

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

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## Abstracts

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### SUMMARY

Life Insurance in Canada industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 value of the life insurance market is shown in terms of gross premium incomes from mortality protection and retirement savings plans.

The Canadian life insurance market had total gross written premiums of \$45.1bn in 2020, representing a compound annual growth rate (CAGR) of 3.9% between 2016 and 2020.

The Pension/Annuity segment was the market's most lucrative in 2020, with total gross written premiums of \$34.5bn, equivalent to 76.4% of the market's overall value.

Demographic factors, such as an aging population, are likely to stimulate growth in the Canadian market going forwards due to an increase in demand for life insurance and retirement savings plans.

## SCOPE

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

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

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

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

## REASONS TO BUY

What was the size of the Canada life insurance market by value in 2020?

What will be the size of the Canada life insurance market in 2025?

What factors are affecting the strength of competition in the Canada life insurance market?

How has the market performed over the last five years?

What are the main segments that make up Canada's life insurance market?

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