

Extended Warranty Market Report by Coverage (Standard Protection Plan, Accidental Protection Plan), Application (Automobiles, Consumer Electronics, Home Appliances, Mobile Devices and PCs, and Others), Distribution Channel (Manufacturers, Retailers, and Others), End User (Individuals, Business), and Region 2024-2032

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Abstracts

The global extended warranty market size reached US\$ 139.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 232.8 Billion by 2032, exhibiting a growth rate (CAGR) of 5.8% during 2024-2032. The growing demand for financial protection against unforeseen defects or malfunctions, rising sales of high-value items, and increasing complexities in consumer products, such as electronics, appliances, and automotive vehicles, are some of the major factors propelling the market.

An extended warranty is a service contract offered by a manufacturer or retailer that provides additional coverage beyond the standard warranty period. It is designed to protect consumers from unexpected repair costs and defects that may arise after the initial warranty expires. It generally extends the duration of coverage or expands the range of services provided. It allows customers to have their products repaired or replaced, depending on the terms, without incurring additional expenses during the extended warranty period. Besides this, it aids in providing additional protection, such as mechanical and electronic failures of products.

At present, the increasing demand for extended warranties to maintain safety for electronic devices, such as tablets, smartphones, laptops, and personal computers

(PCs), among individuals across the globe is contributing to the growth of the market. Besides this, the growing utilization of extended warranties by car manufacturers to maintain brand loyalty and retain existing customers is strengthening the market growth. Moreover, the rising preference for hassle-free and convenient post-sales experience of a product among individuals is propelling the market growth. Apart from this, increasing customer awareness about their rights is bolstering the growth of the market. Furthermore, key players are providing value-added services, such as hassle-free replacements and on-site services, and digitizing warranty processes for faster claim settlements, which is offering a positive market outlook.

Extended Warranty Market Trends/Drivers:

Rising product complexities

The rising complexities in consumer products, such as electronics, appliances, and automotive vehicles, are contributing to the growth of the market. Advanced software, intricate components, and integrated systems are becoming integral parts of these products, which makes them more prone to technical issues and failures. The intricate nature of these modern products also makes them costly to repair. Consequently, consumers are increasingly opting for extended warranties to mitigate the financial risks associated with potential repairs. Besides this, manufacturers and retailers reassure customers that they will receive comprehensive support and protection beyond the standard warranty period by offering extended warranty coverage to them.

Increasing demand for financial protection against unforeseen defects or malfunctions

Consumers are rapidly seeking reassurance and peace of mind when making significant purchases. Buying high-value products, such as expensive smartphones, premium laptops, or luxury automobiles, can be a substantial investment. The fear of unexpected breakdowns or repair costs can deter potential buyers from making such purchases. Extended warranties act as a safety net and provide consumers with confidence in their buying decisions. These warranties offer financial protection against unforeseen defects or malfunctions while ensuring that customers will not be burdened with expensive repair bills. Extended warranties provide peace of mind to customers that assist in changing their purchasing behavior and enhance their satisfaction.

Growing sales of high-value items

There is a rise in the demand for high-value items due to increasing disposable incomes and changing consumer preferences. Premium smartphones, high-end laptops, luxury

vehicles, and other high-value items are becoming more popular among consumers across the globe. However, these luxury products often come with a hefty price tag, which makes customers wary of potential repair costs after the standard warranty expires. Consequently, consumers are opting for extended warranties that can bear the cost of defects and malfunctions in high-value products. Furthermore, the increasing adoption of extended warranty coverage for these costly purchases, as consumers are seeking financial protection and peace of mind, is positively influencing the market.

Extended Warranty Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global extended warranty market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on coverage, application, distribution channel and end user.

Breakup by Coverage:

- Standard Protection Plan
- Accidental Protection Plan

Standard protection plan represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the coverage. This includes standard protection plan and accidental protection plan. According to the report, standard protection plan represented the largest segment.

The standard protection plan is the basic level of extended warranty coverage offered for most products. It typically extends the warranty period beyond the original warranty by manufacturers and provides protection against defects and malfunctions for an additional period. The coverage under the standard protection plan often includes parts and labor costs for repairs and ensures that consumers are safeguarded from unexpected repair expenses. In line with this, it offers basic coverage for a reasonable price and may not encompass all potential issues.

Breakup by Application:

- Automobiles
- Consumer Electronics
- Home Appliances
- Mobile Devices and PCs

Others

Automobiles account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the application. This includes automobiles, consumer electronics, home appliances, mobile devices and PCs, and others. According to the report, automobiles represented the largest segment.

The automobile extended warranties are specifically tailored to provide coverage for vehicles and their components and ensure protection against potential mechanical and electrical failures. There are usually two primary categories of extended warranties for automobiles, such as new vehicle extended warranty and used vehicle extended warranty. In addition, the new vehicle extended warranty is offered for brand-new vehicles purchased from dealerships. On the other hand, the used vehicle extended warranty is designed for pre-owned vehicles and offers similar coverage to new vehicle extended warranties.

Breakup by Distribution Channel:

Manufacturers

Retailers

Others

Manufacturers hold the biggest market share

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes manufacturers, retailers, and others. According to the report, manufacturers represented the largest segment.

Many product manufacturers offer extended warranty programs directly to consumers at the point of sale (POS). This distribution channel allows manufacturers to leverage their brand reputation and customer trust to promote this warranty coverage. By offering extended warranties, manufacturers can enhance customer loyalty and satisfaction, as customers perceive the manufacturer to gain insight about the product and its components. Additionally, these warranty programs are typically designed to complement the standard warranty by manufacturers and may include additional benefits, such as priority service, dedicated support, and coverage for specific components not covered under the standard warranty.

Breakup by End User:

Individuals

Business

Individuals dominate the market share

The report has provided a detailed breakup and analysis of the market based on the end user. This includes individuals and business. According to the report, individuals represented the largest segment.

Individuals represent a substantial end-user segment in the market. These consumers are private individuals who purchase various products, such as electronics, appliances, automobiles, and other valuable items for personal use. When making such purchases, individuals often have the option to buy extended warranty coverage to safeguard their investments and protect themselves against unforeseen repair costs. In addition, extended warranties offer individuals peace of mind by providing financial coverage. The decision to opt for extended warranties is influenced by factors, such as the value of the product, the perceived reliability of the brand, and the willingness to secure long-term protection for their purchases.

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

North America exhibits a clear dominance, accounting for the largest extended warranty market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America held the biggest market share due to the presence of major manufacturers and retailers. Additionally, the rising awareness among individuals about their rights is strengthening the growth of the market in the region. Besides this, the increasing demand for high-value products among the masses is offering a positive market outlook. In line with this, the rising adoption of technologically advanced consumer electronics is supporting the growth of the market in the North America region.

Competitive Landscape:

Key players are expanding their coverage options to include a broader range of products and industries. This includes offering extended warranties for not only electronics and appliances but also for emerging sectors like smart home devices, renewable energy systems, and electric vehicles (EVs). In addition, companies are offering customizable extended warranty plans to cater to individual customer requirements. Consumers can choose from different levels of coverage, durations, and add-on services based on their specific needs and budgets. Apart from this, major manufacturers are investing in user-friendly websites and digital platforms to streamline the purchasing process, which allows consumers to easily compare plans, access information, and make online purchases conveniently.

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:

Allianz Assistance (Allianz SE)
American International Group Inc.
AmTrust Financial
Assurant Inc.
Asurion LLC
Axa S.A.
Carchex
CarShield LLC
Chubb
Edel Assurance LLP
Endurance Warranty Services LLC
SquareTrade Inc. (The Allstate Corporation)

Recent Developments:

In February 2023, Assurant Inc, partnered with Okinawa Autotech, one of India's electric scooters brands, to offer an Extended Warranty Program (EWP) across its entire range of electric vehicles.

In 2021, Allianz X invested into Mobility Trader Holding GmbH, the parent company of heycar, an international digital platform for quality used car sales. This investment makes available core motor insurance products and extend to a variety of add-on features, such as roadside assistance and warranty.

In May 2022, Asurion announced that it is offering the Asurion Tech Unlimited protection and support plan to Amazon shoppers, providing those who enroll the ability to have one protection plan for all eligible devices purchased from Amazon in the past and into the future. It combines tech protection coverage for all the eligible tech bought from Amazon, such as laptops, TVs, desktop computers, gaming consoles, cameras, and so much more are covered as long as the subscription is active.

Key Questions Answered in This Report

1. What was the size of the global extended warranty market in 2023?
2. What is the expected growth rate of the global extended warranty market during 2024-2032?
3. What are the key factors driving the global extended warranty market?

4. What has been the impact of COVID-19 on the global extended warranty market?
5. What is the breakup of the global extended warranty market based on the coverage?
6. What is the breakup of the global extended warranty market based on the application?
7. What is the breakup of the global extended warranty market based on the distribution channel?
8. What is the breakup of the global extended warranty market based on the end user?
9. What are the key regions in the global extended warranty market?
10. Who are the key players/companies in the global extended warranty market?

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