

# **B2B2C Insurance Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Life Insurance, Non-Life Insurance), By Distribution Channel (Online, Offline), By End Use Industry**

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## **Abstracts**

The B2B2C Insurance Market is valued at USD 5.5 billion in 2025 and is projected to grow at a CAGR of 9.4% to reach USD 12.3 billion by 2034.

### **B2B2C Insurance Market Overview**

The B2B2C (Business-to-Business-to-Consumer) insurance market is expanding rapidly, driven by the integration of insurance services within non-insurance platforms such as e-commerce, travel booking, banking, automotive, and healthcare. This distribution model allows insurers to partner with businesses that have direct consumer touchpoints, enabling seamless embedding of insurance products at the point of sale. The rise of digital ecosystems and consumer demand for convenience, personalization, and value-added services have made B2B2C an increasingly preferred strategy for insurance providers worldwide. The B2B2C insurance market experienced notable growth with insurers leveraging digital channels, APIs, and embedded insurance solutions to offer tailored products such as travel, life, health, and gadget insurance. Key developments included partnerships between insurers and fintechs, insurtech platforms, e-retailers, and mobility service providers. These partnerships allowed for improved customer acquisition, data-driven personalization, and faster underwriting and claims processing, all contributing to a more integrated customer experience. Looking ahead from 2025, the market is expected to accelerate further, supported by advances in AI and machine learning, increased use of APIs, and a shift toward hyper-personalized insurance offerings embedded within digital journeys. As consumers continue to embrace subscription-based models and on-demand coverage, B2B2C will

become central to insurers' growth strategies. Regulatory support for digital insurance distribution, alongside rising insurance awareness in emerging economies, will also fuel market opportunities across sectors and regions.

### Key Insights B2B2C Insurance Market

Rapid growth of embedded insurance, where products are integrated directly into third-party digital platforms.

Increasing use of AI and data analytics for real-time risk assessment, pricing, and policy customization in B2B2C offerings.

Expansion of microinsurance and pay-per-use models to reach underserved and emerging customer segments.

Strategic alliances between insurers and non-insurance businesses like e-commerce, automotive, and travel firms.

Emergence of API-driven insurance infrastructure enabling seamless integration and scalability across industries.

Growing consumer demand for convenient, transparent, and integrated insurance experiences at the point of need.

Digital transformation across industries creating new touchpoints for insurance distribution and embedded offerings.

Cost-effective customer acquisition for insurers through partnerships with consumer-facing platforms.

Rising awareness and accessibility of insurance products among digital-first and underserved populations.

Complexity in aligning business objectives, compliance standards, and data privacy concerns across multiple stakeholders.

Limited digital infrastructure and consumer trust in insurance in certain developing markets posing adoption barriers.

## B2B2C Insurance Market Segmentation

### By Type

Life Insurance

Non-Life Insurance

### By Distribution Channel

Online

Offline

### By End Use Industry

Bank And Financial Institutions

Automotive

Utilities

Retailers

Telecom

Other End Use Industries

### Key Companies Analysed

UnitedHealth Group Inc.

Berkshire Hathaway Inc.

Allianz SE

Axa S.A.

Japan Post Holdings Co.

BNP Paribas S.A.

Prudential Financial Inc.

Aditya Birla Group

Munich Re Group

Swiss Reinsurance Company Ltd.

Zurich Insurance Group Ltd.

Porto Seguro S.A.

Tata-AIG General Insurance Co. Ltd.

ICICI Lombard General Insurance Company Limited

Bolttech Management Limited

Bsurance GmbH

Edelweiss General Insurance Company Limited

BridgeNet Insurance

DriveWealth LLC

ASSICURAZIONI GENERALI S.P.A.

China Life Insurance Group

Alpaca VN

Inclusivity Solutions

The Digital Insurer

Wrisk Ltd.

Anorak Technologies Limited

Dream Insurance

Assurity Group Inc.

Bajaj Allianz Life Insurance Co. Ltd.

Afficiency

## B2B2C Insurance Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## B2B2C Insurance Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory

landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — B2B2C Insurance market data and outlook to 2034

United States

Canada

Mexico

Europe — B2B2C Insurance market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — B2B2C Insurance market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — B2B2C Insurance market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — B2B2C Insurance market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the B2B2C Insurance value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data

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triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

### Key Questions Addressed

What is the current and forecast market size of the B2B2C Insurance industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

### Your Key Takeaways from the B2B2C Insurance Market Report

Global B2B2C Insurance market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on B2B2C Insurance trade, costs, and supply chains

B2B2C Insurance market size, share, and outlook across 5 regions and 27 countries, 2023-2034

B2B2C Insurance market size, CAGR, and market share of key products,

applications, and end-user verticals, 2023-2034

Short- and long-term B2B2C Insurance market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and B2B2C Insurance supply chain analysis

B2B2C Insurance trade analysis, B2B2C Insurance market price analysis, and B2B2C Insurance supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest B2B2C Insurance market news and developments

### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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