

# Insurance in Turkey - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

Insurance in Turkey - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Insurance in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The insurance market consists of the non-life and life insurance sectors. The value of the market is shown in terms of gross premium incomes.

The Turkish insurance market had total gross written premiums of \$10.8bn in 2020, representing a compound annual growth rate (CAGR) of 17.7% between 2016 and 2020.

The non-life Insurance segment was the market's most lucrative in 2020, with total gross written premiums of \$8.7bn, equivalent to 81.1% of the market's overall value.

In comparison to other European countries, Turkey is particularly vulnerable to natural disasters. On the one hand, this has stimulated demand for non-life insurance policies as customers seek to protect their homes and their belongings from such events. However, it has also resulted in significant insured

losses, which could hamper growth somewhat.

## **SCOPE**

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

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

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

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

## **REASONS TO BUY**

What was the size of the Turkey media market by value in 2020?

What will be the size of the Turkey media market in 2025?

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

How has the market performed over the last five years?

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

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