

# Top Five Global Insurance Companies: Performance, Strategies, and Competitive Analysis, August 2012

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## Abstracts

According to this report, The global insurance industry has overcome the hurdle of global recession and is focused on building strong organic growth to promote a culture of confidence and trust and motivate social development. The industry reached an estimated US \$5525 billion in 2011 with a CAGR of 2% during 2006-2011. Europe dominates the global industry share. A set of factors impact the industry such as demographic condition, interest rate fluctuation, and government regulation.

The global insurance industry has overcome the hurdle of global recession and is focused on building strong organic growth to promote a culture of confidence and trust and motivate social development. The industry reached an estimated US \$5525 billion in 2011 with a CAGR of 2% during 2006-2011. Europe dominates the global industry share. A set of factors impact the industry such as demographic condition, interest rate fluctuation, and government regulation.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the top five global insurance companies and presents its findings in 'Top Five Global Insurance Companies: Performance, Strategies, and Competitive Analysis'. This study intends to provide the industry leaders a brief and comparative overview of world's top five global insurance companies, their geographical footprints, financial metrics, market performance, corporate strategies and SWOT analysis.

These companies are faced with certain challenges. Uncertain economic conditions and natural catastrophes, including severe weather in tornados, wildfires in Canada, floods in Thailand, and the tsunami in Japan led to economic losses which impacted the industry's growth and revenue generation. Entry barriers in some economically

emerging countries such as India, China, and Romania forced the companies to enter joint ventures.

The global insurance industry started increasing as the demand for insurance in emerging market increased with improved sales, lower lapses, and aging population. Another reason is that the companies started branding strategies that made them more competitive in consumer sales, enhanced their products, and improved human focus which acted as a driver for the industry.

Lucintel makes a competitive analysis of the following companies:

Allianz

Assicurazioni Generali SpA

Aviva plc.

AXA

Munich RE

The data and analysis found in this report can be utilized for various business reasons, competitive business development, strategic planning, and determination of market size, investment decisions, and product development. Global financial turbulence hampered the growth that the industry enjoyed prior to recession but aggressive corporate strategies helped them to somewhat regain the market.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global five global insurance companies. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's top five global insurance companies, we thoroughly profile following five companies with detailed competitive assessments:

Allianz

Assicurazioni Generali SpA

Aviva plc.

AXA

Munich RE

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with insurance industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the five global insurance companies,

Regional analysis: global it services companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market

strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 110 valuable figures and charts and 42 tables are provided in this report

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