

## Poland Insurance Market Forecast (2008-2012)

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### Abstracts

The Polish insurance market has performed reasonably well over the past couple of years except 2009 when the financial crisis hit the market badly. It grew at a CAGR of over 13% during 2005-2009. The Polish insurance market is dominated by life insurance segment that has shown more consistent growth and outperformed non-life counterpart over the last few years. However, life insurance fell sharply in 2009 owing to adverse economic conditions.

According to our new research report “Poland Insurance Market Forecast (2008-2012)”, demand for life insurance products in Poland has again picked up with the revival of economy and improvement in income level. This is evident from the fact that the gross written premium by life insurers has increased by around 4% during the first quarter of 2010 over the same period last year. With this revival in demand for life insurance products, the gross premium written by life insurer is expected to grow at a CAGR of around 16% during 2009-2013.

The report provides an extensive research and objective analysis of the growing insurance industry in Poland, its structure and demand potential. The report has also identified the important players operating in the sector. The key players section talks about business profiling of all leading players. Moreover, it has analyzed all the emerging trends, important drivers and key challenges to help investors understand the market conditions.

The report has also identified the possible growth areas for expansion of the Polish insurance industry. Most importantly, the report has figured out the expected insurance sales of both life insurance and non-life insurance segments. The forecast is based on the correlation between past market growth and growth in base drivers, penetration level, rise in living standard, GDP growth and competitive structure and government support.

## Contents

### **1. ANALYST VIEW**

### **2. MARKET ATTRACTIONS**

- 2.1 Flourishing Economy
- 2.2 Rising Living Standard
- 2.3 Declining Interest Rate
- 2.4 Government Support

### **3. POLAND INSURANCE MARKET - AN OVERVIEW**

### **4. MARKET PERFORMANCE (2005-2013)**

- 4.1 Life Insurance Market
  - 4.1.1 Traditional Life Insurance
  - 4.1.2 Unit-linked Life Insurance
  - 4.1.3 Accident & Sickness Insurance (As Rider on Life Insurance Policies)
- 4.2 Non-life Insurance Market
  - 4.2.1 Motor Insurance
  - 4.2.2 Property Insurance
  - 4.2.3 Accident & Sickness Insurance
  - 4.2.4 Liability Insurance

### **5. POTENTIAL GROWTH AREAS**

- 5.1 Motor Insurance
- 5.2 Annuity Insurance
- 5.3 Export Credit Insurance
- 5.4 Bancassurance
- 5.5 Online Insurance Marketing

### **6. KEY INDUSTRY CONTRIBUTORS**

- 6.1 Aegon
- 6.2 Allianz
- 6.3 Amplico-Life
- 6.4 PZU

6.5 Warta

## List Of Figures

### LIST OF FIGURES:

Figure 2-1: GDP Growth (%), 2008-2013

Figure 2-2: Disposable Income (US\$/Head), 2009-2013

Figure 2-3: Interest Rate on Bank Deposits (%), 2009-2013

Figure 3-1: Insurance Gross Premium (Billion PLN), 2005-2009

Figure 3-2: Total Assets & Net Profit of Insurance Industry (Billion PLN), 2008 & 2009

Figure 4-1: Life Insurance Gross Premium (Billion PLN), 2005-2013

Figure 4-2: Life Insurance Gross Claims Paid (Billion PLN), 2005-2009

Figure 4-3: Life Insurance Gross Premium by Type (%), 2009

Figure 4-4: Life Insurance Gross Premium by Periodicity of Payment (%), 2009

Figure 4-5: Life Insurance Gross Premium by Type of Policy (%), 2009

Figure 4-6: Life Insurance Gross Premium by Branch (%), 2009

Figure 4-7: Traditional Life Insurance Gross Premium (Million PLN), 2005-2009

Figure 4-8: Gross Claims Paid for Traditional Life Insurance (Million PLN), 2005-2009

Figure 4-9: Unit-linked Life Insurance Gross Premium (Million PLN), 2005-2009

Figure 4-10: Gross Claims Paid for Unit-linked Life Insurance (Million PLN), 2005-2009

Figure 4-11: Accident & Sickness Insurance Gross Premium (Million PLN), 2005-2009

Figure 4-12: Gross Claims Paid for Accident & Sickness Insurance (Million PLN), 2005-2009

Figure 4-13: Non-life Insurance Gross Premium (Billion PLN), 2005-2013

Figure 4-14: Non-life Insurance Gross Premium by Branch (%), 2009

Figure 4-15: Motor Insurance Gross Premium (Million PLN), 2007-2009

Figure 4-16: Property Insurance Gross Premium (Million PLN), 2007-2009

Figure 4-17: Accident & Sickness Insurance Gross Premium (Million PLN), 2007-2009

Figure 4-18: General Liability Insurance Gross Premium (Million PLN), 2007-2009

Figure 5-1: Registration of Passenger Cars & CVs ('000 Units), 2010-2013

Figure 5-2: Annuity Insurance Gross Premium (Million PLN), 2005-2013

Figure 5-3: Goods Exports (Billion US\$), 2010-2013

Figure 5-4: Internet Users Penetration (%), 2010-2013

### List of Tables

Table 3-1: Number of Life & Non-life Insurance Companies (2009)

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