

Sri Lankan Insurance Industry Analysis

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Abstracts

Sri Lanka insurance industry is witnessing a strong growth inclination over the past few years on the back of growing insurance awareness, rise in per capita income and economic growth. Moreover, the industry is expected to touch the pinnacle of success in coming years with ever growing life insurance penetration, emergence of online insurance services and rising foreign investment in the industry.

According to our research report, "Sri Lankan Insurance Industry Analysis", the Insurance Industry in Sri Lanka is dominated by general insurance segment that witnessed 23% growth in its gross written premium in 2011, compared to the previous year. The industry is expected to grow at a significant rate in the coming years with gross written premium (GWP) growing at a CAGR of around 21% during 2012-2015. Our report entails detailed analysis of industry segments including long term and general insurance along with their forecast.

As per our findings, motor insurance leads the general insurance industry in Sri Lanka accounting for more than half of the general insurance market. An in-depth analysis of general insurance segments including fire, marine, motor, etc along with their forecast has been covered in the report. Besides this, our research provides the study of reinsurance market coupled with its segment-wise growth.

To provide a better insight of market, the report also studies the existing distribution channel of insurance industry in the country which includes Broker, Agents & Bancassurance. It also describes the potential growth areas of insurance industry, such as rising opportunities in the field of Takaful & Health insurance etc.

Our report, "Sri Lankan Insurance Industry Analysis", covers all the key aspects that depict a complete picture of the insurance industry. It provides a complete insight of country's insurance industry including present regulatory environment and challenges

for insurance industry.

Last but not the least, a snapshot of key players is also covered with their business description and strengths and weaknesses to provide an insight into the current industry trends.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. MACROECONOMIC ANALYSIS

4. INSURANCE INDUSTRY OVERVIEW

5. EMERGING TRENDS AND DRIVERS

5.1 Emergence of Online Insurance Services

5.2 Rising Life Insurance Penetration

5.3 Increasing Micro Insurance

5.4 Growing Insurance Density

5.5 Companies Working Towards Mergers & Acquisitions

6. INDUSTRY OUTLOOK TO 2015

6.1 Market Performance by Segment

6.1.1 Long Term Insurance

6.1.2 General Insurance

6.1.2.1 Fire

6.1.2.2 Marine

6.1.2.3 Motor

6.1.2.4 Miscellaneous

6.2 Market Performance by Player

6.2.1 Long Term vs General Insurance

7. DISTRIBUTION CHANNEL

7.1 Broker

7.2 Agents

7.3 Bancassurance

8. REINSURANCE MARKET

9. POTENTIAL GROWTH AREAS

- 9.1 Takaful Insurance
- 9.2 Health Insurance
- 9.3 Pension Fund
- 9.4 Export Credit Insurance

10. INDUSTRY CHALLENGES

11. REGULATORY ENVIRONMENT

- 11.1 Insurance Board of Sri Lanka (IBSL)
- 11.2 National Insurance Trust Fund (NITF)
- 11.3 National Council for Road Safety (NCRS)
- 11.4 Inter Regulatory Institutions Council (IRIC)
- 11.5 Insurance Association of Sri Lanka (IASL)
- 11.6 Sri Lanka Insurance Brokers Association (SLIBA)
- 11.7 International Association of Insurance Supervisors (IAIS)

12. COMPETITIVE LANDSCAPE

- 12.1 Ceylinco Insurance PLC
 - 12.1.1 Business Description
 - 12.1.2 Strengths & Weaknesses
- 12.2 Sri Lanka Insurance Corporation Ltd
 - 12.2.1 Business Description
 - 12.2.2 Strengths & Weaknesses
- 12.3 Union Assurance PLC
 - 12.3.1 Business Description
 - 12.3.2 Strengths & Weaknesses
- 12.4 Asian Alliance Insurance PLC
 - 12.4.1 Business Description
 - 12.4.2 Strengths & Weaknesses
- 12.5 Janashakthi Insurance PLC
 - 12.5.1 Business Description
 - 12.5.2 Strengths & Weaknesses
- 12.6 Allianz Insurance Lanka Ltd
 - 12.6.1 Business Description
 - 12.6.2 Strengths & Weaknesses
- 12.7 HNB Assurance PLC

12.7.1 Business Description

12.7.2 Strengths & Weaknesses

12.8 Amana Takaful PLC

12.8.1 Business Developments

12.8.2 Strengths & Weaknesses

List Of Figures

LIST OF FIGURES:

Figure 3-1: Real GDP Growth (%), 2007-2011

Figure 3-2: Insurance Penetration as Percentage of GDP by Segment, (2009-2011)

Figure 3-3: Population (Million), 2007-2011

Figure 3-4: Per Capita Income (US\$), 2010-2012 & 2016

Figure 5-1: Fixed & Mobile Internet and Email Subscribers ('000), 2009-2012

Figure 5-2: Insurance Density (LKR), 2007-2011

Figure 6-1: Gross Written Premium (Billion LKR), 2010-2015

Figure 6-2: Gross Written Premium by Long Term/General Insurance (%), 2011

Figure 6-3: Long Term Insurance Gross Written Premium (Billion LKR), 2010-2015

Figure 6-4: General Insurance Gross Written Premium (Billion LKR), 2010-2015

Figure 6-5: General Insurance Gross Written Premium by Segment (%), 2011

Figure 6-6: Forecast for General Insurance Gross Written Premium by Segment (%), 2015

Figure 6-7: Fire Insurance Gross Written Premium (Billion LKR), 2010-2015

Figure 6-8: Marine Insurance Gross Written Premium (Billion LKR), 2010-2015

Figure 6-9: Motor Insurance Gross Written Premium (Billion LKR), 2010-2015

Figure 6-10: Miscellaneous Insurance Gross Written Premium (Billion LKR), 2010-2015

Figure 6-11: Long Term Insurance Gross Written Premium by Players (%), 2011

Figure 6-12: General Insurance Gross Written Premium by Players (%), 2011

Figure 7-1: Insurance Agents Registered with Insurance Companies (%), 2011

Figure 8-1: Reinsurance Gross Written Premium (Billion LKR), 2008-2011

Figure 8-2: Reinsurance Gross Written Premium by Segment (%), 2011

Figure 12-1: Ceylinco Insurance PLC - Breakup of Gross Written Premium (%), 2011

Figure 12-2: Sri Lanka Insurance Corporation Ltd - Breakup of Gross Written Premium (%), 2011

Figure 12-3: Union Assurance PLC - Breakup of Gross Written Premium (%), 2011

Figure 12-4: Asian Alliance Insurance PLC - Breakup of Gross Written Premium (%), 2011

Figure 12-5: Janashakthi Insurance PLC - Breakup of Gross Written Premium (%), 2011

Figure 12-6: Allianz Insurance Lanka Ltd - Breakup of Gross Written Premium (%), 2011

Figure 12-7: HNB Assurance PLC - Breakup of Gross Written Premium (%), 2011

Figure 12-8: Amana Takaful PLC - Breakup of Gross Written Premium (%), 2011

List Of Tables

LIST OF TABLES:

Table 4-1: Number of Insurance Companies by Category (2011)

Table 5-1: Number of Life Policies and Penetration (2007-2011)

Table 7-1: Insurance Brokering Companies Gross Written Premium ('000 LKR) and Share (%), 2011

Table 12-1: Ceylinco Insurance PLC - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-2: Ceylinco Insurance PLC - Strengths & Weaknesses

Table 12-3: Sri Lanka Insurance Corporation Ltd - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-4: Sri Lanka Insurance Corporation Ltd - Strengths & Weaknesses

Table 12-5: Union Assurance PLC - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-6: Union Assurance PLC - Strengths & Weaknesses

Table 12-7: Asian Alliance Insurance PLC - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-8: Asian Alliance Insurance PLC - Strengths & Weaknesses

Table 12-9: Janashakthi Insurance PLC - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-10: Janashakthi Insurance PLC - Strengths & Weaknesses

Table 12-11: Allianz Insurance Lanka Ltd - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-12: Allianz Insurance Lanka Ltd - Strengths & Weaknesses

Table 12-13: HNB Assurance PLC - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-14: HNB Assurance PLC - Strengths and Weaknesses

Table 12-15: Amana Takaful PLC - Insurance Statistics (Million LKR), 2010 & 2011

Table 12-16: Amana Takaful PLC - Strengths & Weaknesses

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