

# Insurance Brokers in Turkey

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## Abstracts

Insurance Brokers in Turkey

### SUMMARY

Insurance Brokers in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Turkey insurance brokers market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The insurance brokers sector is valued in relation to the total brokerage revenue of non-life insurance and reinsurance brokerage firms. All currency conversions have been carried out at constant annual average 2016 exchange rates.

The Turkish insurance brokers sector had total revenues of \$54.6m in 2016, representing a compound annual growth rate (CAGR) of 13.6% between 2012 and 2016.

The primary insurance segment was the sector's most lucrative in 2016, with total revenues of \$41.5m, equivalent to 76.1% of the sector's overall value. The Reinsurance segment contributed revenues of \$13.1m in 2016, equating to

23.9% of the sector's aggregate value.

Insurance spending in Turkey has been emerging in recent years, as the penetration of insurance products in the country is one of the lowest among developing countries. In detail, insurance spending was estimated at 1.6% of GDP in 2015, increased from the 1.4% in 2012. Furthermore, as the Turkish economy has grown significantly in recent years, the dynamic of this emergence is even bigger. Most importantly, the increasing share of brokers as a distribution channel of insurance products in Turkey has driven the growth of the sector.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the insurance brokers market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the insurance brokers market in Turkey

Leading company profiles reveal details of key insurance brokers market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey insurance brokers market with five year forecasts

## **REASONS TO BUY**

What was the size of the Turkey insurance brokers market by value in 2016?

What will be the size of the Turkey insurance brokers market in 2021?

What factors are affecting the strength of competition in the Turkey insurance brokers market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's insurance brokers market?



## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Aon plc  
Marsh & McLennan Companies, Inc.  
United Insurance Brokers Ltd  
Willis Towers Watson Public Limited Company  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Turkey insurance brokers sector value: \$ billion, 2012–16
- Table 2: Turkey insurance brokers sector category segmentation: \$ billion, 2016
- Table 3: Turkey insurance brokers sector geography segmentation: \$ billion, 2016
- Table 4: Turkey insurance brokers sector value forecast: \$ billion, 2016–21
- Table 5: Aon plc: key facts
- Table 6: Aon plc: key financials (\$)
- Table 7: Aon plc: key financial ratios
- Table 8: Marsh & McLennan Companies, Inc.: key facts
- Table 9: Marsh & McLennan Companies, Inc.: key financials (\$)
- Table 10: Marsh & McLennan Companies, Inc.: key financials (€)
- Table 11: Marsh & McLennan Companies, Inc.: key financial ratios
- Table 12: United Insurance Brokers Ltd: key facts
- Table 13: Willis Towers Watson Public Limited Company: key facts
- Table 14: Willis Towers Watson Public Limited Company: key financials (\$)
- Table 15: Willis Towers Watson Public Limited Company: key financial ratios
- Table 16: Turkey size of population (million), 2012–16
- Table 17: Turkey gdp (constant 2005 prices, \$ billion), 2012–16
- Table 18: Turkey gdp (current prices, \$ billion), 2012–16
- Table 19: Turkey inflation, 2012–16
- Table 20: Turkey consumer price index (absolute), 2012–16
- Table 21: Turkey exchange rate, 2012–16

## List Of Figures

### LIST OF FIGURES

Figure 1: Turkey insurance brokers sector value: \$ billion, 2012–16

Figure 2: Turkey insurance brokers sector category segmentation: % share, by value, 2016

Figure 3: Turkey insurance brokers sector geography segmentation: % share, by value, 2016

Figure 4: Turkey insurance brokers sector value forecast: \$ billion, 2016–21

Figure 5: Forces driving competition in the insurance brokers sector in Turkey, 2016

Figure 6: Drivers of buyer power in the insurance brokers sector in Turkey, 2016

Figure 7: Drivers of supplier power in the insurance brokers sector in Turkey, 2016

Figure 8: Factors influencing the likelihood of new entrants in the insurance brokers sector in Turkey, 2016

Figure 9: Factors influencing the threat of substitutes in the insurance brokers sector in Turkey, 2016

Figure 10: Drivers of degree of rivalry in the insurance brokers sector in Turkey, 2016

Figure 11: Aon plc: revenues & profitability

Figure 12: Aon plc: assets & liabilities

Figure 13: Marsh & McLennan Companies, Inc.: revenues & profitability

Figure 14: Marsh & McLennan Companies, Inc.: assets & liabilities

Figure 15: Willis Towers Watson Public Limited Company: revenues & profitability

Figure 16: Willis Towers Watson Public Limited Company: assets & liabilities

### COMPANIES MENTIONED

Aon plc

Marsh & McLennan Companies, Inc.

United Insurance Brokers Ltd

Willis Towers Watson Public Limited Company

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