

Ireland Travel Insurance Market by Age (Millennials, Generation X, and Baby Boomers), and Services), by Income Level (Low-income Travelers, Middle-income Travelers, and High-income Travelers), by Coverage (Medical Coverage, Trip Cancellation Coverage, Baggage and Personal Belongings Coverage, and Accidental Death & Dismemberment (AD&D) Coverage), by Days of Coverage (Short-Trip Insurance, Standard Trip Insurance, Extended Trip Insurance, and Multi-Trip Insurance), by End-User (Holiday Travelers, Education Travelers, Business Travelers, Family Travelers, and Other Travellers), and by Distribution Channel (Insurance Companies, Banks, Airlines, Online Platforms, and Travel Agents & Tour Operators)–Opportunity Analysis and Industry Forecast, 2025–2030

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Abstracts

Ireland Travel Insurance Market size was valued at USD 166.3 million in 2024 and is predicted to reach USD 383.6 million by 2030, registering a CAGR of 14.2% from 2025 to 2030.

The increasing number of outbound travellers fuels the market growth as rising

proportion of individuals boards on domestic or international travel due to leisure, business and education purposes seek protection against unforeseen events. According to the Visit Britain, travellers from Irish Republic made 10.2 million outbound visits in 2023 generating an international tourism expenditure of USD 10.3 billion. With surge in Irish people travelling, they encounter heightened risks of unpredicted events such as medical emergencies and flight cancellations that leads them to look for complete travel insurance plans leading to a boost in the market growth.

Moreover, the digital innovation by the regional players propels the market growth by enhancing user experience and simplifying the process. Companies are integrating advanced technology to manage policies that makes the entire process seamless for both agents and the consumers. For example, in February 2025, Blue Insurance unveiled its latest innovation 24/7 Travel GP Service in complimentary with its travel insurance plan. The offering provides the travelers access to medical assistance by phone or online 24/7 free of charge. Such advancement in digital initiatives by the regional players builds consumer trust and makes the travel insurance plans more accessible leading to surge in the market growth.

Further, government regulation drives the travel insurance market in Ireland by initiating robust consumer protection measures that enhance transparency and trust in insurance products. In 2023, the Central Bank of Ireland signed the Individual Accountability Framework Act that led to stricter guidelines under the Insurance Act, mandating insurers to clearly disclose policy details, coverage limits, and exclusions, effectively empowering consumers to make informed choices. The regulations prompted insurers to ensure transparency and maintain financial conduct and this built trust among consumers due to heightened consumer protection rights leading to boost in the market growth.

However, regulatory challenges hinder the growth of the travel insurance market in the country by imposing stringent compliance requirements that deter potential insurers from entering the market and inhibit the ability of existing providers to innovate. According to the Organisation for Economic Co-operation and Development, Central Bank of Ireland regulates the financials related to travel insurance and mandates complex legal documentation and financial conduct leading to delayed market response in relation to evolving consumer demands. Such intricate regulation deters potential insurers to innovate and restrain the growth of existing travel insurance companies in Ireland.

On the contrary, integration of AI-powered chatbots in travel insurance platform is

anticipated to create significant number of future opportunities by providing customer assistance and support 24/7. For instance, AXA implemented virtual assistance chatbot in its insurance platform aimed at providing general information, answering queries, checking package coverage and claims eligibility. The development streamlined the process and increased the conversion rates.

Additionally, Allianz Partners SAS implemented AI-powered chatbots in their client interaction platform to answer customer queries, simplify and speed up back-office operations and claims management. Through streamlining the claims process, the integration of AI-powered chatbot in travel insurance platforms enhances customer service availability and drives operational improvements, further contributing to the market expansion in coming years.

Segment Overview

The Ireland travel insurance market is segmented on the basis of age, income level, coverage, days of coverage, end-user, and distribution channel.

By age, the market is divided into millennials, generation x, and baby boomers.

By income level, the market is segmented into low-income travelers, middle-income travelers, and high-income travelers.

By coverage, the market is divided into, medical coverage, trip cancellation coverage, baggage and personal belongings coverage, and accidental death & dismemberment (AD&D) coverage.

By days of coverage, the market is divided into, short-trip insurance, standard trip insurance, extended trip insurance, and multi-trip insurance.

By end-user, the market is segmented into holiday travelers, education travelers, business travelers, family travelers, and other travellers.

By distribution channel, the market is divided into, insurance companies, banks, airlines, online platforms, and travel agents & tour operators.

The Ireland Travel Insurance Market Key Players

The key players in the Ireland Travel Insurance Market include:

Chubb limited

Mapfre SA

AIG Inc.

Blue Insurance

FBD Holdings plc

Allianz SE

RSA Insurance Group

Aviva Plc

AXA SA

Chill Insurance

InsureandGo Ireland

An Post Insurance

Vhi Group

Allied Irish Banks, p.l.c.

Switcher Limited

Recent Developments

February 2025

Cover-More Insurance Services Limited launched 24/7 Travel GP Service in complimentary with its travel insurance product to provide customers access to medical

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professional via phone or online. The development shows the company's commitment to support Irish travel trade with innovative products.

November 2024

Blue Insurance launched new online portal, designed to revolutionize the way to manage travel insurance bookings. The portal features effortless policy management and time saving efficiency.

January 2024

Travel insurance provider InsureandGo Ireland, a MAWDY brand partnered with Blink Parametric to offer real-time flight disruption offering. The parametric solution will automatically offer real-time access to an executive airport lounge or a real-time cash payout alternative to eligible insureds when a flight is disrupted by more than three hours.

December 2023

Allianz Partners partnered with Aer Lingus to multi-risk travel insurance for travellers in Ireland and other key markets. This collaboration boosts Ireland's travel insurance market by offering comprehensive coverage, including trip cancellations, medical expenses, and baggage protection, enhancing customer confidence and convenience.

Key Benefits

The report provides quantitative analysis and estimations of the Ireland travel insurance market from 2025 to 2030. this analysis assists in identifying the prevailing market opportunities to capitalize on.

The study comprises a detailed analysis of the Ireland travel insurance market trends, including the current and future trends to depict the prevalent investment pockets in the market.

The information related to key drivers, restraints, and opportunities and their impact on the Ireland travel insurance market is provided in the report.

The competitive analysis of the market players along with their market share in the Ireland travel insurance market is provided in the report.

The SWOT analysis and Porter's Five Forces model are elaborated in the study.

The value chain analysis in the market study provides a clear picture of the roles of stakeholders.

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