9 Tunisia



- 7.9.1 Market Trends
- 7.9.2 Market Forecast
- 7.10 Mauritius
  - 7.10.1 Market Trends
  - 7.10.2 Market Forecast
- 7.11 Others
  - 7.11.1 Market Trends
  - 7.11.2 Market Forecast

## **8 SWOT ANALYSIS**

- 8.1 Overview
- 8.2 Strengths
- 8.3 Weaknesses
- 8.4 Opportunities
- 8.5 Threats

## **9 PORTERS FIVE FORCES ANALYSIS**

- 9.1 Overview
- 9.2 Bargaining Power of Buyers
- 9.3 Bargaining Power of Suppliers
- 9.4 Degree of Competition
- 9.5 Threat of New Entrants
- 9.6 Threat of Substitutes

## **10 COMPETITIVE LANDSCAPE**

- 10.1 Market Structure
- 10.2 Key Players
- 10.3 Profiles of Key Players
  - 10.3.1 African Life Assurance Limited
  - 10.3.2 The Liberty Holdings Limited
  - 10.3.3 Libya Insurance Company
  - 10.3.4 Misr Insurance Holding Company
  - 10.3.5 Momentum Metropolitan Holdings Limited
  - 10.3.6 Old Mutual Limited Group
  - 10.3.7 Sage Term Life Insurance
  - 10.3.8 Sanlam Life Insurance Limited

10.3.9 Santam Limited

10.3.10 Soci?t? Nationale Des Assurances, SPA

## List Of Tables

### LIST OF TABLES

Table 1: Africa: Insurance Market: Key Industry Highlights, 2023 and 2032

Table 2: Africa: Insurance Market Forecast: Breakup by Type (in Billion US\$), 2024-2032

Table 3: Africa: Insurance Market Forecast: Breakup by Country (in Billion US\$), 2024-2032

Table 4: Africa: Insurance Market Structure

Table 5: Africa: Insurance Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Africa: Insurance Penetration Rate (in %), by Country, 2023

Figure 2: Africa: Insurance Market: Major Drivers and Challenges

Figure 3: Africa: Insurance Market: Sales Value (in Billion US\$), 2018-2023

Figure 4: Africa: Insurance Market: Breakup by Type (in %), 2023

Figure 5: Africa: Insurance Market: Breakup by Country (in %), 2023

Figure 6: Africa: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 7: Africa: Life Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 8: Africa: Life Insurance Market Forecast: Sales Value (in Billion US\$),  
2024-2032

Figure 9: Africa: Non-Life Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 10: Africa: Non-Life Insurance (Automobile) Market: Sales Value (in Billion US\$),  
2018 & 2023

Figure 11: Africa: Non-Life Insurance (Automobile) Market Forecast: Sales Value (in  
Billion US\$), 2024-2032

Figure 12: Africa: Non-Life Insurance (Fire) Market: Sales Value (in Billion US\$), 2018 &  
2023

Figure 13: Africa: Non-Life Insurance (Fire) Market Forecast: Sales Value (in Billion  
US\$), 2024-2032

Figure 14: Africa: Non-Life Insurance (Liability) Market: Sales Value (in Billion US\$),  
2018 & 2023

Figure 15: Africa: Non-Life Insurance (Liability) Market Forecast: Sales Value (in Billion  
US\$), 2024-2032

Figure 16: Africa: Non-Life Insurance (Other Insurances) Market: Sales Value (in Billion  
US\$), 2018 & 2023

Figure 17: Africa: Non-Life Insurance (Other Insurances) Market Forecast: Sales Value  
(in Billion US\$), 2024-2032

Figure 18: Africa: Non-Life Insurance Market Forecast: Sales Value (in Billion US\$),  
2024-2032

Figure 19: South Africa: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 20: South Africa: Insurance Market Forecast: Sales Value (in Billion US\$),  
2024-2032

Figure 21: Morocco: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 22: Morocco: Insurance Market Forecast: Sales Value (in Billion US\$),  
2024-2032

Figure 23: Nigeria: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 24: Nigeria: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 25: Egypt: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 26: Egypt: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 27: Kenya: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 28: Kenya: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 29: Algeria: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 30: Algeria: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 31: Angola: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 32: Angola: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 33: Namibia: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 34: Namibia: Insurance Market Forecast: Sales Value (in Billion US\$),  
2024-2032

Figure 35: Tunisia: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 36: Tunisia: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 37: Mauritius: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 38: Mauritius: Insurance Market Forecast: Sales Value (in Billion US\$),  
2024-2032

Figure 39: Others: Insurance Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 40: Others: Insurance Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 41: Africa: Insurance Industry: SWOT Analysis

Figure 42: Africa: Insurance Industry: Porter's Five Forces Analysis

## I would like to order

Product name: Africa Insurance Market Report by Type (Life Insurance, Non-Life Insurance), and Country 2024-2032

Product link: <https://marketpublishers.com/r/A53D367BAEB0EN.html>

Price: US\$ 3,699.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A53D367BAEB0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

