

Insurance Platform Market by Offering (Software (Policy Management, Video KYC/eKYC), Services), Application (Claims Management, CRM, Underwriting & Rating), Insurance Type (General Insurance, Life Insurance), End-user and Region - Global Forecast to 2028

https://marketpublishers.com/r/DA864175BE6EN.html

Date: October 2023 Pages: 648 Price: US\$ 4,950.00 (Single User License) ID: DA864175BE6EN

# **Abstracts**

The Insurance Platform market is projected to grow from USD 81.7 billion in 2023 to USD 156.0 billion by 2028, at a compound annual growth rate (CAGR) of 13.8% during the forecast period. The growth of the insurance platform market is primarily driven by rising customer expectations for digital convenience and personalized insurance products, coupled with the insurance industry's need to harness data analytics and automation for enhanced efficiency and risk management.

"By offering, insurance workflow automation software segment is expected to register the fastest market growth rate during the forecast period"

The insurance workflow automation software market is poised for robust growth, primarily fueled by the need for operational efficiency and cost reduction within the insurance industry. Automation streamlines complex processes, accelerates claims processing, and minimizes errors, enhancing overall productivity. Additionally, the rising demand for personalized customer experiences and the imperative to stay competitive in the digital age are driving insurers to adopt automation solutions. Furthermore, regulatory compliance demands and the ongoing shift towards remote work are expected to propel the adoption of workflow automation software, ensuring seamless and compliant operations across the insurance sector..



"By technology, artificial intelligence (AI) & machine learning (ML) segment is expected to account for the largest market share during the forecast period"

AI & ML technology segment is set to dominate the insurance platform market, primarily due to the ability of AI & ML to enhance operational efficiency in underwriting and claims processing, resulting in cost savings and improved accuracy. These technologies also enable highly personalized insurance solutions tailored to individual customer needs, boosting customer satisfaction and loyalty. Moreover, AI & ML excel in fraud detection and prevention, helping insurers safeguard their resources. Furthermore, their capacity to analyze vast real-time data enables insurers to make more accurate risk assessments, ultimately driving profitability and solidifying their position as indispensable tools in the continually evolving insurance landscape..

"Singapore is slated to grow at the fastest rate during the forecast period, spearheading the insurance platform market expansion in Asia Pacific"

Singapore is poised to become the fastest-growing region in the Asia Pacific insurance platform market due to several key factors. The nation's strategic location as a regional financial hub fosters a favorable environment for insurance innovation and technology adoption. Singapore's commitment to regulatory excellence and its proclivity for attracting global insurers contribute to a thriving ecosystem. Additionally, the country's strong emphasis on digitalization, data analytics, and customer-centricity aligns perfectly with the evolving needs of insurers and customers alike. This convergence of factors positions Singapore as a dynamic epicenter for insurance platform growth in the Asia-Pacific region.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the Insurance Platform market.

By Company: Tier I–33%, Tier II–52%, and Tier III–15%

By Designation: C-Level Executives–30%, D-Level Executives–48%, and Managers–22%

By Region: North America– 42%, Europe – 20%, Asia Pacific– 25% and Middle East Africa- 8%, Latin americ-5%



The report includes the study of key players offering insurance platform software and services. The major players in the insurance platform market include Microsoft (US), Adobe (US), Salesforce (US), IBM (US), Oracle (US), SAP (Germany), Pegasystems (US), Accenture (Ireland), DXC Technology (US), Guidewire Software (US), Duck Creek Technologies (US), Applied Systems (US), Fineos (Ireland), Cognizant (US), Appian (US), LTIMindtree (India), Prima Solutions (France), Majesco (US), EIS Group (US), Cogitate Technology Solutions (US), Vertafore (US), Sapiens International Corporation (Israel), Bolt Insurance (US), Inzura (UK), Britecore (US), Shift Technology (France), Zipari (US), Qauntemplate (US), InsuredHQ (New Zealand), CodeMetro (US), AgencySmart (US), and OneShield (US).

#### Research coverage

This research report categorizes the insurance platform market by Offering (Software and Services), by Technology (AI & ML, IoT, Data Analytics & Big Data, Blockchain, Regulatory Technology, and Others), by Application (Claims Management, Underwriting & Rating, Customer Relationship Management (CRM), Billing & Payments, Data Analytics, Compliance & Reporting, Policy Administration, Collection & Disbursement, Sales & Marketing, Property Estimation, Predictive Modeling/Extreme Event Forecasting, and Others), by Insurance Type (General Insurance, Life Insurance, Cybersecurity Insurance, and Others), by End-users (Insurance Companies, Insurance Agencies and Brokers, Third-party Administrators (TPAs), Actuaries, and Reinsurers), and by region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the insurance platform market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, new product & service launches, mergers and acquisitions, and recent developments associated with the insurance platform market. Competitive analysis of upcoming startups in the insurance platform market ecosystem is covered in this report.

### Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall



insurance platform market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Rise of data analytics and big data, increasing demand for digital insurance channels, need for cloud-based digital solutions), restraints (Complexity involved with the integration of insurance platforms with legacy systems, data security and privacy concerns, lack of standardization), opportunities (growth of the digital economy, advancements in the development of digital product innovations, adoption of cloud-based digital solutions to gain competitive advantage), and challenges (rising cyberattacks and their threats, lack of technical expertise, managing high volumes of data).

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the insurance platform market

Market Development: Comprehensive information about lucrative markets – the report analyses the insurance platform market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the insurance platform market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like include Microsoft (US), Adobe (US), Salesforce (US), IBM (US), Oracle (US), SAP (Germany), Pegasystems (US), Accenture (Ireland), DXC Technology (US), and Guidewire Software (US), among others in the insurance platform market strategies. The report also helps stakeholders understand the pulse of the insurance platform market and provides them information on key market drivers, restraints, challenges, and opportunities.



# **Contents**

### **1 INTRODUCTION**

1.1 STUDY OBJECTIVES
1.2 MARKET DEFINITION
1.2.1 INCLUSIONS AND EXCLUSIONS
1.3 MARKET SCOPE
1.3.1 MARKET SEGMENTATION
FIGURE 1 INSURANCE PLATFORMS MARKET SEGMENTATION
TABLE 1 INSURANCE PLATFORMS MARKET DETAILED SEGMENTATION
1.3.2 REGIONS COVERED
FIGURE 2 INSURANCE PLATFORMS MARKET SEGMENTATION, BY REGION
1.3.3 YEARS CONSIDERED
1.4 CURRENCY CONSIDERED
TABLE 2 USD EXCHANGE RATES, 2018 2022
1.5 STAKEHOLDERS
1.6 SUMMARY OF CHANGES
1.6.1 IMPACT OF RECESSION

### 2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA FIGURE 3 INSURANCE PLATFORMS MARKET: RESEARCH DESIGN 2.1.1 SECONDARY DATA 2.1.2 PRIMARY DATA TABLE 3 PRIMARY INTERVIEWS 2.1.2.1 Breakup of primary profiles 2.1.2.2 Key industry insights 2.2 MARKET FORECAST **TABLE 4 FACTOR ANALYSIS** 2.3 MARKET SIZE ESTIMATION FIGURE 4 INSURANCE PLATFORMS MARKET: TOP-DOWN AND BOTTOM-UP **APPROACHES** 2.3.1 TOP-DOWN APPROACH 2.3.2 BOTTOM-UP APPROACH FIGURE 5 APPROACH 1 - BOTTOM-UP (SUPPLY-SIDE): REVENUE FROM SOLUTIONS/SERVICES OF INSURANCE PLATFORMS MARKET FIGURE 6 APPROACH 2 - BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE



FROM ALL SOLUTIONS/SERVICES OF INSURANCE PLATFORMS FIGURE 7 APPROACH 3 - BOTTOM-UP (SUPPLY-SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES OF INSURANCE PLATFORMS FIGURE 8 APPROACH 4 - BOTTOM-UP (DEMAND-SIDE): SHARE OF INSURANCE PLATFORM THROUGH OVERALL INSURANCE PLATFORM SPENDING 2.4 DATA TRIANGULATION FIGURE 9 DATA TRIANGULATION 2.5 RESEARCH ASSUMPTIONS 2.6 LIMITATIONS 2.7 IMPLICATIONS OF RECESSION ON INSURANCE PLATFORMS MARKET TABLE 5 IMPACT OF RECESSION ON GLOBAL INSURANCE PLATFORMS MARKET

# **3 EXECUTIVE SUMMARY**

TABLE 6 INSURANCE PLATFORMS MARKET SIZE AND GROWTH RATE, 2018 2022 (USD MILLION, Y-O-Y)

TABLE 7 INSURANCE PLATFORMS MARKET SIZE AND GROWTH RATE, 2023 2028 (USD MILLION, Y-O-Y)

FIGURE 10 INSURANCE PLATFORM SOFTWARE TO DOMINATE MARKET OVER SERVICES IN 2023

FIGURE 11 INSURANCE POLICY MANAGEMENT TO LEAD AMONG SOFTWARE IN 2023

FIGURE 12 PROFESSIONAL SERVICES TO WITNESS SIGNIFICANT LEAD OVER MANAGED SERVICES MARKET IN 2023

FIGURE 13 CONSULTING & ADVISORY SEGMENT TO LEAD AMONG

PROFESSIONAL SERVICES IN 2023

FIGURE 14 PLATFORM HOSTING & INFRASTRUCTURE MANAGEMENT SEGMENT TO LEAD AMONG MANAGED SERVICES IN 2023

FIGURE 15 AI & ML PLATFORMS TO BE MOST ADOPTED TECHNOLOGY IN INSURANCE INDUSTRY IN 2023

FIGURE 16 CLAIMS MANAGEMENT TO BE LARGEST APPLICATION MARKET IN 2023

FIGURE 17 LIFE INSURANCE TO POSE HIGHEST DEMAND FOR INSURANCE PLATFORMS IN 2023

FIGURE 18 ACTUARIES TO BE HIGHEST END USERS OF INSURANCE PLATFORMS DURING FORECAST PERIOD

FIGURE 19 NORTH AMERICA TO ACCOUNT FOR LARGEST MARKET SHARE IN 2023



### **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES FOR INSURANCE PLATFORMS MARKET PLAYERS
FIGURE 20 INCREASE IN CONSUMER DEMAND FOR QUICK CLAIMS
PROCESSING AND EASIER POLICY MANAGEMENT TO DRIVE MARKET GROWTH
4.2 INSURANCE PLATFORMS MARKET: TOP THREE APPLICATIONS
FIGURE 21 POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT
APPLICATION TO ACCOUNT FOR HIGHEST GROWTH RATE DURING FORECAST
PERIOD
4.3 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING & END USER
FIGURE 22 SOFTWARE AND INSURANCE COMPANIES TO BE LARGEST
SHAREHOLDERS IN MARKET IN NORTH AMERICA IN 2023
4.4 INSURANCE PLATFORMS MARKET, BY REGION
FIGURE 23 NORTH AMERICAN MARKET TO LEAD AMONG REGIONS IN 2023

# 5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 24 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: INSURANCE PLATFORMS MARKET

5.2.1 DRIVERS

5.2.1.1 Rise of data analytics and big data

FIGURE 25 INCREASE IN PREDICTING LARGE LOSS CLAIMS TO BE LARGEST BENEFIT OF BIG DATA ANALYTICS IN INSURANCE SECTOR

- 5.2.1.2 Increase in demand for digital insurance channels
- 5.2.1.3 Need for cloud-based digital solutions

**5.2.2 RESTRAINTS** 

5.2.2.1 Complexity involved with integration of insurance platforms with legacy systems

5.2.2.2 Data security and privacy concerns

- 5.2.2.3 Lack of standardization
- **5.2.3 OPPORTUNITIES**

5.2.3.1 Growth of digital economy

5.2.3.2 Advancements in development of digital product innovations

5.2.3.3 Integration with IoT and sensor technologies for real-time data collection and visualization



5.2.4 CHALLENGES

5.2.4.1 Rise in cyberattacks and their threats

5.2.4.2 Lack of technical expertise

5.2.4.3 Managing high volumes of data

5.3 EVOLUTION OF INSURANCE PLATFORMS

FIGURE 26 INSURANCE PLATFORMS MARKET EVOLUTION

5.4 VALUE CHAIN ANALYSIS

FIGURE 27 INSURANCE PLATFORMS MARKET: VALUE CHAIN ANALYSIS

TABLE 8 INSURANCE PLATFORMS MARKET: VALUE CHAIN ANALYSIS

5.5 ECOSYSTEM ANALYSIS

TABLE 9 INSURANCE PLATFORMS MARKET: ECOSYSTEM

FIGURE 28 INSURANCE PLATFORMS MARKET: ECOSYSTEM ANALYSIS

- 5.5.1 INSURANCE PLATFORM PROVIDERS
- 5.5.2 INSURANCE CARRIERS

5.5.3 THIRD-PARTY SERVICE PROVIDERS

5.5.4 INSURANCE PLATFORM DATA PROVIDERS

5.5.5 INSURANCE PLATFORM RATING AGENCIES

5.5.6 INSURANCE PLATFORM END USERS

5.5.7 INSURANCE PLATFORM REGULATORY BODIES

5.6 INSURANCE PLATFORMS INVESTMENT LANDSCAPE

5.6.1 DEALS & FUNDING

FIGURE 29 INVESTOR FUNDING IN INSURANCE PLATFORMS SOARED IN 2021, DECLINING SHARPLY IN 2022

5.6.2 COUNTRIES WITH MOST DEALS

FIGURE 30 US EMERGED AS CLEAR LEADER IN INSURANCE PLATFORMS INVESTMENT, SECURING 238 DEALS IN 2022

5.7 BEST PRACTICES IN INSURANCE PLATFORMS MARKET

TABLE 10 BEST PRACTICES IN INSURANCE PLATFORMS MARKET 5.8 CASE STUDY ANALYSIS

5.8.1 SALESFORCE ASSISTED AXA BUSINESS INSURANCE IN ENHANCING CUSTOMER SATISFACTION

5.8.2 AON ITALY TRANSFORMED INSURANCE AND RISK MANAGEMENT OPERATIONS USING IBM CLOUD PAKS

5.8.3 PING AN IMPROVED CUSTOMER EXPERIENCE AND BUSINESS PROCESSES WITH HELP OF ACCENTURE

5.8.4 IBM HELPED SUN LIFE FINANCIAL MODERNIZE DIGITAL INSURANCE SOLUTIONS

5.8.5 ARAG GROUP EXPEDITED INTERNATIONAL REPORTING THROUGH IMPLEMENTATION OF SAP



5.8.6 QBE IMPLEMENTED MODERN REINSURANCE MANAGEMENT SYSTEM WITH HELP OF DUCK CREEK TECHNOLOGIES

5.9 TECHNOLOGY ANALYSIS

5.9.1 KEY TECHNOLOGIES

- 5.9.1.1 Artificial intelligence (AI) and machine learning (ML)
- 5.9.1.2 Blockchain
- 5.9.1.3 Cloud computing
- 5.9.1.4 loT
- 5.9.1.5 Big data and analytics

5.9.2 ADJACENT TECHNOLOGIES

5.9.2.1 Cybersecurity

5.9.2.2 Digital identity verification

5.9.2.3 Telematics & GPS

### 5.9.3 COMPLEMENTARY TECHNOLOGIES

- 5.9.3.1 Robotic process automation (RPA)
- 5.9.3.2 Application programming interface (API)
- 5.9.3.3 Augmented reality/virtual reality (AR/VR)
- 5.10 TARIFF AND REGULATORY LANDSCAPE
- 5.10.1 TARIFF RELATED TO INSURANCE PLATFORM SOFTWARE
- TABLE 11 TARIFF RELATED TO INSURANCE PLATFORM SOFTWARE, 2022
  - 5.10.2 REGULATORY LANDSCAPE
- 5.10.3 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 14 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 15 MIDDLE EAST & AFRICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 16 LATIN AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.4 REGULATIONS: INSURANCE PLATFORMS MARKET

5.10.4.1 North America

- 5.10.4.1.1 Health insurance portability and accountability act (HIPAA)
- 5.10.4.1.2 The gramm-leach-bliley act (GLBA)
- 5.10.4.1.3 Personal information protection and electronic documents act (PIPEDA)

5.10.4.2 Europe



5.10.4.2.1 General data protection regulation (GDPR)

5.10.4.2.2 Insurance distribution directive (IDD)

5.10.4.2.3 Solvency II directive

5.10.4.3 Asia Pacific

5.10.4.3.1 Insurance regulatory and development authority of India (IRDAI) regulations (India)

5.10.4.3.2 Financial services agency (FSA) regulations (Japan)

5.10.4.3.3 Insurance authority (IA) regulations (Hong Kong)

5.10.4.4 Middle East & Africa

5.10.4.4.1 Insurance authority (IA) regulations (United Arab Emirates)

5.10.4.4.2 Financial sector conduct authority (FSCA) regulations (South Africa)

5.10.4.4.3 Central bank of Nigeria (CBN) regulations (Nigeria)

5.10.4.5 Latin America

5.10.4.5.1 Superintendency of securities and insurance (SVS) regulations

5.10.4.5.2 Superintendence of private insurance (SUSEP) regulations

5.10.4.5.3 National insurance and bonding commission (CNSF) regulations

5.11 PATENT ANALYSIS

5.11.1 METHODOLOGY

5.11.2 PATENTS FILED

TABLE 17 PATENTS FILED, BY DOCUMENT TYPE, 2013 2023

5.11.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 31 ANNUAL NUMBER OF PATENTS GRANTED, 2013 2023

5.11.3.1 Top applicants

FIGURE 32 TOP TEN PATENT APPLICANT COMPANIES, 2013 2023

FIGURE 33 REGIONAL ANALYSIS OF PATENTS GRANTED, 2013 2023

TABLE 18 TOP 20 PATENT OWNERS, 2013 2023

TABLE 19 LIST OF TOP PATENTS IN INSURANCE PLATFORMS MARKET, 2023 5.12 PRICING ANALYSIS

5.12.1 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY SOFTWARE FUNCTIONALITY

FIGURE 34 AVERAGE SELLING PRICES OF KEY PLAYERS FOR TOP 3 SOFTWARE FUNCTIONALITIES

TABLE 20 AVERAGE SELLING PRICES OF KEY PLAYERS, BY SOFTWARE FUNCTIONALITY

5.12.2 INDICATIVE PRICING ANALYSIS OF INSURANCE PLATFORMS, BY APPLICATION

TABLE 21 INDICATIVE PRICING ANALYSIS OF INSURANCE PLATFORMS, BY APPLICATION

5.13 TRADE ANALYSIS

Insurance Platform Market by Offering (Software (Policy Management, Video KYC/eKYC), Services), Application (C...



5.13.1 EXPORT SCENARIO OF INSURANCE SERVICES

FIGURE 35 INSURANCE SERVICES EXPORT, BY KEY COUNTRY, 2015 2022 (USD BILLION)

5.13.2 IMPORT SCENARIO OF INSURANCE SERVICES

FIGURE 36 INSURANCE SERVICES IMPORT, BY KEY COUNTRY, 2015 2022 (USD BILLION)

5.14 KEY CONFERENCES AND EVENTS

TABLE 22 INSURANCE PLATFORMS MARKET: DETAILED LIST OF

CONFERENCES AND EVENTS

5.15 PORTER S FIVE FORCES ANALYSIS

FIGURE 37 INSURANCE PLATFORMS MARKET: PORTER S FIVE FORCES ANALYSIS

5.15.1 THREAT OF NEW ENTRANTS

5.15.2 THREAT OF SUBSTITUTES

5.15.3 BARGAINING POWER OF SUPPLIERS

5.15.4 BARGAINING POWER OF BUYERS

5.15.5 INTENSITY OF COMPETITIVE RIVALRY

5.16 INSURANCE PLATFORM TECHNOLOGY ROADMAP UNTIL 2030

TABLE 23 INSURANCE PLATFORM TECHNOLOGY ROADMAP UNTIL 2030

5.16.1 SHORT-TERM (2023 2025)

5.16.2 MID-TERM (2026 2028)

5.16.3 LONG-TERM (2029 2030)

5.17 INSURANCE PLATFORM BUSINESS MODELS

5.17.1 PLATFORM LICENSING MODEL

5.17.2 SOFTWARE AS A SERVICE MODEL (SAAS)

5.17.3 PAY-PER-TRANSACTION MODEL

5.17.4 API INTEGRATION AND DEVELOPER SERVICES MODEL

5.17.5 WHITE LABEL INSURANCE PLATFORMS MODEL

5.18 TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS OF INSURANCE PLATFORMS MARKET

FIGURE 38 INSURANCE PLATFORMS MARKET: TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS

5.19 KEY STAKEHOLDERS AND BUYING CRITERIA

5.19.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 39 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS

TABLE 24 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS

5.19.2 BUYING CRITERIA



FIGURE 40 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS TABLE 25 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

### 6 INSURANCE PLATFORMS MARKET, BY OFFERING

6.1 INTRODUCTION

6.1.1 OFFERING: INSURANCE PLATFORMS MARKET DRIVERS FIGURE 41 INSURANCE PLATFORM SERVICES TO WITNESS FASTER GROWTH DURING FORECAST PERIOD

TABLE 26 INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 27 INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

6.2 SOFTWARE

FIGURE 42 INSURANCE WORKFLOW AUTOMATION TO BE LARGEST SOFTWARE SEGMENT IN 2023

TABLE 28 INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 29 INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.1 INTELLIGENT DOCUMENT PROCESSING

TABLE 30 INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 31 INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.1.1 Digital document depository

TABLE 32 DIGITAL DOCUMENT DEPOSITORY SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 33 DIGITAL DOCUMENT DEPOSITORY SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.1.2 Document collaboration

TABLE 34 DOCUMENT COLLABORATION SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 35 DOCUMENT COLLABORATION SOFTWARE MARKET, BY REGION, 20232028 (USD MILLION)

6.2.1.3 Document verification

TABLE 36 DOCUMENT VERIFICATION SOFTWARE MARKET, BY REGION, 20182022 (USD MILLION)

TABLE 37 DOCUMENT VERIFICATION SOFTWARE MARKET, BY REGION, 2023



2028 (USD MILLION)

6.2.1.4 Document version control

TABLE 38 DOCUMENT VERSION CONTROL SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 39 DOCUMENT VERSION CONTROL SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.2 INSURANCE LEAD MANAGEMENT

TABLE 40 INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 41 INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.2.1 Lead tracking & assignment

TABLE 42 LEAD TRACKING & ASSIGNMENT SOFTWARE MARKET, BY REGION,2018 2022 (USD MILLION)

TABLE 43 LEAD TRACKING & ASSIGNMENT SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.2.2 Lead scoring & nurturing

TABLE 44 LEAD SCORING & NURTURING SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 45 LEAD SCORING & NURTURING SOFTWARE MARKET, BY REGION, 20232028 (USD MILLION)

6.2.2.3 Lead analytics

TABLE 46 LEAD ANALYTICS SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 47 LEAD ANALYTICS SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.2.4 Cross-selling & upselling

TABLE 48 CROSS-SELLING & UPSELLING SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 49 CROSS-SELLING & UPSELLING SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.3 INSURANCE WORKFLOW AUTOMATION

TABLE 50 INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 51 INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.3.1 Claims workflow automation

TABLE 52 CLAIMS WORKFLOW AUTOMATION SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)



TABLE 53 CLAIMS WORKFLOW AUTOMATION SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.3.2 Underwriting workflow automation

TABLE 54 UNDERWRITING WORKFLOW AUTOMATION SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 55 UNDERWRITING WORKFLOW AUTOMATION SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.3.3 Customer onboarding automation

TABLE 56 CUSTOMER ONBOARDING AUTOMATION SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 57 CUSTOMER ONBOARDING AUTOMATION SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.3.4 Compliance workflow automation

TABLE 58 COMPLIANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 59 COMPLIANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.4 POLICY MANAGEMENT

TABLE 60 POLICY MANAGEMENT SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 61 POLICY MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.4.1 Policy issuance & renewal

TABLE 62 POLICY ISSUANCE & RENEWAL SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 63 POLICY ISSUANCE & RENEWAL SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.4.2 Policy documentation

TABLE 64 POLICY DOCUMENTATION SOFTWARE MARKET, BY REGION, 20182022 (USD MILLION)

TABLE 65 POLICY DOCUMENTATION SOFTWARE MARKET, BY REGION, 20232028 (USD MILLION)

6.2.4.3 Policy premium calculations

TABLE 66 POLICY PREMIUM CALCULATIONS SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 67 POLICY PREMIUM CALCULATIONS SOFTWARE MARKET, BY REGION,2023 2028 (USD MILLION)

6.2.4.4 Policy quotation management

TABLE 68 POLICY QUOTATION MANAGEMENT SOFTWARE MARKET, BY REGION,



2018 2022 (USD MILLION)

TABLE 69 POLICY QUOTATION MANAGEMENT SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.5 VIDEO KYC/EKYC

TABLE 70 VIDEO KYC/EKYC SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 71 VIDEO KYC/EKYC SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.5.1 Identity & biometric verification

TABLE 72 IDENTITY & BIOMETRIC VERIFICATION SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 73 IDENTITY & BIOMETRIC VERIFICATION SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.5.2 Compliance reporting

TABLE 74 COMPLIANCE REPORTING SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 75 COMPLIANCE REPORTING SOFTWARE MARKET, BY REGION, 20232028 (USD MILLION)

6.2.5.3 Audit trails

TABLE 76 AUDIT TRAILS SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 77 AUDIT TRAILS SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6 API & MICROSERVICES

TABLE 78 API & MICROSERVICES SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 79 API & MICROSERVICES SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.6.1 API-driven insurance integration platforms

TABLE 80 API-DRIVEN INSURANCE INTEGRATION PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 81 API-DRIVEN INSURANCE INTEGRATION PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.2 Partner ecosystem integration platforms

TABLE 82 PARTNER ECOSYSTEM INTEGRATION PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 83 PARTNER ECOSYSTEM INTEGRATION PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.3 API-enabled insurance distribution platforms



TABLE 84 API-ENABLED INSURANCE DISTRIBUTION PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 85 API-ENABLED INSURANCE DISTRIBUTION PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.4 Microservices

TABLE 86 MICROSERVICE SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 87 MICROSERVICE SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.2.6.4.1 Rating microservices

TABLE 88 RATING MICROSERVICE SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 89 RATING MICROSERVICE SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.4.2 Document generation microservices

TABLE 90 DOCUMENT GENERATION MICROSERVICE SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 91 DOCUMENT GENERATION MICROSERVICE SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.4.3 Transaction microservices

TABLE 92 TRANSACTION MICROSERVICE SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 93 TRANSACTION MICROSERVICE SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.4.4 Workflow microservices

TABLE 94 WORKFLOW MICROSERVICE SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 95 WORKFLOW MICROSERVICE SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.4.5 Utility microservices

TABLE 96 UTILITY MICROSERVICE SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 97 UTILITY MICROSERVICE SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.6.4.6 Metadata microservices

TABLE 98 METADATA MICROSERVICE SOFTWARE MARKET, BY REGION, 20182022 (USD MILLION)

TABLE 99 METADATA MICROSERVICE SOFTWARE MARKET, BY REGION, 20232028 (USD MILLION)

6.2.6.4.7 Product management microservices

TABLE 100 PRODUCT MANAGEMENT MICROSERVICE SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 101 PRODUCT MANAGEMENT MICROSERVICE SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.2.7 OTHER SOFTWARE

TABLE 102 OTHER INSURANCE PLATFORM SOFTWARE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 103 OTHER INSURANCE PLATFORM SOFTWARE MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3 SERVICES

FIGURE 43 MANAGED SERVICES TO REGISTER HIGHEST CAGR IN INSURANCE PLATFORMS MARKET

TABLE 104 INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 105 INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.3.1 PROFESSIONAL SERVICES

6.3.1.1 Specialized expertise tailored to meet specific needs

FIGURE 44 CUSTOM PLATFORM DESIGN & DEVELOPMENT SERVICES SEGMENT TO BE FASTEST GROWING AMONG PROFESSIONAL SERVICES

TABLE 106 INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 107 INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.3.1.1.1 Consulting & advisory services

TABLE 108 INSURANCE PLATFORM CONSULTING & ADVISORY SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 109 INSURANCE PLATFORM CONSULTING & ADVISORY SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.1.1.2 Integration & implementation services TABLE 110 INSURANCE PLATFORM INTEGRATION & IMPLEMENTATION SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION) TABLE 111 INSURANCE PLATFORM INTEGRATION & IMPLEMENTATION SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.1.1.3 Custom platform design & development services TABLE 112 CUSTOM INSURANCE PLATFORMS DESIGN & DEVELOPMENT SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION) TABLE 113 CUSTOM INSURANCE PLATFORMS DESIGN & DEVELOPMENT



SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.1.1.4 Training & education services

TABLE 114 INSURANCE PLATFORM TRAINING & EDUCATION SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 115 INSURANCE PLATFORM TRAINING & EDUCATION SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.2 MANAGED SERVICES

6.3.2.1 End-to-end management to help businesses focus on core competencies FIGURE 45 DATA MANAGEMENT & BACKUP SERVICES SUBSEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 116 INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 117 INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

6.3.2.1.1 Platform Hosting & Infrastructure Management Services TABLE 118 INSURANCE PLATFORM HOSTING & INFRASTRUCTURE MANAGEMENT SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION) TABLE 119 INSURANCE PLATFORM HOSTING & INFRASTRUCTURE MANAGEMENT SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.2.1.2 Platform maintenance & support services TABLE 120 INSURANCE PLATFORM MAINTENANCE & SUPPORT SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 121 INSURANCE PLATFORM MAINTENANCE & SUPPORT SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.2.1.3 Data management & backup services TABLE 122 INSURANCE PLATFORM DATA MANAGEMENT & BACKUP SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 123 INSURANCE PLATFORM DATA MANAGEMENT & BACKUP SERVICES MARKET, BY REGION, 2023 2028 (USD MILLION)

6.3.2.1.4 Security & compliance services TABLE 124 INSURANCE PLATFORM SECURITY & COMPLIANCE SERVICES MARKET, BY REGION, 2018 2022 (USD MILLION) TABLE 125 INSURANCE PLATFORM SECURITY & COMPLIANCE SERVICES

MARKET, BY REGION, 2023 2028 (USD MILLION)

# 7 INSURANCE PLATFORMS MARKET, BY APPLICATION

7.1 INTRODUCTION

7.1.1 APPLICATION: INSURANCE PLATFORMS MARKET DRIVERS



FIGURE 46 CLAIMS MANAGEMENT APPLICATION SEGMENT TO ACCOUNT FOR LARGEST MARKET IN 2023

TABLE 126 INSURANCE PLATFORMS MARKET, BY APPLICATION, 2018 2022 (USD MILLION)

TABLE 127 INSURANCE PLATFORMS MARKET, BY APPLICATION, 2023 2028 (USD MILLION)

7.2 CLAIMS MANAGEMENT

TABLE 128 INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 129 INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.2.1 VIRTUAL CLAIMS HANDLING

7.2.1.1 Need to facilitate remote assessments and damage evaluations TABLE 130 INSURANCE PLATFORMS MARKET IN VIRTUAL CLAIMS HANDLING, BY REGION, 2018 2022 (USD MILLION)

TABLE 131 INSURANCE PLATFORMS MARKET IN VIRTUAL CLAIMS HANDLING, BY REGION, 2023 2028 (USD MILLION)

7.2.2 CLAIMS PROCESSING

7.2.2.1 Real-time updates and transparency for policyholders

TABLE 132 INSURANCE PLATFORMS MARKET IN CLAIMS PROCESSING, BY REGION, 2018 2022 (USD MILLION)

TABLE 133 INSURANCE PLATFORMS MARKET IN CLAIMS PROCESSING, BY REGION, 2023 2028 (USD MILLION)

7.2.3 CLAIMS ANALYTICS

7.2.3.1 New insights from data to improve efficiency of reporting and mitigate risks TABLE 134 INSURANCE PLATFORMS MARKET IN CLAIMS ANALYTICS, BY REGION, 2018 2022 (USD MILLION)

TABLE 135 INSURANCE PLATFORMS MARKET IN CLAIMS ANALYTICS, BY REGION, 2023 2028 (USD MILLION)

7.3 UNDERWRITING & RATING

TABLE 136 INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 137 INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.3.1 GROUP INSURANCE UNDERWRITING

7.3.1.1 Need to evaluate collective risk and characteristics

TABLE 138 INSURANCE PLATFORMS MARKET IN GROUP INSURANCE

UNDERWRITING, BY REGION, 2018 2022 (USD MILLION)

TABLE 139 INSURANCE PLATFORMS MARKET IN GROUP INSURANCE



UNDERWRITING, BY REGION, 2023 2028 (USD MILLION)

7.3.2 CUSTOMER RISK PROFILING

7.3.2.1 Optimization of risk assessment process and accurate premiums TABLE 140 INSURANCE PLATFORMS MARKET IN CUSTOMER RISK PROFILING, BY REGION, 2018 2022 (USD MILLION)

TABLE 141 INSURANCE PLATFORMS MARKET IN CUSTOMER RISK PROFILING, BY REGION, 2023 2028 (USD MILLION)

7.3.3 COLLABORATION & SELF-SERVICE

7.3.3.1 Demand for streamlined underwriting process, ensuring quick and accurate policy issuance

TABLE 142 INSURANCE PLATFORMS MARKET IN COLLABORATION & SELF-SERVICE, BY REGION, 2018 2022 (USD MILLION)

TABLE 143 INSURANCE PLATFORMS MARKET IN COLLABORATION & SELF-SERVICE, BY REGION, 2023 2028 (USD MILLION)

7.3.4 PRICING & QUOTE MANAGEMENT

7.3.4.1 Sophisticated pricing algorithms and market dynamics to calculate accurate rates

TABLE 144 INSURANCE PLATFORMS MARKET IN PRICING & QUOTE MANAGEMENT, BY REGION, 2018 2022 (USD MILLION) TABLE 145 INSURANCE PLATFORMS MARKET IN PRICING & QUOTE

MANAGEMENT, BY REGION, 2023 2028 (USD MILLION)

7.4 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

TABLE 146 INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 147 INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.4.1 CUSTOMER DATA MANAGEMENT

7.4.1.1 Benefits offered by deriving actionable insights and storing data TABLE 148 INSURANCE PLATFORMS MARKET IN CUSTOMER DATA MANAGEMENT, BY REGION, 2018 2022 (USD MILLION) TABLE 149 INSURANCE PLATFORMS MARKET IN CUSTOMER DATA MANAGEMENT, BY REGION, 2023 2028 (USD MILLION)

7.4.2 CUSTOMER INTERACTION & ENGAGEMENT

7.4.2.1 Real-time updates and personalized recommendations for policyholders TABLE 150 INSURANCE PLATFORMS MARKET IN CUSTOMER INTERACTION & ENGAGEMENT, BY REGION, 2018 2022 (USD MILLION) TABLE 151 INSURANCE PLATFORMS MARKET IN CUSTOMER INTERACTION &

ENGAGEMENT, BY REGION, 2023 2028 (USD MILLION)

7.4.3 CUSTOMER SUPPORT & SERVICE



7.4.3.1 Boosting customer satisfaction with multi-channel support and virtual assistants

TABLE 152 INSURANCE PLATFORMS MARKET IN CUSTOMER SUPPORT & SERVICE, BY REGION, 2018 2022 (USD MILLION)

TABLE 153 INSURANCE PLATFORMS MARKET IN CUSTOMER SUPPORT & SERVICE, BY REGION, 2023 2028 (USD MILLION)

7.5 BILLING & PAYMENTS

TABLE 154 INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 155 INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.5.1 PREMIUM BILLING & INVOICING

7.5.1.1 Enhanced critical components of policy administration and process streamlining

TABLE 156 INSURANCE PLATFORMS MARKET IN PREMIUM BILLING & INVOICING, BY REGION, 2018 2022 (USD MILLION)

TABLE 157 INSURANCE PLATFORMS MARKET IN PREMIUM BILLING & INVOICING, BY REGION, 2023 2028 (USD MILLION)

7.5.2 ONLINE PAYMENT PROCESSING

7.5.2.1 Lower payment processing costs and improved cash flow TABLE 158 INSURANCE PLATFORMS MARKET IN ONLINE PAYMENT PROCESSING, BY REGION, 2018 2022 (USD MILLION) TABLE 159 INSURANCE PLATFORMS MARKET IN ONLINE PAYMENT

PROCESSING, BY REGION, 2023 2028 (USD MILLION)

7.5.3 RECONCILIATION & ACCOUNTING

7.5.3.1 Reduction of manual errors and enhancement of overall efficiency TABLE 160 INSURANCE PLATFORMS MARKET IN RECONCILIATION & ACCOUNTING, BY REGION, 2018 2022 (USD MILLION)

TABLE 161 INSURANCE PLATFORMS MARKET IN RECONCILIATION &ACCOUNTING, BY REGION, 2023 2028 (USD MILLION)

7.6 DATA ANALYTICS

TABLE 162 INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 163 INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.6.1 SUBROGATION ANALYTICS

7.6.1.1 Real-time insights into effectiveness of subrogation efforts TABLE 164 INSURANCE PLATFORMS MARKET IN SUBROGATION ANALYTICS, BY REGION, 2018 2022 (USD MILLION)



TABLE 165 INSURANCE PLATFORMS MARKET IN SUBROGATION ANALYTICS, BY REGION, 2023 2028 (USD MILLION)

7.6.2 PERFORMANCE TRACKING & REPORTING

7.6.2.1 Advanced analytics to gather, analyze, and visualize key performance indicators (KPIs)

TABLE 166 INSURANCE PLATFORMS MARKET IN PERFORMANCE TRACKING & REPORTING, BY REGION, 2018 2022 (USD MILLION)

TABLE 167 INSURANCE PLATFORMS MARKET IN PERFORMANCE TRACKING & REPORTING, BY REGION, 2023 2028 (USD MILLION)

7.6.3 FRAUD DETECTION & PREVENTION

7.6.3.1 Enabling insurers to adapt their anti-fraud strategies proactively

TABLE 168 INSURANCE PLATFORMS MARKET IN FRAUD DETECTION "

& PREVENTION, BY REGION, 2018 2022 (USD MILLION)

TABLE 169 INSURANCE PLATFORMS MARKET IN FRAUD DETECTION & PREVENTION, BY REGION, 2023 2028 (USD MILLION)

7.7 COMPLIANCE & REPORTING

TABLE 170 INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 171 INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.7.1 REGULATORY COMPLIANCE MANAGEMENT

7.7.1.1 Automating compliance checks and data monitoring to mitigate risk TABLE 172 INSURANCE PLATFORMS MARKET IN REGULATORY COMPLIANCE MANAGEMENT, BY REGION, 2018 2022 (USD MILLION)

TABLE 173 INSURANCE PLATFORMS MARKET IN REGULATORY COMPLIANCE MANAGEMENT, BY REGION, 2023 2028 (USD MILLION)

7.7.2 REPORTING AUTOMATION

7.7.2.1 Provision of access to up-to-the-minute insights into their operations TABLE 174 INSURANCE PLATFORMS MARKET IN REPORTING AUTOMATION, BY REGION, 2018 2022 (USD MILLION)

TABLE 175 INSURANCE PLATFORMS MARKET IN REPORTING AUTOMATION, BY REGION, 2023 2028 (USD MILLION)

7.7.3 COMPLIANCE AUDITING

7.7.3.1 Advanced data analytics to systematically review and verify insurer s operations

TABLE 176 INSURANCE PLATFORMS MARKET IN COMPLIANCE AUDITING, BY REGION, 2018 2022 (USD MILLION)

TABLE 177 INSURANCE PLATFORMS MARKET IN COMPLIANCE AUDITING, BY REGION, 2023 2028 (USD MILLION)



7.8 POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT TABLE 178 INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 179 INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.8.1 POLICY CREATION & MODIFICATION

7.8.1.1 Seamless modification of existing policies to enhance efficiency TABLE 180 INSURANCE PLATFORMS MARKET IN POLICY CREATION & MODIFICATION, BY REGION, 2018 2022 (USD MILLION)

TABLE 181 INSURANCE PLATFORMS MARKET IN POLICY CREATION & MODIFICATION, BY REGION, 2023 2028 (USD MILLION)

7.8.2 PREMIUM COLLECTION

7.8.2.1 Improved financial stability with timely and accurate premium collection TABLE 182 INSURANCE PLATFORMS MARKET IN PREMIUM COLLECTION, BY REGION, 2018 2022 (USD MILLION)

TABLE 183 INSURANCE PLATFORMS MARKET IN PREMIUM COLLECTION, BY REGION, 2023 2028 (USD MILLION)

7.8.3 PAYOUT & DISBURSEMENT MANAGEMENT

7.8.3.1 Real-time tracking and reporting capabilities to benefit policy administration TABLE 184 INSURANCE PLATFORMS MARKET IN PAYOUT & DISBURSEMENT MANAGEMENT, BY REGION, 2018 2022 (USD MILLION)

TABLE 185 INSURANCE PLATFORMS MARKET IN PAYOUT & DISBURSEMENT MANAGEMENT, BY REGION, 2023 2028 (USD MILLION)

7.9 SALES & MARKETING

TABLE 186 INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 187 INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.9.1 AGENT & BROKER MANAGEMENT

7.9.1.1 Facilitating efficient communication and collaboration among parties TABLE 188 INSURANCE PLATFORMS MARKET IN AGENT & BROKER MANAGEMENT, BY REGION, 2018 2022 (USD MILLION)

TABLE 189 INSURANCE PLATFORMS MARKET IN AGENT & BROKER MANAGEMENT, BY REGION, 2023 2028 (USD MILLION)

7.9.2 DIRECT-TO-CONSUMER SALES

7.9.2.1 Bypassing traditional distribution channels such as agents and brokers TABLE 190 INSURANCE PLATFORMS MARKET IN DIRECT-TO-CONSUMER



SALES, BY REGION, 2018 2022 (USD MILLION)

TABLE 191 INSURANCE PLATFORMS MARKET IN DIRECT-TO-CONSUMER SALES, BY REGION, 2023 2028 (USD MILLION)

7.9.3 DIGITAL SALES ENABLEMENT

7.9.3.1 Enabled sales agents with deep understanding of customer preferences and behavior

TABLE 192 INSURANCE PLATFORMS MARKET IN DIGITAL SALES ENABLEMENT, BY REGION, 2018 2022 (USD MILLION)

TABLE 193 INSURANCE PLATFORMS MARKET IN DIGITAL SALES ENABLEMENT, BY REGION, 2023 2028 (USD MILLION)

7.10 PROPERTY ESTIMATION

TABLE 194 INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 195 INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.10.1 PROPERTY VALUATION

7.10.1.1 Real-time risk assessment and policy pricing

TABLE 196 INSURANCE PLATFORMS MARKET IN PROPERTY VALUATION, BY REGION, 2018 2022 (USD MILLION)

TABLE 197 INSURANCE PLATFORMS MARKET IN PROPERTY VALUATION, BY REGION, 2023 2028 (USD MILLION)

7.10.2 CLAIMS ESTIMATION

7.10.2.1 Technological synergy between data analytics and claims estimation to provide cost efficiencies

TABLE 198 INSURANCE PLATFORMS MARKET IN CLAIMS ESTIMATION, BY REGION, 2018 2022 (USD MILLION)

TABLE 199 INSURANCE PLATFORMS MARKET IN CLAIMS ESTIMATION, BY REGION, 2023 2028 (USD MILLION)

7.10.3 PROPERTY INSPECTION

7.10.3.1 Delivering insights into potential hazards, safety measures, and maintenance requirements

TABLE 200 INSURANCE PLATFORMS MARKET IN PROPERTY INSPECTION, BY REGION, 2018 2022 (USD MILLION)

TABLE 201 INSURANCE PLATFORMS MARKET IN PROPERTY INSPECTION, BY REGION, 2023 2028 (USD MILLION)

7.11 PREDICTIVE MODELING/EXTREME EVENT FORECASTING

TABLE 202 INSURANCE PLATFORMS MARKET IN PREDICTIVE

MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

Insurance Platform Market by Offering (Software (Policy Management, Video KYC/eKYC), Services), Application (C...



TABLE 203 INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

7.11.1 CLAIMS SEVERITY MODELING

7.11.1.1 More prudent allocation of resources and informed underwriting decisions TABLE 204 INSURANCE PLATFORMS MARKET IN CLAIMS SEVERITY MODELING, BY REGION, 2018 2022 (USD MILLION)

TABLE 205 INSURANCE PLATFORMS MARKET IN CLAIMS SEVERITY MODELING, BY REGION, 2023 2028 (USD MILLION)

7.11.2 POLICY RECOMMENDATION ENGINES

7.11.2.1 Improvement of customer satisfaction with highly personalized insurance policy recommendations

TABLE 206 INSURANCE PLATFORMS MARKET IN POLICY RECOMMENDATION ENGINES, BY REGION, 2018 2022 (USD MILLION)

TABLE 207 INSURANCE PLATFORMS MARKET IN POLICY RECOMMENDATION ENGINES, BY REGION, 2023 2028 (USD MILLION)

7.11.3 EXTREME EVENT ANALYSIS

7.11.3.1 Proactive approach to disaster preparedness and risk management TABLE 208 INSURANCE PLATFORMS MARKET IN EXTREME EVENT ANALYSIS, BY REGION, 2018 2022 (USD MILLION)

TABLE 209 INSURANCE PLATFORMS MARKET IN EXTREME EVENT ANALYSIS, BY REGION, 2023 2028 (USD MILLION)

7.11.4 CATASTROPHE MODELING

7.11.4.1 Fortified risk assessment and mitigation strategies

TABLE 210 INSURANCE PLATFORMS MARKET IN CATASTROPHE MODELING, BY REGION, 2018 2022 (USD MILLION)

TABLE 211 INSURANCE PLATFORMS MARKET IN CATASTROPHE MODELING, BY REGION, 2023 2028 (USD MILLION)

7.12 OTHER APPLICATIONS

TABLE 212 INSURANCE PLATFORMS MARKET IN OTHER APPLICATIONS, BY REGION, 2018 2022 (USD MILLION)

TABLE 213 INSURANCE PLATFORMS MARKET IN OTHER APPLICATIONS, BY REGION, 2023 2028 (USD MILLION)

# 8 INSURANCE PLATFORMS MARKET, BY TECHNOLOGY

### 8.1 INTRODUCTION

8.1.1 TECHNOLOGY: INSURANCE PLATFORMS MARKET DRIVERS FIGURE 47 AI & ML SEGMENT TO LEAD MARKET DURING FORECAST PERIOD

Insurance Platform Market by Offering (Software (Policy Management, Video KYC/eKYC), Services), Application (C...



TABLE 214 INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2018 2022 (USD MILLION)

TABLE 215 INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2023 2028 (USD MILLION)

8.2 AI & ML

8.2.1 GENERATIVE AI TO BE SIGNIFICANT OPPORTUNITY FOR MARKET GROWTH

TABLE 216 AI & ML PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 217 AI & ML PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) 8.2.2 AI-POWERED UNDERWRITING PLATFORMS

TABLE 218 AI-POWERED UNDERWRITING PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 219 AI-POWERED UNDERWRITING PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.2.3 ML-BASED CLAIMS PROCESSING PLATFORMS

TABLE 220 ML-BASED CLAIMS PROCESSING PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 221 ML-BASED CLAIMS PROCESSING PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.2.4 AI-DRIVEN CUSTOMER SERVICE & CHATBOT PLATFORMS

TABLE 222 AI-DRIVEN CUSTOMER SERVICE & CHATBOT PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 223 AI-DRIVEN CUSTOMER SERVICE & CHATBOT PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.2.5 GENERATIVE AI-BASED CONTENT MARKETING

TABLE 224 GENERATIVE AI-BASED CONTENT MARKETING PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 225 GENERATIVE AI-BASED CONTENT MARKETING PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.2.6 ROBOTIC PROCESS AUTOMATION

TABLE 226 ROBOTIC PROCESS AUTOMATION PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 227 ROBOTIC PROCESS AUTOMATION PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.2.7 OTHER AI & ML TECHNOLOGIES

TABLE 228 OTHER AI & ML PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 229 OTHER AI & ML PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)



8.3 IOT

8.3.1 DATA-DRIVEN RISK ASSESSMENT TO ENCOURAGE PERSONALIZED POLICIES

TABLE 230 IOT PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)TABLE 231 IOT PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

8.3.2 IOT-ENABLED TELEMATICS PLATFORMS

TABLE 232 IOT-ENABLED TELEMATICS PLATFORMS MARKET, BY REGION, 20182022 (USD MILLION)

TABLE 233 IOT-ENABLED TELEMATICS PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.3.3 CONNECTED HOME & PROPERTY INSURANCE PLATFORMS TABLE 234 CONNECTED HOME & PROPERTY INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 235 CONNECTED HOME & PROPERTY INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.3.4 WEARABLE DEVICE INTEGRATION FOR HEALTH INSURANCE TABLE 236 WEARABLE DEVICE INTEGRATION PLATFORMS FOR HEALTH INSURANCE MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 237 WEARABLE DEVICE INTEGRATION PLATFORMS FOR HEALTHINSURANCE MARKET, BY REGION, 2023 2028 (USD MILLION)

8.3.5 OTHER IOT PLATFORMS

TABLE 238 OTHER IOT PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 239 OTHER IOT PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.4 BLOCKCHAIN

8.4.1 NEED TO PROVIDE SECURE AND TRANSPARENT PLATFORMS TABLE 240 BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 241 BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

8.4.2 BLOCKCHAIN-BASED INSURANCE PLATFORMS

TABLE 242 BLOCKCHAIN-BASED INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 243 BLOCKCHAIN-BASED INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.4.3 SMART CONTRACT INSURANCE PLATFORMS

TABLE 244 SMART CONTRACT INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)



TABLE 245 SMART CONTRACT INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.4.4 DECENTRALIZED INSURANCE PLATFORMS

TABLE 246 DECENTRALIZED INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 247 DECENTRALIZED INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.4.5 OTHER BLOCKCHAIN TECHNOLOGIES

TABLE 248 OTHER BLOCKCHAIN PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 249 OTHER BLOCKCHAIN PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.5 DATA ANALYTICS & BIG DATA

8.5.1 INTEGRATION OF THIRD-PARTY DATA SOURCES, BEHAVIORAL ECONOMICS, AND UNSTRUCTURED DATA ANALYTICS TO UNDERSTAND CUSTOMER BEHAVIOR

TABLE 250 DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 251 DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 20232028 (USD MILLION)

8.5.2 BIG DATA ANALYTICS FOR RISK ASSESSMENT

TABLE 252 BIG DATA ANALYTICS FOR RISK ASSESSMENT PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 253 BIG DATA ANALYTICS FOR RISK ASSESSMENT PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.5.3 PREDICTIVE ANALYTICS FOR PRICING & UNDERWRITING TABLE 254 PREDICTIVE ANALYTICS PLATFORMS FOR PRICING & UNDERWRITING MARKET, BY REGION, 2018 2022 (USD MILLION) TABLE 255 PREDICTIVE ANALYTICS PLATFORMS FOR PRICING & UNDERWRITING MARKET, BY REGION, 2023 2028 (USD MILLION)

8.5.4 DATA-DRIVEN CLAIMS PROCESSING PLATFORMS

TABLE 256 DATA-DRIVEN CLAIMS PROCESSING PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 257 DATA-DRIVEN CLAIMS PROCESSING PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.5.5 OTHER PREDICTIVE ANALYTICS TECHNOLOGIES

TABLE 258 OTHER PREDICTIVE ANALYTICS PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 259 OTHER PREDICTIVE ANALYTICS PLATFORMS MARKET, BY REGION,



2023 2028 (USD MILLION)

8.6 REGULATORY TECHNOLOGY (REGTECH)

8.6.1 STREAMLINING COMPLIANCE AND RISK MANAGEMENT

TABLE 260 REGULATORY TECHNOLOGY PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 261 REGULATORY TECHNOLOGY PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

8.6.2 REGULATORY COMPLIANCE & REPORTING PLATFORMS TABLE 262 REGULATORY COMPLIANCE & REPORTING PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 263 REGULATORY COMPLIANCE & REPORTING PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.6.3 KYC & AML COMPLIANCE SOLUTIONS

TABLE 264 KYC & AML COMPLIANCE SOLUTIONS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 265 KYC & AML COMPLIANCE SOLUTIONS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.6.4 REGULATORY RISK ASSESSMENT & MANAGEMENT

TABLE 266 REGULATORY RISK ASSESSMENT & MANAGEMENT PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 267 REGULATORY RISK ASSESSMENT & MANAGEMENT PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.6.5 OTHER REGULATORY TECHNOLOGIES

TABLE 268 OTHER REGTECH PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 269 OTHER REGTECH PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

8.7 OTHER TECHNOLOGIES

TABLE 270 OTHER INSURANCE PLATFORM TECHNOLOGIES MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 271 OTHER INSURANCE PLATFORM TECHNOLOGIES MARKET, BY REGION, 2023 2028 (USD MILLION)

# 9 INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE

9.1 INTRODUCTION

9.1.1 INSURANCE TYPE: INSURANCE PLATFORMS MARKET DRIVERS FIGURE 48 LIFE INSURANCE TO ACCOUNT FOR LARGEST MARKET AMONG INSURANCE TYPES DURING FORECAST PERIOD



TABLE 272 INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2018 2022 (USD MILLION)

TABLE 273 INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2023 2028 (USD MILLION)

9.2 GENERAL INSURANCE

9.2.1 OPTIMIZING RISK PROTECTION WITH INTEGRATION OF VITAL

PLATFORMS OF VARIOUS DOMAINS

FIGURE 49 AUTOMOBILE INSURANCE TO BE LARGEST GENERAL INSURANCE TYPE SEGMENT IN 2023

TABLE 274 GENERAL INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 275 GENERAL INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.2.2 HEALTHCARE INSURANCE

TABLE 276 HEALTHCARE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 277 HEALTHCARE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.2.2.1 Individual health insurance

TABLE 278 INDIVIDUAL HEALTH INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 279 INDIVIDUAL HEALTH INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.2.2 Family floater insurance

TABLE 280 FAMILY FLOATER INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 281 FAMILY FLOATER INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.2.3 Critical illness coverage

TABLE 282 CRITICAL ILLNESS COVERAGE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 283 CRITICAL ILLNESS COVERAGE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.2.4 Senior citizen health insurance

TABLE 284 SENIOR CITIZEN HEALTH INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 285 SENIOR CITIZEN HEALTH INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.2.5 Group health insurance



TABLE 286 GROUP HEALTH INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 287 GROUP HEALTH INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.3 AUTOMOBILE INSURANCE

TABLE 288 AUTOMOBILE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 289 AUTOMOBILE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.2.3.1 Car insurance

TABLE 290 CAR INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 291 CAR INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.3.2 Bike insurance

TABLE 292 BIKE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 293 BIKE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.3.3 Commercial vehicle insurance

TABLE 294 COMMERCIAL VEHICLE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 295 COMMERCIAL VEHICLE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.4 HOMEOWNER S INSURANCE

TABLE 296 HOMEOWNER S INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 297 HOMEOWNER S INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.2.4.1 Home building insurance TABLE 298 HOME BUILDING INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 299 HOME BUILDING INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.4.2 Public liability coverage

TABLE 300 PUBLIC LIABILITY COVERAGE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 301 PUBLIC LIABILITY COVERAGE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)



9.2.4.3 Standard fire & special perils policy

TABLE 302 STANDARD FIRE & SPECIAL PERILS POLICY PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 303 STANDARD FIRE & SPECIAL PERILS POLICY PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.5 TRAVEL INSURANCE

TABLE 304 TRAVEL INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 305 TRAVEL INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.2.5.1 Trip cancellation

TABLE 306 TRIP CANCELLATION INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 307 TRIP CANCELLATION INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.5.2 Medical coverage

TABLE 308 MEDICAL COVERAGE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 309 MEDICAL COVERAGE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.2.5.3 Baggage loss

TABLE 310 BAGGAGE LOSS INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 311 BAGGAGE LOSS INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3 LIFE INSURANCE

9.3.1 SECURING FUTURES AND BUILDING WEALTH WITH DIVERSE LIFE INSURANCE OFFERINGS

FIGURE 50 WHOLE LIFE INSURANCE TO REGISTER HIGHEST GROWTH IN LIFE INSURANCE PLATFORMS MARKET DURING FORECAST PERIOD

TABLE 312 LIFE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 313 LIFE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.3.2 TERM LIFE INSURANCE

TABLE 314 TERM LIFE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 20182022 (USD MILLION)

TABLE 315 TERM LIFE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 20232028 (USD MILLION)



9.3.2.1 Level term life insurance

TABLE 316 LEVEL TERM LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 317 LEVEL TERM LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.2.2 Increasing term insurance

TABLE 318 INCREASING TERM INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 319 INCREASING TERM INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.2.3 Decreasing term insurance

TABLE 320 DECREASING TERM INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 321 DECREASING TERM INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.2.4 Return of premium term insurance

TABLE 322 RETURN OF PREMIUM TERM INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 323 RETURN OF PREMIUM TERM INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.2.5 Convertible term plans

TABLE 324 CONVERTIBLE TERM PLANS INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 325 CONVERTIBLE TERM PLANS INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.3 UNIT-LINKED INSURANCE PLANS (ULIP)

TABLE 326 UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 327 UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.3.3.1 Type 1 ULIP

TABLE 328 TYPE 1 ULIP PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 329 TYPE 1 ULIP PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.3.2 Type 2 ULIP

TABLE 330 TYPE 2 ULIP PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 331 TYPE 2 ULIP PLATFORMS MARKET, BY REGION, 2023 2028 (USD



MILLION)

9.3.4 WHOLE LIFE INSURANCE

TABLE 332 WHOLE LIFE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 333 WHOLE LIFE INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.3.4.1 Indexed whole life insurance TABLE 334 INDEXED WHOLE LIFE INSURANCE PLATFORMS MARKET, BY

REGION, 2018 2022 (USD MILLION)

TABLE 335 INDEXED WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.2 Guaranteed issue whole life insurance TABLE 336 GUARANTEED ISSUE WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION) TABLE 337 GUARANTEED ISSUE WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.3 Limited payment whole life insurance

TABLE 338 LIMITED PAYMENT WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 339 LIMITED PAYMENT WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.4 Joint whole life insurance

TABLE 340 JOINT WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 341 JOINT WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.5 Modified whole life insurance TABLE 342 MODIFIED WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 343 MODIFIED WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.6 Reduced paid-up whole life insurance

TABLE 344 REDUCED PAID-UP WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 345 REDUCED PAID-UP WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.7 Simplified issue whole life insurance TABLE 346 SIMPLIFIED ISSUE WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)



TABLE 347 SIMPLIFIED ISSUE WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.8 Single-premium whole life insurance

TABLE 348 SINGLE-PREMIUM WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 349 SINGLE-PREMIUM WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.9 Variable whole life insurance

TABLE 350 VARIABLE WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 351 VARIABLE WHOLE LIFE INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.4.10 Whole life insurance for children

TABLE 352 WHOLE LIFE INSURANCE FOR CHILDREN PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 353 WHOLE LIFE INSURANCE FOR CHILDREN PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.5 ENDOWMENT PLANS

TABLE 354 ENDOWMENT PLAN PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 355 ENDOWMENT PLAN PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.3.5.1 Unit linked endowment plan

TABLE 356 UNIT LINKED ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 357 UNIT LINKED ENDOWMENT PLAN: INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.5.2 Guaranteed endowment plan

TABLE 358 GUARANTEED ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 359 GUARANTEED ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.5.3 Full/with profit endowment plan

TABLE 360 FULL/WITH PROFIT ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 361 FULL/WITH PROFIT ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.5.4 Low-cost endowment plan

TABLE 362 LOW-COST ENDOWMENT PLAN PLATFORMS MARKET, BY REGION,



2018 2022 (USD MILLION)

TABLE 363 LOW-COST ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.3.5.5 Non-profit endowment plan

TABLE 364 NON-PROFIT ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 365 NON-PROFIT ENDOWMENT PLAN PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.4 CYBERSECURITY INSURANCE

9.4.1 MITIGATING RISK AND PROTECTING SENSITIVE INFORMATION FIGURE 51 DATA BREACH COVERAGE TO LEAD AMONG CYBERSECURITY INSURANCE PLATFORMS DURING FORECAST PERIOD

TABLE 366 CYBERSECURITY INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2018 2022 (USD MILLION)

TABLE 367 CYBERSECURITY INSURANCE PLATFORMS MARKET, BY SUBTYPE, 2023 2028 (USD MILLION)

9.4.2 DATA BREACH COVERAGE

TABLE 368 DATA BREACH COVERAGE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 369 DATA BREACH COVERAGE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.4.3 CYBER EXTORTION & RANSOMWARE COVERAGE

TABLE 370 CYBER EXTORTION & RANSOMWARE COVERAGE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 371 CYBER EXTORTION & RANSOMWARE COVERAGE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.4.4 REGULATORY FINES & PENALTIES COVERAGE

TABLE 372 REGULATORY FINES & PENALTIES COVERAGE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 373 REGULATORY FINES & PENALTIES COVERAGE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

9.4.5 CYBERTERRORISM INSURANCE

TABLE 374 CYBERTERRORISM INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 375 CYBERTERRORISM INSURANCE PLATFORMS MARKET, BY REGION,2023 2028 (USD MILLION)

9.5 OTHER INSURANCE TYPES

TABLE 376 OTHER INSURANCE TYPE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)



TABLE 377 OTHER INSURANCE TYPE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

#### 10 INSURANCE PLATFORMS MARKET, BY END USER

10.1 INTRODUCTION

10.1.1 END USER: INSURANCE PLATFORMS MARKET DRIVERS

FIGURE 52 INSURANCE COMPANIES TO LEAD IN ADOPTION OF PLATFORMS DURING FORECAST PERIOD

TABLE 378 INSURANCE PLATFORMS MARKET, BY END USER, 2018 2022 (USD MILLION)

TABLE 379 INSURANCE PLATFORMS MARKET, BY END USER, 2023 2028 (USD MILLION)

10.2 INSURANCE COMPANIES

10.2.1 EXTENSIVE RESOURCES OF LARGE INSURANCE COMPANIES TO GRANT ACCESS TO TECHNOLOGY INFRASTRUCTURE

TABLE 380 INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2018 2022 (USD MILLION)

TABLE 381 INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, 2023 2028 (USD MILLION)

10.2.2 LARGE CARRIERS

TABLE 382 INSURANCE PLATFORMS MARKET FOR LARGE CARRIERS, BY REGION, 2018 2022 (USD MILLION)

TABLE 383 INSURANCE PLATFORMS MARKET FOR LARGE CARRIERS, BY REGION, 2023 2028 (USD MILLION)

10.2.3 MID-SIZED CARRIERS

TABLE 384 INSURANCE PLATFORMS MARKET FOR MID-SIZED CARRIERS, BY REGION, 2018 2022 (USD MILLION)

TABLE 385 INSURANCE PLATFORMS MARKET FOR MID-SIZED CARRIERS, BY REGION, 2023 2028 (USD MILLION)

10.2.4 SMALL & STARTUP INSURERS

TABLE 386 INSURANCE PLATFORMS MARKET FOR SMALL & STARTUP INSURERS, BY REGION, 2018 2022 (USD MILLION)

TABLE 387 INSURANCE PLATFORMS MARKET FOR SMALL & STARTUP INSURERS, BY REGION, 2023 2028 (USD MILLION)

10.3 INSURANCE AGENCIES & BROKERS

10.3.1 NEED TO ENHANCE ACCESSIBILITY AND UNDERSTANDING OF INSURANCE PRODUCTS

TABLE 388 INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES &



BROKERS, BY TYPE, 2018 2022 (USD MILLION)

TABLE 389 INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2023 2028 (USD MILLION)

10.3.2 INDEPENDENT AGENCIES

TABLE 390 INSURANCE PLATFORMS MARKET FOR INDEPENDENT AGENCIES, BY REGION, 2018 2022 (USD MILLION)

TABLE 391 INSURANCE PLATFORMS MARKET FOR INDEPENDENT AGENCIES, BY REGION, 2023 2028 (USD MILLION)

10.3.3 BROKERAGE FIRMS

TABLE 392 INSURANCE PLATFORMS MARKET FOR BROKERAGE FIRMS, BY REGION, 2018 2022 (USD MILLION)

TABLE 393 INSURANCE PLATFORMS MARKET FOR BROKERAGE FIRMS, BY REGION, 2023 2028 (USD MILLION)

10.3.4 ONLINE AGGREGATORS

TABLE 394 INSURANCE PLATFORMS MARKET FOR ONLINE AGGREGATORS, BY REGION, 2018 2022 (USD MILLION)

TABLE 395 INSURANCE PLATFORMS MARKET FOR ONLINE AGGREGATORS, BY REGION, 2023 2028 (USD MILLION)

10.4 THIRD-PARTY ADMINISTRATORS (TPAS)

10.4.1 OPTIMIZING EFFICIENCY AND ACCURACY WITHIN INSURANCE ECOSYSTEM

TABLE 396 INSURANCE PLATFORMS MARKET FOR THIRD-PARTY

ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION)

TABLE 397 INSURANCE PLATFORMS MARKET FOR THIRD-PARTY

ADMINISTRATORS, BY TYPE, 2023 2028 (USD MILLION)

10.4.2 CLAIMS HANDLING FIRMS

TABLE 398 INSURANCE PLATFORMS MARKET FOR CLAIMS HANDLING FIRMS, BY REGION, 2018 2022 (USD MILLION)

TABLE 399 INSURANCE PLATFORMS MARKET FOR CLAIMS HANDLING FIRMS, BY REGION, 2023 2028 (USD MILLION)

10.4.3 POLICY MANAGEMENT SERVICE PROVIDERS

TABLE 400 INSURANCE PLATFORMS MARKET FOR POLICY MANAGEMENT SERVICE PROVIDERS, BY REGION, 2018 2022 (USD MILLION)

TABLE 401 INSURANCE PLATFORMS MARKET FOR POLICY MANAGEMENT SERVICE PROVIDERS, BY REGION, 2023 2028 (USD MILLION) 10.5 ACTUARIES

10.5.1 EVALUATING POTENTIAL FINANCIAL IMPACT OF VARIOUS RISKS WITH HELP OF ACTUARIES

TABLE 402 INSURANCE PLATFORMS MARKET FOR ACTUARIES, BY REGION,



2018 2022 (USD MILLION)

TABLE 403 INSURANCE PLATFORMS MARKET FOR ACTUARIES, BY REGION, 2023 2028 (USD MILLION)

10.6 REINSURERS

10.6.1 SAFEGUARDING FINANCIAL STABILITY OF PRIMARY INSURERS BY OFFERING ADDITIONAL LAYER OF RISK PROTECTION

TABLE 404 INSURANCE PLATFORMS MARKET FOR REINSURERS, BY REGION, 2018 2022 (USD MILLION)

TABLE 405 INSURANCE PLATFORMS MARKET FOR REINSURERS, BY REGION, 2023 2028 (USD MILLION)

# 11 INSURANCE PLATFORMS MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 53 ASIA PACIFIC INSURANCE PLATFORMS MARKET TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 54 SINGAPORE TO WITNESS HIGHEST CAGR IN INSURANCE PLATFORMS MARKET DURING FORECAST PERIOD

TABLE 406 INSURANCE PLATFORMS MARKET, BY REGION, 2018 2022 (USD MILLION)

TABLE 407 INSURANCE PLATFORMS MARKET, BY REGION, 2023 2028 (USD MILLION)

11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: INSURANCE PLATFORMS MARKET DRIVERS

11.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 55 NORTH AMERICA: INSURANCE PLATFORMS MARKET SNAPSHOT TABLE 408 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 409 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

TABLE 410 NORTH AMERICA: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 411 NORTH AMERICA: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 412 NORTH AMERICA: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 413 NORTH AMERICA: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 414 NORTH AMERICA: INSURANCE LEAD MANAGEMENT SOFTWARE



MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 415 NORTH AMERICA: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 416 NORTH AMERICA: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 417 NORTH AMERICA: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 418 NORTH AMERICA: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 419 NORTH AMERICA: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 420 NORTH AMERICA: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 421 NORTH AMERICA: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 422 NORTH AMERICA: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 423 NORTH AMERICA: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 424 NORTH AMERICA: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 425 NORTH AMERICA: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 426 NORTH AMERICA: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 427 NORTH AMERICA: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 428 NORTH AMERICA: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 429 NORTH AMERICA: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 430 NORTH AMERICA: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 431 NORTH AMERICA: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 432 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2018 2022 (USD MILLION) TABLE 433 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY



TABLE 434 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 435 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 436 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 437 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 438 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 439 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 440 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 441 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 442 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 443 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 444 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 445 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 446 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 447 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 448 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 449 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 450 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 451 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 452 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN PREDICTIVE



MODELING/ EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 453 NORTH AMERICA: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/ EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 454 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2018 2022 (USD MILLION)

TABLE 455 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2023 2028 (USD MILLION)

TABLE 456 NORTH AMERICA: AI & ML PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 457 NORTH AMERICA: AI & ML PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 458 NORTH AMERICA: IOT PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 459 NORTH AMERICA: IOT PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 460 NORTH AMERICA: BLOCKCHAIN PLATFORMS MARKET, BY TYPE,2018 2022 (USD MILLION)

TABLE 461 NORTH AMERICA: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 462 NORTH AMERICA: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 463 NORTH AMERICA: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 464 NORTH AMERICA: REGTECH PLATFORMS MARKET, BY TYPE, 20182022 (USD MILLION)

TABLE 465 NORTH AMERICA: REGTECH PLATFORMS MARKET, BY TYPE, 20232028 (USD MILLION)

TABLE 466 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2018 2022 (USD MILLION)

TABLE 467 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2023 2028 (USD MILLION)

TABLE 468 NORTH AMERICA: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 469 NORTH AMERICA: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 470 NORTH AMERICA: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)



TABLE 471 NORTH AMERICA: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 472 NORTH AMERICA: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 473 NORTH AMERICA: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 474 NORTH AMERICA: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 475 NORTH AMERICA: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 476 NORTH AMERICA: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 477 NORTH AMERICA: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 478 NORTH AMERICA: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 479 NORTH AMERICA: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 480 NORTH AMERICA: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 481 NORTH AMERICA: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 482 NORTH AMERICA: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 483 NORTH AMERICA: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 484 NORTH AMERICA: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 485 NORTH AMERICA: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 486 NORTH AMERICA: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 487 NORTH AMERICA: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 488 NORTH AMERICA: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 489 NORTH AMERICA: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 490 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY END USER,



2018 2022 (USD MILLION)

TABLE 491 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY END USER, 2023 2028 (USD MILLION)

TABLE 492 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2018 2022 (USD MILLION) TABLE 493 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2023 2028 (USD MILLION) TABLE 494 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2018 2022 (USD MILLION) TABLE 495 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2023 2028 (USD MILLION) TABLE 496 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION) TABLE 497 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION) TABLE 498 NORTH AMERICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2023 2028 (USD MILLION) TABLE 498 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2018 2022 (USD MILLION)

TABLE 499 NORTH AMERICA: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2023 2028 (USD MILLION)

11.2.3 US

11.2.3.1 Innovation and regulation to encourage InsurTech ecosystem growth TABLE 500 US: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 501 US: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.2.4 CANADA

11.2.4.1 Higher adoption of insurance solutions by enterprises

TABLE 502 CANADA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 503 CANADA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.3 EUROPE

11.3.1 EUROPE: INSURANCE PLATFORMS MARKET DRIVERS

11.3.2 EUROPE: RECESSION IMPACT

TABLE 504 EUROPE: INSURANCE PLATFORMS MARKET, BY OFFERING, 20182022 (USD MILLION)

TABLE 505 EUROPE: INSURANCE PLATFORMS MARKET, BY OFFERING, 20232028 (USD MILLION)

TABLE 506 EUROPE: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE,



2018 2022 (USD MILLION)

TABLE 507 EUROPE: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 508 EUROPE: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 509 EUROPE: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 510 EUROPE: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 511 EUROPE: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 512 EUROPE: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 513 EUROPE: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 514 EUROPE: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 515 EUROPE: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE,2023 2028 (USD MILLION)

TABLE 516 EUROPE: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 517 EUROPE: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 518 EUROPE: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 519 EUROPE: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 520 EUROPE: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 521 EUROPE: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 522 EUROPE: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 523 EUROPE: INSURANCE PLATFORM SERVICES MARKET, BY TYPE,2023 2028 (USD MILLION)

TABLE 524 EUROPE: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 525 EUROPE: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)



TABLE 526 EUROPE: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 527 EUROPE: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 528 EUROPE: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2018 2022 (USD MILLION)

TABLE 529 EUROPE: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2023 2028 (USD MILLION)

TABLE 530 EUROPE: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 531 EUROPE: INSURANCE PLATFORMS MARKET IN CLAIMS

MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 532 EUROPE: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 533 EUROPE: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 534 EUROPE: INSURANCE PLATFORMS MARKET IN CUSTOMER

RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 535 EUROPE: INSURANCE PLATFORMS MARKET IN CUSTOMER

RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 536 EUROPE: INSURANCE PLATFORMS MARKET IN BILLING &

PAYMENTS, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 537 EUROPE: INSURANCE PLATFORMS MARKET IN BILLING &

PAYMENTS, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 538 EUROPE: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 539 EUROPE: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 540 EUROPE: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 541 EUROPE: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 542 EUROPE: INSURANCE PLATFORMS MARKET IN POLICY

ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 543 EUROPE: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 544 EUROPE: INSURANCE PLATFORMS MARKET IN SALES &



MARKETING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 545 EUROPE: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 546 EUROPE: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 547 EUROPE: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 548 EUROPE: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 549 EUROPE: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 550 EUROPE: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2018 2022 (USD MILLION) TABLE 551 EUROPE: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2023 2028 (USD MILLION) TABLE 552 EUROPE: AI & ML PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 553 EUROPE: AI & ML PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 554 EUROPE: IOT PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 555 EUROPE: IOT PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 556 EUROPE: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 557 EUROPE: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 558 EUROPE: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 559 EUROPE: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 560 EUROPE: REGTECH PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 561 EUROPE: REGTECH PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 562 EUROPE: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE,2018 2022 (USD MILLION)



TABLE 563 EUROPE: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2023 2028 (USD MILLION)

TABLE 564 EUROPE: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 565 EUROPE: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 566 EUROPE: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 567 EUROPE: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 568 EUROPE: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 569 EUROPE: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 570 EUROPE: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 571 EUROPE: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 572 EUROPE: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 573 EUROPE: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 574 EUROPE: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 20182022 (USD MILLION)

TABLE 575 EUROPE: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 576 EUROPE: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 577 EUROPE: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 578 EUROPE: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 579 EUROPE: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 580 EUROPE: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE,2018 2022 (USD MILLION)

TABLE 581 EUROPE: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 582 EUROPE: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2018



2022 (USD MILLION)

TABLE 583 EUROPE: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 584 EUROPE: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 585 EUROPE: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 586 EUROPE: INSURANCE PLATFORMS MARKET, BY END USER, 2018 2022 (USD MILLION)

TABLE 587 EUROPE: INSURANCE PLATFORMS MARKET, BY END USER, 2023 2028 (USD MILLION)

TABLE 588 EUROPE: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2018 2022 (USD MILLION)

TABLE 589 EUROPE: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2023 2028 (USD MILLION)

TABLE 590 EUROPE: INSURANCE PLATFORMS MARKET FOR INSURANCEAGENCIES & BROKERS, BY TYPE, 2018 2022 (USD MILLION)

TABLE 591 EUROPE: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2023 2028 (USD MILLION)

TABLE 592 EUROPE: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION)

TABLE 593 EUROPE: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2023 2028 (USD MILLION)

TABLE 594 EUROPE: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2018 2022 (USD MILLION)

TABLE 595 EUROPE: INSURANCE PLATFORMS MARKET, BY COUNTRY, 20232028 (USD MILLION)

11.3.3 UK

11.3.3.1 Increase in digitization and rise in demand for personalized insurance products

TABLE 596 UK: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 597 UK: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.3.4 GERMANY

11.3.4.1 Digitalization and integration of InsurTech solutions streamlining insurance processes

TABLE 598 GERMANY: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)



TABLE 599 GERMANY: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.3.5 FRANCE

11.3.5.1 Stable economy with regulatory authorities constantly accommodating changing tech landscape

TABLE 600 FRANCE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 601 FRANCE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.3.6 ITALY

11.3.6.1 Aging population and COVID-19 bolstered adoption of long-term care insurance

TABLE 602 ITALY: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 603 ITALY: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.3.7 SPAIN

11.3.7.1 Adoption of emerging technologies enhanced underwriting processes and claims management

TABLE 604 SPAIN: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 605 SPAIN: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.3.8 SWITZERLAND

11.3.8.1 Regulatory flexibility to encourage insurers to invest in insurance platforms TABLE 606 SWITZERLAND: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 607 SWITZERLAND: INSURANCE PLATFORMS MARKET, BY OFFERING,2023 2028 (USD MILLION)

11.3.9 REST OF EUROPE

TABLE 608 REST OF EUROPE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 609 REST OF EUROPE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: INSURANCE PLATFORMS MARKET DRIVERS

11.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 56 ASIA PACIFIC: INSURANCE PLATFORMS MARKET SNAPSHOT TABLE 610 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY OFFERING,



2018 2022 (USD MILLION) TABLE 611 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION) TABLE 612 ASIA PACIFIC: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 613 ASIA PACIFIC: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 614 ASIA PACIFIC: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 615 ASIA PACIFIC: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 616 ASIA PACIFIC: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 617 ASIA PACIFIC: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 618 ASIA PACIFIC: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 619 ASIA PACIFIC: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 620 ASIA PACIFIC: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 621 ASIA PACIFIC: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 622 ASIA PACIFIC: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 623 ASIA PACIFIC: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 624 ASIA PACIFIC: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 625 ASIA PACIFIC: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 626 ASIA PACIFIC: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 627 ASIA PACIFIC: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 628 ASIA PACIFIC: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 629 ASIA PACIFIC: INSURANCE PLATFORM SERVICES MARKET, BY TYPE,

2023 2028 (USD MILLION)



TABLE 630 ASIA PACIFIC: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 631 ASIA PACIFIC: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 632 ASIA PACIFIC: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 633 ASIA PACIFIC: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 634 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2018 2022 (USD MILLION) TABLE 635 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2023 2028 (USD MILLION) TABLE 636 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 637 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 638 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 639 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 640 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 641 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 642 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 643 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 644 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 645 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 646 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 647 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 648 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)



TABLE 649 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 650 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 651 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN SALES &

MARKETING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 652 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 653 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 654 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 655 ASIA PACIFIC: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 656 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2018 2022 (USD MILLION)

TABLE 657 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2023 2028 (USD MILLION)

TABLE 658 ASIA PACIFIC: AI & ML PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 659 ASIA PACIFIC: AI & ML PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 660 ASIA PACIFIC: IOT PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 661 ASIA PACIFIC: IOT PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 662 ASIA PACIFIC: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 663 ASIA PACIFIC: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 664 ASIA PACIFIC: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 665 ASIA PACIFIC: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 666 ASIA PACIFIC: REGTECH PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)



TABLE 667 ASIA PACIFIC: REGTECH PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 668 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2018 2022 (USD MILLION) TABLE 669 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2023 2028 (USD MILLION) TABLE 670 ASIA PACIFIC: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 671 ASIA PACIFIC: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 672 ASIA PACIFIC: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 673 ASIA PACIFIC: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 674 ASIA PACIFIC: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 675 ASIA PACIFIC: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 676 ASIA PACIFIC: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 677 ASIA PACIFIC: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 678 ASIA PACIFIC: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 679 ASIA PACIFIC: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 680 ASIA PACIFIC: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 681 ASIA PACIFIC: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 682 ASIA PACIFIC: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 683 ASIA PACIFIC: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 684 ASIA PACIFIC: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET. BY TYPE, 2018 2022 (USD MILLION) TABLE 685 ASIA PACIFIC: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 686 ASIA PACIFIC: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY



TYPE, 2018 2022 (USD MILLION) TABLE 687 ASIA PACIFIC: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 688 ASIA PACIFIC: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 689 ASIA PACIFIC: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 690 ASIA PACIFIC: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 691 ASIA PACIFIC: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 692 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY END USER. 2018 2022 (USD MILLION) TABLE 693 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY END USER, 2023 2028 (USD MILLION) TABLE 694 ASIA PACIFIC: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2018 2022 (USD MILLION) TABLE 695 ASIA PACIFIC: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2023 2028 (USD MILLION) TABLE 696 ASIA PACIFIC: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2018 2022 (USD MILLION) TABLE 697 ASIA PACIFIC: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2023 2028 (USD MILLION) TABLE 698 ASIA PACIFIC: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION) TABLE 699 ASIA PACIFIC: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY

ADMINISTRATORS, BY TYPE, 2023 2028 (USD MILLION)

TABLE 700 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY

COUNTRY/REGION, 2018 2022 (USD MILLION)

TABLE 701 ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY

COUNTRY/REGION, 2023 2028 (USD MILLION)

11.4.3 CHINA

11.4.3.1 Leveraging big data and AI and emergence of InsurTech companies TABLE 702 CHINA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 703 CHINA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4.4 INDIA

11.4.4.1 Rise of microinsurance in India due to growing emphasis on financial



inclusion

TABLE 704 INDIA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 705 INDIA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4.5 JAPAN

11.4.5.1 Government initiatives and regulatory changes actively promoting InsurTech TABLE 706 JAPAN: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 707 JAPAN: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4.6 SOUTH KOREA

11.4.6.1 Partnerships between traditional insurers and technology firms to enhance customer experience

TABLE 708 SOUTH KOREA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 709 SOUTH KOREA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4.7 SINGAPORE

11.4.7.1 Progressive digital insurance platform solutions

TABLE 710 SINGAPORE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 711 SINGAPORE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4.8 AUSTRALIA & NEW ZEALAND

11.4.8.1 Exploring AI s potential more broadly for insurance platform

TABLE 712 AUSTRALIA & NEW ZEALAND: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 713 AUSTRALIA & NEW ZEALAND: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.4.9 REST OF ASIA PACIFIC

TABLE 714 REST OF ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 715 REST OF ASIA PACIFIC: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.5 MIDDLE EAST & AFRICA

11.5.1 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET DRIVERS

11.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 716 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY



OFFERING, 2018 2022 (USD MILLION) TABLE 717 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION) TABLE 718 MIDDLE EAST & AFRICA: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 719 MIDDLE EAST & AFRICA: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 720 MIDDLE EAST & AFRICA: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 721 MIDDLE EAST & AFRICA: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 722 MIDDLE EAST & AFRICA: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 723 MIDDLE EAST & AFRICA: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 724 MIDDLE EAST & AFRICA: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 725 MIDDLE EAST & AFRICA: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 726 MIDDLE EAST & AFRICA: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 727 MIDDLE EAST & AFRICA: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 728 MIDDLE EAST & AFRICA: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 729 MIDDLE EAST & AFRICA: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 730 MIDDLE EAST & AFRICA: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 731 MIDDLE EAST & AFRICA: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 732 MIDDLE EAST & AFRICA: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION) TABLE 733 MIDDLE EAST & AFRICA: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION) TABLE 734 MIDDLE EAST & AFRICA: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 735 MIDDLE EAST & AFRICA: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)



TABLE 736 MIDDLE EAST & AFRICA: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 737 MIDDLE EAST & AFRICA: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 738 MIDDLE EAST & AFRICA: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 739 MIDDLE EAST & AFRICA: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 740 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2018 2022 (USD MILLION)

TABLE 741 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2023 2028 (USD MILLION)

TABLE 742 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 743 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 744 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 745 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 746 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 746 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 747 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 748 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 749 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 750 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 751 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 752 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 752 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 753 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 754 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN



POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 755 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 756 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 757 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 758 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 759 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 760 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 760 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 761 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 762 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2018 2022 (USD MILLION)

TABLE 763 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2023 2028 (USD MILLION)

TABLE 764 MIDDLE EAST & AFRICA: AI & ML PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 765 MIDDLE EAST & AFRICA: AI & ML PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 766 MIDDLE EAST & AFRICA: IOT PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 767 MIDDLE EAST & AFRICA: IOT PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 768 MIDDLE EAST & AFRICA: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 769 MIDDLE EAST & AFRICA: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 770 MIDDLE EAST & AFRICA: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 771 MIDDLE EAST & AFRICA: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)



TABLE 772 MIDDLE EAST & AFRICA: REGTECH PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 773 MIDDLE EAST & AFRICA: REGTECH PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 774 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2018 2022 (USD MILLION) TABLE 775 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2023 2028 (USD MILLION) TABLE 776 MIDDLE EAST & AFRICA: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 777 MIDDLE EAST & AFRICA: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 778 MIDDLE EAST & AFRICA: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 779 MIDDLE EAST & AFRICA: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 780 MIDDLE EAST & AFRICA: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 781 MIDDLE EAST & AFRICA: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 782 MIDDLE EAST & AFRICA: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 783 MIDDLE EAST & AFRICA: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 784 MIDDLE EAST & AFRICA: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 785 MIDDLE EAST & AFRICA: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 786 MIDDLE EAST & AFRICA: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 787 MIDDLE EAST & AFRICA: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 788 MIDDLE EAST & AFRICA: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 789 MIDDLE EAST & AFRICA: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 790 MIDDLE EAST & AFRICA: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 791 MIDDLE EAST & AFRICA: UNIT-LINKED INSURANCE PLAN



PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 792 MIDDLE EAST & AFRICA: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 793 MIDDLE EAST & AFRICA: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 794 MIDDLE EAST & AFRICA: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 795 MIDDLE EAST & AFRICA: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 796 MIDDLE EAST & AFRICA: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION) TABLE 797 MIDDLE EAST & AFRICA: CYBERSECURITY INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION) TABLE 798 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY END USER, 2018 2022 (USD MILLION) TABLE 799 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY END USER, 2023 2028 (USD MILLION) TABLE 800 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2018 2022 (USD MILLION) TABLE 801 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2023 2028 (USD MILLION) TABLE 802 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2018 2022 (USD MILLION) TABLE 803 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2023 2028 (USD MILLION) TABLE 804 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION) TABLE 805 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2023 2028 (USD MILLION) TABLE 806 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2018 2022 (USD MILLION) TABLE 807 MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2023 2028 (USD MILLION)

11.5.3 SAUDI ARABIA

11.5.3.1 Initiatives toward digital transformation by authorities such as SAMA TABLE 808 SAUDI ARABIA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 809 SAUDI ARABIA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)



11.5.4 UAE

11.5.4.1 Adoption of advanced technologies and increased awareness of insurance products

TABLE 810 UAE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 811 UAE: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.5.5 SOUTH AFRICA

11.5.5.1 Partnerships between insurance companies and InsurTech startups TABLE 812 SOUTH AFRICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 813 SOUTH AFRICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.5.6 EGYPT

11.5.6.1 Growth in middle class with increased disposable income seeking comprehensive insurance coverage

TABLE 814 EGYPT: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 815 EGYPT: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.5.7 REST OF MIDDLE EAST & AFRICA

TABLE 816 REST OF MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 817 REST OF MIDDLE EAST & AFRICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.6 LATIN AMERICA

11.6.1 LATIN AMERICA: INSURANCE PLATFORMS MARKET DRIVERS

11.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 818 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 819 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

TABLE 820 LATIN AMERICA: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 821 LATIN AMERICA: INSURANCE PLATFORM SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 822 LATIN AMERICA: INTELLIGENT DOCUMENT PROCESSING SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 823 LATIN AMERICA: INTELLIGENT DOCUMENT PROCESSING



SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 824 LATIN AMERICA: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 825 LATIN AMERICA: INSURANCE LEAD MANAGEMENT SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 826 LATIN AMERICA: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 827 LATIN AMERICA: INSURANCE WORKFLOW AUTOMATION SOFTWARE MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 828 LATIN AMERICA: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 829 LATIN AMERICA: INSURANCE POLICY MANAGEMENT SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 830 LATIN AMERICA: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 831 LATIN AMERICA: VIDEO KYC/EKYC SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 832 LATIN AMERICA: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 833 LATIN AMERICA: INSURANCE PLATFORM API & MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 834 LATIN AMERICA: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2018 2022 (USD MILLION)

TABLE 835 LATIN AMERICA: INSURANCE PLATFORM MICROSERVICES SOFTWARE, BY TYPE, 2023 2028 (USD MILLION)

TABLE 836 LATIN AMERICA: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 837 LATIN AMERICA: INSURANCE PLATFORM SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 838 LATIN AMERICA: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 839 LATIN AMERICA: INSURANCE PLATFORM PROFESSIONAL SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 840 LATIN AMERICA: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 841 LATIN AMERICA: INSURANCE PLATFORM MANAGED SERVICES MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 842 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY APPLICATION, 2018 2022 (USD MILLION)



TABLE 843 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BYAPPLICATION, 2023 2028 (USD MILLION)

TABLE 844 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 845 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN CLAIMS MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 846 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 847 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN UNDERWRITING & RATING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 848 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 849 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN CUSTOMER RELATIONSHIP MANAGEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 850 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 851 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN BILLING & PAYMENTS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 852 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 853 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN DATA ANALYTICS, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 854 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 855 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN COMPLIANCE & REPORTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 856 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 857 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 858 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2018 2022 (USD MILLION) TABLE 859 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN SALES & MARKETING, BY SUBAPPLICATION, 2023 2028 (USD MILLION) TABLE 860 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN PROPERTY ESTIMATION, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 861 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN PROPERTY



ESTIMATION, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 862 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2018 2022 (USD MILLION)

TABLE 863 LATIN AMERICA: INSURANCE PLATFORMS MARKET IN PREDICTIVE MODELING/EXTREME EVENT FORECASTING, BY SUBAPPLICATION, 2023 2028 (USD MILLION)

TABLE 864 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2018 2022 (USD MILLION)

TABLE 865 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY TECHNOLOGY, 2023 2028 (USD MILLION)

TABLE 866 LATIN AMERICA: AI & ML PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 867 LATIN AMERICA: AI & ML PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 868 LATIN AMERICA: IOT PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 869 LATIN AMERICA: IOT PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 870 LATIN AMERICA: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 871 LATIN AMERICA: BLOCKCHAIN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 872 LATIN AMERICA: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 873 LATIN AMERICA: DATA ANALYTICS & BIG DATA PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 874 LATIN AMERICA: REGTECH PLATFORMS MARKET, BY TYPE, 20182022 (USD MILLION)

TABLE 875 LATIN AMERICA: REGTECH PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 876 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2018 2022 (USD MILLION)

TABLE 877 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY INSURANCE TYPE, 2023 2028 (USD MILLION)

TABLE 878 LATIN AMERICA: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 879 LATIN AMERICA: GENERAL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)



TABLE 880 LATIN AMERICA: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 881 LATIN AMERICA: HEALTHCARE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 882 LATIN AMERICA: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 883 LATIN AMERICA: AUTOMOBILE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 884 LATIN AMERICA: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 885 LATIN AMERICA: HOMEOWNER S INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 886 LATIN AMERICA: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 887 LATIN AMERICA: TRAVEL INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 888 LATIN AMERICA: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 889 LATIN AMERICA: LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 890 LATIN AMERICA: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 891 LATIN AMERICA: TERM LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 892 LATIN AMERICA: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 893 LATIN AMERICA: UNIT-LINKED INSURANCE PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 894 LATIN AMERICA: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 895 LATIN AMERICA: WHOLE LIFE INSURANCE PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 896 LATIN AMERICA: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 897 LATIN AMERICA: ENDOWMENT PLAN PLATFORMS MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 898 LATIN AMERICA: CYBERSECURITY INSURANCE PLATFORMSMARKET, BY TYPE, 2018 2022 (USD MILLION)

TABLE 899 LATIN AMERICA: CYBERSECURITY INSURANCE PLATFORMS



MARKET, BY TYPE, 2023 2028 (USD MILLION)

TABLE 900 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY END USER, 2018 2022 (USD MILLION)

TABLE 901 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY END USER, 2023 2028 (USD MILLION)

TABLE 902 LATIN AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2018 2022 (USD MILLION)

TABLE 903 LATIN AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE COMPANIES, BY TYPE, 2023 2028 (USD MILLION)

TABLE 904 LATIN AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2018 2022 (USD MILLION)

TABLE 905 LATIN AMERICA: INSURANCE PLATFORMS MARKET FOR INSURANCE AGENCIES & BROKERS, BY TYPE, 2023 2028 (USD MILLION)

TABLE 906 LATIN AMERICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2018 2022 (USD MILLION)

TABLE 907 LATIN AMERICA: INSURANCE PLATFORMS MARKET FOR THIRD-PARTY ADMINISTRATORS, BY TYPE, 2023 2028 (USD MILLION)

TABLE 908 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2018 2022 (USD MILLION)

TABLE 909 LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY COUNTRY, 2023 2028 (USD MILLION)

11.6.3 BRAZIL

11.6.3.1 Increase in awareness of importance of health, property, and automotive insurance

TABLE 910 BRAZIL: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 911 BRAZIL: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.6.4 MEXICO

11.6.4.1 Regulatory reforms and increase in traction for innovative cyber insurance, microinsurance, and parametric insurance solutions

TABLE 912 MEXICO: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 913 MEXICO: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.6.5 ARGENTINA

11.6.5.1 Promising market with increase in awareness regarding importance of risk management

TABLE 914 ARGENTINA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018



2022 (USD MILLION)

TABLE 915 ARGENTINA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

11.6.6 REST OF LATIN AMERICA

TABLE 916 REST OF LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2018 2022 (USD MILLION)

TABLE 917 REST OF LATIN AMERICA: INSURANCE PLATFORMS MARKET, BY OFFERING, 2023 2028 (USD MILLION)

## **12 COMPETITIVE LANDSCAPE**

12.1 OVERVIEW

12.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 918 OVERVIEW OF STRATEGIES ADOPTED BY KEY INSURANCE PLATFORM VENDORS

12.3 BUSINESS SEGMENT REVENUE ANALYSIS

12.3.1 BUSINESS SEGMENT REVENUE ANALYSIS

FIGURE 57 BUSINESS SEGMENT REVENUE ANALYSIS, 2018 2022 (USD BILLION) 12.4 MARKET SHARE ANALYSIS

FIGURE 58 MARKET SHARE ANALYSIS FOR KEY COMPANIES, 2022

TABLE 919 INSURANCE PLATFORMS MARKET: DEGREE OF COMPETITION 12.5 BRAND/PRODUCT COMPARATIVE ANALYSIS

12.5.1 BRAND/PRODUCT COMPARATIVE ANALYSIS FOR CLAIMS MANAGEMENT FIGURE 59 BRAND/PRODUCT COMPARATIVE ANALYSIS FOR CLAIMS MANAGEMENT

12.5.1.1 Salesforce

12.5.1.2 Guidewire Software

12.5.1.3 DXC Technology

12.5.1.4 Duck Creek Technologies

12.5.2 BRAND/PRODUCT COMPARATIVE ANALYSIS FOR UNDERWRITING & RATING

FIGURE 60 BRAND/PRODUCT COMPARATIVE ANALYSIS FOR UNDERWRITING & RATING

12.5.2.1 Pegasystems

12.5.2.2 FINEOS

12.5.2.3 Appian

12.5.2.4 Cognizant

12.5.3 BRAND/PRODUCT COMPARATIVE ANALYSIS FOR POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT

Insurance Platform Market by Offering (Software (Policy Management, Video KYC/eKYC), Services), Application (C...



FIGURE 61 BRAND/PRODUCT COMPARATIVE ANALYSIS FOR POLICY ADMINISTRATION, COLLECTION, AND DISBURSEMENT

12.5.3.1 Oracle

12.5.3.2 SAP

12.5.3.3 Accenture

12.5.3.4 LTIMindtree

12.6 COMPANY EVALUATION MATRIX, 2022

12.6.1 STARS

12.6.2 EMERGING LEADERS

12.6.3 PERVASIVE PLAYERS

12.6.4 PARTICIPANTS

FIGURE 62 COMPANY EVALUATION MATRIX, 2022

12.6.5 COMPANY FOOTPRINT FOR KEY PLAYERS

TABLE 920 PRODUCT FOOTPRINT (22 COMPANIES)

TABLE 921 APPLICATION FOOTPRINT (22 COMPANIES)

TABLE 922 REGION FOOTPRINT (22 COMPANIES)

TABLE 923 COMPANY FOOTPRINT (22 COMPANIES)

TABLE 924 OVERALL PRODUCT FOOTPRINT ANALYSIS (KEY PLAYERS), 2023

12.7 START-UP/SME EVALUATION MATRIX, 2022

12.7.1 PROGRESSIVE COMPANIES

12.7.2 RESPONSIVE COMPANIES

12.7.3 DYNAMIC COMPANIES

12.7.4 STARTING BLOCKS

FIGURE 63 STARTUP/SME EVALUATION MATRIX, 2022

12.7.5 COMPETITIVE BENCHMARKING

TABLE 925 INSURANCE PLATFORMS MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 926 COMPETITIVE BENCHMARKING OF PLAYERS (STARTUPS/SMES) 12.8 VALUATION AND FINANCIAL METRICS OF KEY INSURANCE PLATFORM VENDORS

FIGURE 64 EV/EBITDA OF KEY INSURANCE PLATFORM VENDORS

FIGURE 65 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY INSURANCE PLATFORM VENDORS

12.9 COMPETITIVE SCENARIO AND TRENDS

12.9.1 PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 927 NEW PRODUCT LAUNCHES & ENHANCEMENTS, 2019 2023

12.9.2 DEALS

TABLE 928 DEALS, 2020 2023



#### **13 COMPANY PROFILES**

13.1 INTRODUCTION

(Business overview, Products/Solutions/Services offered, Recent developments & MnM View)\*

13.2 KEY PLAYERS

13.2.1 SALESFORCE

TABLE 929 SALESFORCE: BUSINESS OVERVIEW

FIGURE 66 SALESFORCE: COMPANY SNAPSHOT

TABLE 930 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 931 SALESFORCE: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 932 SALESFORCE: DEALS

13.2.2 IBM

TABLE 933 IBM: BUSINESS OVERVIEW

FIGURE 67 IBM: COMPANY SNAPSHOT

TABLE 934 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 935 IBM: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 936 IBM: DEALS

13.2.3 ORACLE

TABLE 937 ORACLE: BUSINESS OVERVIEW

FIGURE 68 ORACLE: COMPANY SNAPSHOT

TABLE 938 ORACLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 939 ORACLE: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 940 ORACLE: DEALS

13.2.4 SAP

TABLE 941 SAP: BUSINESS OVERVIEW

FIGURE 69 SAP: COMPANY SNAPSHOT

TABLE 942 SAP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 943 SAP: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 944 SAP: DEALS

13.2.5 MICROSOFT

TABLE 945 MICROSOFT: BUSINESS OVERVIEW

FIGURE 70 MICROSOFT: COMPANY SNAPSHOT

TABLE 946 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 947 MICROSOFT: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 948 MICROSOFT: DEALS

13.2.6 PEGASYSTEMS

TABLE 949 PEGASYSTEMS: BUSINESS OVERVIEW

FIGURE 71 PEGASYSTEMS: COMPANY SNAPSHOT



TABLE 950 PEGASYSTEMS: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 951 PEGASYSTEMS: PRODUCT LAUNCHES & ENHANCEMENTS TABLE 952 PEGASYSTEMS: DEALS 13.2.7 ADOBE TABLE 953 ADOBE: BUSINESS OVERVIEW FIGURE 72 ADOBE: COMPANY SNAPSHOT TABLE 954 ADOBE: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 955 ADOBE: PRODUCT LAUNCHES & ENHANCEMENTS TABLE 956 ADOBE: DEALS **13.2.8 GUIDEWIRE SOFTWARE** TABLE 957 GUIDEWIRE SOFTWARE: BUSINESS OVERVIEW FIGURE 73 GUIDEWIRE SOFTWARE: COMPANY SNAPSHOT TABLE 958 GUIDEWIRE SOFTWARE: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 959 GUIDEWIRE SOFTWARE: DEALS 13.2.9 DXC TECHNOLOGY TABLE 960 DXC TECHNOLOGY: BUSINESS OVERVIEW FIGURE 74 DXC TECHNOLOGY: COMPANY SNAPSHOT TABLE 961 DXC TECHNOLOGY: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 962 DXC TECHNOLOGY: DEALS 13.2.10 FINEOS TABLE 963 FINEOS: BUSINESS OVERVIEW FIGURE 75 FINEOS: COMPANY SNAPSHOT TABLE 964 FINEOS: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 965 FINEOS: PRODUCT LAUNCHES & ENHANCEMENTS TABLE 966 FINEOS: DEALS 13.2.11 APPIAN TABLE 967 APPIAN: BUSINESS OVERVIEW FIGURE 76 APPIAN: COMPANY SNAPSHOT TABLE 968 APPIAN: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 969 APPIAN: PRODUCT LAUNCHES & ENHANCEMENTS TABLE 970 APPIAN: DEALS **13.2.12 APPLIED SYSTEMS** TABLE 971 APPLIED SYSTEMS: BUSINESS OVERVIEW TABLE 972 APPLIED SYSTEMS: PRODUCTS/SOLUTIONS/SERVICES OFFERED TABLE 973 APPLIED SYSTEMS: PRODUCT LAUNCHES & ENHANCEMENTS TABLE 974 APPLIED SYSTEMS: DEALS 13.2.13 ACCENTURE

13.2.14 DUCK CREEK TECHNOLOGIES



13.2.15 COGNIZANT 13.2.16 LTIMINDTREE 13.2.17 PRIMA SOLUTIONS 13.2.18 MAJESCO 13.2.19 EIS GROUP **13.2.20 COGITATE TECHNOLOGY SOLUTIONS** 13.2.21 VERTAFORE **13.2.22 SAPIENS INTERNATIONAL CORPORATION** \*Details on Business overview, Products/Solutions/Services offered, Recent developments & MnM View might not be captured in case of unlisted companies. **13.3 STARTUP/SME PROFILES 13.3.1 BOLT INSURANCE** 13.3.2 INZURA 13.3.3 BRITECORE **13.3.4 SHIFT TECHNOLOGY** 13.3.5 ZIPARI **13.3.6 QUANTEMPLATE 13.3.7 PERFECTQUOTE** 13.3.8 OUTSYSTEMS 13.3.9 ZYWAVE 13.3.10 SOCOTRA 13.3.11 INSUREDMINE 13.3.12 INSUREDHQ 13.3.13 CODEMETRO 13.3.14 AGENCYSMART 13.3.15 ONESHIELD

#### **14 APPENDIX**

14.1 DISCUSSION GUIDE
14.2 KNOWLEDGESTORE: MARKETSANDMARKETS SUBSCRIPTION PORTAL
14.3 CUSTOMIZATION OPTIONS
14.4 RELATED REPORTS
14.5 AUTHOR DETAILS



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