

# Life Insurance & Pension in Malaysia

<https://marketpublishers.com/r/L22AC14039BDEN.html>

Date: November 2024

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: L22AC14039BDEN

## Abstracts

Life Insurance & Pension in Malaysia

### Summary

Life Insurance & Pension in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

Life insurance & pension is the financial cover for a contingency linked with human life, like death, disability, accident, retirement etc. Human life is subject to risks of death and disability due to natural and accidental causes. When human life is lost or a person is disabled permanently or temporarily, there is loss of income to the household.

The Malaysian life insurance & pension market recorded gross written premiums of \$14.8 billion in 2023, representing a compound annual growth rate (CAGR) of 4.4% between 2018 and 2023.

The life insurance segment accounted for the market's largest proportion in 2023, with total gross written premiums of \$13.8 billion, equivalent to 93.1% of the market's overall value.

There has been a noticeable shift in consumer preferences, with many individuals opting for more flexible investment products rather than traditional life insurance policies. The demand for unit-linked and

investment-linked products has increased, while traditional life cover has seen a decline. For example, according to the Monthly Statistical %li%Bank Negara Malaysia, the life insurance penetration (ratio of premiums to GDP) has reduced from 3.6% in 2020 to 3.0% in 2023 in Malaysia, indicating a decline in gross written premiums in 2023.

## Scope

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

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

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

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

## Reasons to Buy

What was the size of the Malaysia life insurance & pension market by value in 2023?

What will be the size of the Malaysia life insurance & pension market in 2028?

What factors are affecting the strength of competition in the Malaysia life insurance & pension market?

How has the market performed over the last five years?

What are the main segments that make up Malaysia's life insurance & pension market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market share
- 1.6. Market rivalry
- 1.7. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players?
- 7.3. What are the strengths of the leading players?
- 7.4. What strategies do the leading players follow?

## **8 COMPANY PROFILES**

- 8.1. Allianz Life Insurance Malaysia Bhd
- 8.2. Prudential Assurance Malaysia Berhad
- 8.3. Great Eastern Life Assurance (Malaysia) Berhad
- 8.4. AIA Group Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Malaysia life insurance & pension market value: \$ billion, 2018-23
- Table 2: Malaysia life insurance & pension market category segmentation: % share, by value, 2018-23
- Table 3: Malaysia life insurance & pension market category segmentation: \$ billion, 2018-23
- Table 4: Malaysia life insurance & pension market geography segmentation: \$ billion, 2023
- Table 5: Malaysia life insurance & pension market value forecast: \$ billion, 2023-28
- Table 6: Malaysia life insurance & pension market share: % share, by value, 2023
- Table 7: Allianz Life Insurance Malaysia Bhd: Key Facts
- Table 8: Allianz Life Insurance Malaysia Bhd: Key Employees
- Table 9: Prudential Assurance Malaysia Berhad: Key Facts
- Table 10: Prudential Assurance Malaysia Berhad: Key Employees
- Table 11: Great Eastern Life Assurance (Malaysia) Berhad: Key Facts
- Table 12: Great Eastern Life Assurance (Malaysia) Berhad: Key Employees
- Table 13: AIA Group Ltd: Key Facts
- Table 14: AIA Group Ltd: Annual Financial Ratios
- Table 15: AIA Group Ltd: Key Employees
- Table 16: Malaysia Size of Population (million), 2019-23
- Table 17: Malaysia Real GDP (Constant 2010 Prices, \$ Billion), 2019-23
- Table 18: Malaysia GDP (Current Prices, \$ Billion), 2019-23
- Table 19: Malaysia Inflation, 2019-23
- Table 20: Malaysia Consumer Price Index (Absolute), 2019-23
- Table 21: Malaysia Exchange Rate, 2018-23

## List Of Figures

### LIST OF FIGURES

- Figure 1: Malaysia life insurance & pension market value: \$ billion, 2018-23
- Figure 2: Malaysia life insurance & pension market category segmentation: \$ billion, 2018-23
- Figure 3: Malaysia life insurance & pension market geography segmentation: % share, by value, 2023
- Figure 4: Malaysia life insurance & pension market value forecast: \$ billion, 2023-28
- Figure 5: Forces driving competition in the life insurance & pension market in Malaysia, 2023
- Figure 6: Drivers of buyer power in the life insurance & pension market in Malaysia, 2023
- Figure 7: Drivers of supplier power in the life insurance & pension market in Malaysia, 2023
- Figure 8: Factors influencing the likelihood of new entrants in the life insurance & pension market in Malaysia, 2023
- Figure 9: Factors influencing the threat of substitutes in the life insurance & pension market in Malaysia, 2023
- Figure 10: Drivers of degree of rivalry in the life insurance & pension market in Malaysia, 2023
- Figure 11: Malaysia life insurance & pension market share: % share, by value, 2023

## I would like to order

Product name: Life Insurance & Pension in Malaysia

Product link: <https://marketpublishers.com/r/L22AC14039BDEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L22AC14039BDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970