

# **Insurance Agencies Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Insurance (Life Insurance, Property & Casualty Insurance, Health & Medical Insurance, Other Insurance), By End User (Corporate, Individual), By Mode (Online, Offline) By Region, By Competition, 2019-2029**

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## **Abstracts**

Global Insurance Agencies Market was valued at USD 124.96 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 3.72% through 2029. The insurance agencies market plays a pivotal role in the broader insurance industry, serving as intermediaries between insurance providers and customers. These agencies act as key players in facilitating the purchase of insurance policies, providing expert advice, and managing policyholder relationships. The market encompasses a diverse range of agencies, from independent brokers and agents to captive agents affiliated with specific insurance companies.

Insurance agencies operate in a dynamic environment influenced by economic conditions, regulatory changes, and technological advancements. The market's landscape has witnessed notable shifts with the integration of digital platforms, allowing agencies to streamline operations, enhance customer engagement, and adapt to changing consumer preferences.

Key factors driving the insurance agencies market include the increasing complexity of insurance products, rising awareness of risk management, and the growing demand for personalized coverage solutions. The competitive landscape is characterized by a mix of large, multinational agencies and smaller, niche-focused players, each vying for

market share through innovation and service differentiation.

Challenges in the insurance agencies market include evolving regulatory frameworks, cybersecurity concerns, and the need to effectively leverage data analytics for risk assessment and customer targeting. As the industry continues to evolve, successful agencies are likely to be those that embrace digital transformation, foster strong client relationships, and stay attuned to emerging trends in insurance and technology.

## Key Market Drivers

### Digital Transformation and Technological Advancements

In recent years, the insurance agencies market has undergone a significant transformation driven by digital technologies. The integration of advanced technologies such as artificial intelligence, machine learning, data analytics, and mobile applications has reshaped how insurance agencies operate and interact with their clients. Digital platforms have streamlined processes, allowing for more efficient customer onboarding, policy management, and claims processing.

Insurtech startups have emerged, leveraging technology to disrupt traditional models and bring innovation to the insurance industry. This has compelled traditional insurance agencies to invest in digital solutions to enhance their operational efficiency and remain competitive. Customer expectations have also evolved, with a demand for seamless online experiences, personalized services, and real-time access to information. Insurance agencies that embrace digital transformation are better positioned to adapt to changing consumer behaviors and expectations.

### Rising Complexity of Insurance Products

The insurance landscape has become increasingly complex due to the development of sophisticated and specialized insurance products. As businesses and individuals seek more comprehensive coverage tailored to their specific needs, insurance agencies must navigate a diverse range of policies and options. This complexity is driven by factors such as emerging risks, globalization, and regulatory changes.

Insurance agencies are challenged to stay informed about evolving risks and coverage solutions, requiring continuous education and training for their agents. Moreover, the ability to effectively communicate the nuances of complex insurance products to clients is essential for building trust and ensuring that policyholders have the coverage they

need. Agencies that can navigate and simplify the complexity of insurance products, while providing expert advice, are well-positioned for success in this dynamic market.

### Changing Consumer Behavior and Preferences

Consumer behavior in the insurance market is undergoing a significant shift, influenced by factors such as increased awareness, changing demographics, and evolving societal norms. Customers now demand more personalized and flexible insurance solutions that align with their unique needs and lifestyles. This shift in preferences is particularly evident among younger generations who prioritize digital interactions, value transparency, and seek instant access to information.

Insurance agencies must adapt their business models to meet these changing preferences. This includes developing user-friendly digital interfaces, offering innovative and customizable insurance products, and enhancing customer engagement through various channels. Additionally, a growing emphasis on environmental, social, and governance (ESG) considerations is influencing consumer choices, with sustainability and ethical business practices becoming important factors in decision-making. Insurance agencies that proactively address these changing consumer behaviors are better positioned to attract and retain clients.

### Regulatory Landscape and Compliance Challenges

The insurance industry is subject to a complex and evolving regulatory environment, with laws and regulations varying across jurisdictions. Compliance with these regulations is a critical aspect of insurance agency operations, impacting licensing, market conduct, data protection, and other key areas. Regulatory changes can significantly affect business practices, necessitating adaptability and diligence on the part of insurance agencies.

The increasing focus on consumer protection, data privacy, and cybersecurity adds an additional layer of complexity to regulatory compliance. Insurance agencies must invest in robust compliance management systems, stay abreast of regulatory updates, and ensure that their agents are well-trained to adhere to industry standards. Failure to comply with regulations can lead to legal consequences, reputational damage, and financial penalties. Agencies that proactively address compliance challenges and foster a culture of adherence to regulatory standards are better positioned for long-term success in the insurance market.

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### Key Market Challenges

#### Regulatory Complexity and Compliance Challenges

The insurance agencies market operates within a highly regulated environment, subject to a complex web of laws and regulations that vary across jurisdictions. Navigating this intricate regulatory landscape poses a significant challenge for insurance agencies. Compliance with diverse and evolving regulations demands substantial resources, both in terms of time and financial investments. Agencies must continually monitor regulatory changes, adapt their processes, and ensure that their operations align with the legal requirements of each market they serve. The complexity of compliance can hinder agility, slowing down decision-making processes and potentially leading to legal risks. As regulatory frameworks continue to evolve, staying abreast of changes and proactively addressing compliance challenges remain critical for insurance agencies to maintain their integrity and operational effectiveness.

#### Technological Disruption and Cybersecurity Risks

While technological advancements present opportunities for efficiency and improved customer experiences, they also bring forth significant challenges for insurance agencies. The integration of digital platforms and the reliance on technology expose agencies to cybersecurity risks. The vast amounts of sensitive data handled by insurance agencies make them attractive targets for cyber threats, ranging from data breaches to ransomware attacks. Safeguarding against these risks necessitates substantial investments in robust cybersecurity measures, encryption technologies, and ongoing employee training. Moreover, the rapid pace of technological change introduces challenges in keeping up with the latest tools and ensuring seamless integration across diverse systems. Balancing the benefits of technology with the need for robust cybersecurity measures is an ongoing challenge for insurance agencies striving to stay competitive in the digital era.

#### Shifting Consumer Expectations and Demands

The evolving landscape of consumer behavior and expectations poses a considerable challenge for insurance agencies. Modern consumers, accustomed to seamless digital experiences in other sectors, increasingly expect the same from their insurance providers. This shift requires agencies to invest in advanced customer relationship

management (CRM) systems, intuitive digital interfaces, and other technologies to enhance the overall customer experience. Additionally, consumers now demand more personalized and flexible insurance solutions tailored to their specific needs. Adapting to these changing expectations involves not only technological investments but also a strategic shift in product offerings and communication strategies. Failure to meet these evolving demands can result in customer dissatisfaction, erosion of trust, and ultimately, a loss of market share for insurance agencies.

### Intense Market Competition and Pricing Pressures

The insurance agencies market is characterized by intense competition, with numerous players vying for market share. This competitive landscape exerts pressure on agencies to differentiate themselves through innovative products, superior customer service, and effective marketing strategies. However, this differentiation often comes at a cost, putting pressure on pricing structures. Consumers, armed with easy access to information and comparison tools, are more price-sensitive than ever, making it challenging for agencies to maintain profitability while offering competitive rates. Moreover, the entry of insurtech startups into the market introduces new competition, as these tech-driven entities often operate with lower overhead costs and innovative business models. Navigating this competitive landscape requires insurance agencies to strike a delicate balance between offering attractive pricing and maintaining profitability, all while continually innovating to stay ahead of the curve.

### Key Market Trends

#### Digital Transformation and Insurtech Integration

The pervasive influence of digital transformation has permeated every facet of the insurance agencies market. As technology continues to evolve, agencies are leveraging digital tools and innovative solutions to enhance their operations, streamline processes, and improve customer experiences. The integration of insurtech (insurance technology) is a defining trend, with agencies collaborating with technology startups to stay competitive and address the evolving needs of modern consumers.

Digital platforms are becoming central to customer interactions, with agencies investing in customer relationship management (CRM) systems, mobile apps, and online portals. These technologies not only facilitate seamless communication but also enable customers to access and manage their insurance policies conveniently. Furthermore, data analytics and artificial intelligence are being harnessed for more accurate risk

assessments, personalized pricing models, and predictive modeling, empowering agencies to make data-driven decisions.

The insurtech landscape is fostering innovation in distribution channels, underwriting processes, and claims management. Insurance agencies are actively exploring partnerships with insurtech firms to incorporate cutting-edge solutions, such as blockchain for secure transactions, telematics for usage-based insurance, and automation for claims processing. The intersection of digital transformation and insurtech is reshaping the competitive landscape, prompting agencies to embrace agility and innovation to thrive in the evolving market.

### Customer-Centric Approach and Personalization

The insurance agencies market is witnessing a paradigm shift towards a more customer-centric approach, driven by changing consumer expectations and a desire for personalized services. Modern consumers, accustomed to seamless digital experiences in other industries, demand similar convenience and customization from their insurance providers. Agencies are responding by placing a heightened emphasis on understanding customer needs, delivering tailored solutions, and enhancing overall customer experiences.

Personalization extends beyond product offerings to encompass communication, interaction, and service delivery. Insurance agencies are leveraging data analytics to gain insights into customer preferences, behavior, and life events. This information is then used to tailor insurance products, coverage options, and pricing structures to align with individual customer needs. Digital platforms play a pivotal role in fostering personalized interactions, allowing agencies to engage with customers through preferred channels and provide timely, relevant information.

The rise of insurtech also contributes to the personalization trend, as technology enables the creation of innovative, niche insurance products that cater to specific demographics or risks. Customer loyalty is increasingly tied to the perceived value of personalized services, prompting agencies to invest in technologies that enable customization, predictive modeling, and proactive risk management.

### Ecosystem Collaboration and Partnerships

Collaboration and partnerships are emerging as key trends in the insurance agencies market, driven by the recognition that a broader ecosystem approach can unlock new



opportunities and enhance overall value propositions. Traditionally, insurance agencies operated within well-defined boundaries, primarily engaging with underwriters, customers, and regulatory bodies. However, the evolving market dynamics and the need for diversified offerings have led agencies to explore collaborations with a range of external partners.

Ecosystem collaborations involve forging partnerships with insurtech startups, technology providers, industry associations, and even non-traditional players such as automotive companies or health and wellness platforms. These partnerships facilitate access to complementary expertise, resources, and data, allowing insurance agencies to expand their service offerings, enhance risk assessment capabilities, and tap into new customer segments.

The integration of ecosystems also extends to data-sharing initiatives and industry consortia focused on addressing common challenges, such as fraud prevention or cybersecurity. By participating in collaborative ecosystems, insurance agencies can leverage collective intelligence, stay abreast of industry trends, and co-create innovative solutions that benefit both the industry and consumers.

### Sustainable and Ethical Business Practices

A notable trend reshaping the insurance agencies market is the increasing emphasis on sustainability and ethical business practices. Consumers are becoming more conscious of environmental, social, and governance (ESG) factors, influencing their decisions when choosing insurance providers. Insurance agencies are responding by incorporating sustainable practices into their operations, product offerings, and corporate values.

Sustainable insurance products, such as coverage for renewable energy projects or environmentally friendly initiatives, are gaining traction. Agencies are also evaluating the environmental impact of their underwriting and investment decisions, aligning with global efforts to address climate change and promote responsible business practices.

Ethical considerations extend beyond environmental sustainability to encompass social responsibility and governance. Insurance agencies are scrutinizing their business practices to ensure fairness, transparency, and adherence to ethical standards. This trend is not only driven by consumer demand but also by regulatory developments that highlight the importance of ethical conduct within the financial services industry.

## Segmental Insights

### Insurance Insights

Property and Casualty (P&C) insurance is experiencing significant growth in the insurance agencies market, driven by evolving risk landscapes and changing consumer needs. As businesses and individuals face diverse and complex risks, the demand for P&C insurance has surged. This sector covers a wide range of risks, including property damage, liability, and other unforeseen events, making it a crucial component of risk management portfolios. The growing frequency and severity of natural disasters, coupled with an increased focus on cybersecurity risks, have intensified the need for P&C coverage. Insurance agencies are responding by offering innovative and tailored P&C products, leveraging data analytics for more accurate risk assessment. The expanding P&C segment reflects the industry's adaptability to dynamic risk scenarios and underscores the crucial role insurance agencies play in providing comprehensive coverage solutions to mitigate the impacts of unforeseen events.

### Mode Insights

The insurance agencies market is experiencing a robust surge in online modes, transforming the way policies are bought and managed. The growing prevalence of digital platforms allows customers to research, compare, and purchase insurance policies conveniently from the comfort of their homes. Online channels also facilitate streamlined communication, quick claims processing, and real-time policy updates. As consumer preferences shift towards digital interactions, insurance agencies increasingly invest in user-friendly websites, mobile apps, and online customer portals to enhance customer experience, ensuring that the industry remains agile and responsive in the rapidly evolving digital landscape.

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### Regional Insights

North America stands as the dominating region in the insurance agencies market, showcasing a robust and mature insurance industry. The region's dominance is attributed to a combination of factors such as a large and diverse consumer base, high insurance penetration, and a well-established regulatory framework. The presence of major insurance companies and a technologically advanced ecosystem further contribute to North America's leadership. The United States, in particular, plays a pivotal



role, hosting a plethora of insurance agencies ranging from traditional to innovative insurtech firms. The region's economic stability, coupled with a heightened awareness of risk management, drives the demand for insurance products. Additionally, strategic initiatives, mergers, and acquisitions in North America contribute to a competitive landscape, solidifying the region's preeminence in the global insurance agencies market.

## Recent Developments

In January 2024, Lemonade, the insurtech darling known for its quirky mascots and instant coverage, launched its flood insurance product in select US states. This AI-powered offering promises a streamlined experience with instant quotes and coverage, aiming to bridge the gap in flood insurance accessibility.

In 2023, Oscar Health, known for its sleek design and transparent pricing, ventured into the Individual Medicare Advantage market. This move caters to the growing senior population and showcases Oscar's ambition to expand beyond its traditional market.

## Key Market Players

McGriff Insurance Services LLC

Marsh & McLennan Agency LLC

Aon PLC

Brown & Brown Insurance Inc.

USI Insurance Services

AXA Equitable Holdings Inc.

China United Insurance Service Inc.

Insurance Associates LLC

Insurance Office of America Inc.

## Frankenmuth Insurance

By Insurance

By End User

By Mode

By Region

Life Insurance

Property & Casualty Insurance

Health & Medical Insurance

Other Insurance %li%Corporate

Individual %li%Online

Offline %li%North America

Europe

Asia Pacific

South America

Middle East & Africa

Report Scope:

In this report, the global insurance agencies market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Insurance Agencies Market, By Insurance:

Life Insurance

Property & Casualty Insurance

Health & Medical Insurance

Other Insurance

Insurance Agencies Market, By End User:

Corporate

Individual

Insurance Agencies Market, By Mode :

Online

Offline

Insurance Agencies Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Insurance Agencies market.

Available Customizations:

Global Insurance Agencies Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Source of Information
- 4.2. Challenged Faced
- 4.3. Factor Influence Purchase Decision

### **5. GLOBAL INSURANCE AGENCIES MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Insurance Market Share Analysis (Life Insurance, Property & Casualty



Insurance, Health & Medical Insurance, Other Insurance)

5.2.2. By End User Market Share Analysis (Corporate, Individual)

5.2.3. By Mode Market Share Analysis (Online, Offline)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North America Market Share Analysis

5.2.4.2. Europe Market Share Analysis

5.2.4.3. Asia-Pacific Market Share Analysis

5.2.4.4. Middle East & Africa Market Share Analysis

5.2.4.5. South America Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2023)

5.3. Global Insurance Agencies Market Mapping & Opportunity Assessment

5.3.1. By Insurance Market Mapping & Opportunity Assessment

5.3.2. By End User Market Mapping & Opportunity Assessment

5.3.3. By Mode Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA INSURANCE AGENCIES MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Insurance Market Share Analysis

6.2.2. By End User Market Share Analysis

6.2.3. By Mode Market Share Analysis

6.2.4. By Country Market Share Analysis

6.2.4.1. United States Insurance Agencies Market Outlook

6.2.4.1.1. Market Size & Forecast

6.2.4.1.1.1. By Value

6.2.4.1.2. Market Share & Forecast

6.2.4.1.2.1. By Insurance Market Share Analysis

6.2.4.1.2.2. By End User Market Share Analysis

6.2.4.1.2.3. By Mode Market Share Analysis

6.2.4.2. Canada Insurance Agencies Market Outlook

6.2.4.2.1. Market Size & Forecast

6.2.4.2.1.1. By Value

6.2.4.2.2. Market Share & Forecast

6.2.4.2.2.1. By Insurance Market Share Analysis

6.2.4.2.2.2. By End User Market Share Analysis

6.2.4.2.2.3. By Mode Market Share Analysis

#### 6.2.4.3. Mexico Insurance Agencies Market Outlook

##### 6.2.4.3.1. Market Size & Forecast

###### 6.2.4.3.1.1. By Value

##### 6.2.4.3.2. Market Share & Forecast

###### 6.2.4.3.2.1. By Insurance Market Share Analysis

###### 6.2.4.3.2.2. By End User Market Share Analysis

###### 6.2.4.3.2.3. By Mode Market Share Analysis

## 7. EUROPE INSURANCE AGENCIES MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Insurance Market Share Analysis

#### 7.2.2. By End User Market Share Analysis

#### 7.2.3. By Mode Market Share Analysis

#### 7.2.4. By Country Market Share Analysis

##### 7.2.4.1. France Insurance Agencies Market Outlook

###### 7.2.4.1.1. Market Size & Forecast

###### 7.2.4.1.1.1. By Value

###### 7.2.4.1.2. Market Share & Forecast

###### 7.2.4.1.2.1. By Insurance Market Share Analysis

###### 7.2.4.1.2.2. By End User Market Share Analysis

###### 7.2.4.1.2.3. By Mode Market Share Analysis

##### 7.2.4.2. United Kingdom Insurance Agencies Market Outlook

###### 7.2.4.2.1. Market Size & Forecast

###### 7.2.4.2.1.1. By Value

###### 7.2.4.2.2. Market Share & Forecast

###### 7.2.4.2.2.1. By Insurance Market Share Analysis

###### 7.2.4.2.2.2. By End User Market Share Analysis

###### 7.2.4.2.2.3. By Mode Market Share Analysis

##### 7.2.4.3. Italy Insurance Agencies Market Outlook

###### 7.2.4.3.1. Market Size & Forecast

###### 7.2.4.3.1.1. By Value

###### 7.2.4.3.2. Market Share & Forecast

###### 7.2.4.3.2.1. By Insurance Market Share Analysis

###### 7.2.4.3.2.2. By End User Market Share Analysis

###### 7.2.4.3.2.3. By Mode Market Share Analysis

##### 7.2.4.4. Germany Insurance Agencies Market Outlook

- 7.2.4.4.1. Market Size & Forecast
  - 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
  - 7.2.4.4.2.1. By Insurance Market Share Analysis
  - 7.2.4.4.2.2. By End User Market Share Analysis
  - 7.2.4.4.2.3. By Mode Market Share Analysis
- 7.2.4.5. Spain Insurance Agencies Market Outlook
  - 7.2.4.5.1. Market Size & Forecast
    - 7.2.4.5.1.1. By Value
  - 7.2.4.5.2. Market Share & Forecast
    - 7.2.4.5.2.1. By End User Market Share Analysis
    - 7.2.4.5.2.2. By Insurance Market Share Analysis
    - 7.2.4.5.2.3. By Mode Market Share Analysis

## **8. ASIA-PACIFIC INSURANCE AGENCIES MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Insurance Market Share Analysis
  - 8.2.2. By End User Market Share Analysis
  - 8.2.3. By Mode Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
    - 8.2.4.1. China Insurance Agencies Market Outlook
      - 8.2.4.1.1. Market Size & Forecast
        - 8.2.4.1.1.1. By Value
      - 8.2.4.1.2. Market Share & Forecast
        - 8.2.4.1.2.1. By Insurance Market Share Analysis
        - 8.2.4.1.2.2. By End User Market Share Analysis
        - 8.2.4.1.2.3. By Mode Market Share Analysis
    - 8.2.4.2. India Insurance Agencies Market Outlook
      - 8.2.4.2.1. Market Size & Forecast
        - 8.2.4.2.1.1. By Value
      - 8.2.4.2.2. Market Share & Forecast
        - 8.2.4.2.2.1. By Insurance Market Share Analysis
        - 8.2.4.2.2.2. By End User Market Share Analysis
        - 8.2.4.2.2.3. By Mode Market Share Analysis
    - 8.2.4.3. Japan Insurance Agencies Market Outlook
      - 8.2.4.3.1. Market Size & Forecast

- 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
  - 8.2.4.3.2.1. By Insurance Market Share Analysis
  - 8.2.4.3.2.2. By End User Market Share Analysis
  - 8.2.4.3.2.3. By Mode Market Share Analysis
- 8.2.4.4. Australia Insurance Agencies Market Outlook
  - 8.2.4.4.1. Market Size & Forecast
    - 8.2.4.4.1.1. By Value
  - 8.2.4.4.2. Market Share & Forecast
    - 8.2.4.4.2.1. By Insurance Market Share Analysis
    - 8.2.4.4.2.2. By End User Market Share Analysis
    - 8.2.4.4.2.3. By Mode Market Share Analysis
- 8.2.4.5. South Korea Insurance Agencies Market Outlook
  - 8.2.4.5.1. Market Size & Forecast
    - 8.2.4.5.1.1. By Value
  - 8.2.4.5.2. Market Share & Forecast
    - 8.2.4.5.2.1. By Insurance Market Share Analysis
    - 8.2.4.5.2.2. By End User Market Share Analysis
    - 8.2.4.5.2.3. By Mode Market Share Analysis
- 8.2.4.6. Indonesia Insurance Agencies Market Outlook
  - 8.2.4.6.1. Market Size & Forecast
    - 8.2.4.6.1.1. By Value
  - 8.2.4.6.2. Market Share & Forecast
    - 8.2.4.6.2.1. By Insurance Market Share Analysis
    - 8.2.4.6.2.2. By End User Market Share Analysis
    - 8.2.4.6.2.3. By Mode Market Share Analysis

## **9. MIDDLE EAST & AFRICA INSURANCE AGENCIES MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Insurance Market Share Analysis
  - 9.2.2. By End User Market Share Analysis
  - 9.2.3. By Mode Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
    - 9.2.4.1. South Africa Insurance Agencies Market Outlook
      - 9.2.4.1.1. Market Size & Forecast
        - 9.2.4.1.1.1. By Value

- 9.2.4.1.2. Market Share & Forecast
  - 9.2.4.1.2.1. By Insurance Market Share Analysis
  - 9.2.4.1.2.2. By End User Market Share Analysis
  - 9.2.4.1.2.3. By Mode Market Share Analysis
- 9.2.4.2. Saudi Arabia Insurance Agencies Market Outlook
  - 9.2.4.2.1. Market Size & Forecast
    - 9.2.4.2.1.1. By Value
  - 9.2.4.2.2. Market Share & Forecast
    - 9.2.4.2.2.1. By Insurance Market Share Analysis
    - 9.2.4.2.2.2. By End User Market Share Analysis
    - 9.2.4.2.2.3. By Mode Market Share Analysis
- 9.2.4.3. UAE Insurance Agencies Market Outlook
  - 9.2.4.3.1. Market Size & Forecast
    - 9.2.4.3.1.1. By Value
  - 9.2.4.3.2. Market Share & Forecast
    - 9.2.4.3.2.1. By Insurance Market Share Analysis
    - 9.2.4.3.2.2. By End User Market Share Analysis
    - 9.2.4.3.2.3. By Mode Market Share Analysis
- 9.2.4.4. Turkey Insurance Agencies Market Outlook
  - 9.2.4.4.1. Market Size & Forecast
    - 9.2.4.4.1.1. By Value
  - 9.2.4.4.2. Market Share & Forecast
    - 9.2.4.4.2.1. By Insurance Market Share Analysis
    - 9.2.4.4.2.2. By End User Market Share Analysis
    - 9.2.4.4.2.3. By Mode Market Share Analysis

## **10. SOUTH AMERICA INSURANCE AGENCIES MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Insurance Market Share Analysis
  - 10.2.2. By End User Market Share Analysis
  - 10.2.3. By Mode Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
    - 10.2.4.1. Argentina Insurance Agencies Market Outlook
      - 10.2.4.1.1. Market Size & Forecast
        - 10.2.4.1.1.1. By Value
      - 10.2.4.1.2. Market Share & Forecast

- 10.2.4.1.2.1. By Insurance Market Share Analysis
- 10.2.4.1.2.2. By End User Market Share Analysis
- 10.2.4.1.2.3. By Mode Market Share Analysis
- 10.2.4.2. Colombia Insurance Agencies Market Outlook
  - 10.2.4.2.1. Market Size & Forecast
    - 10.2.4.2.1.1. By Value
  - 10.2.4.2.2. Market Share & Forecast
    - 10.2.4.2.2.1. By Insurance Market Share Analysis
    - 10.2.4.2.2.2. By End User Market Share Analysis
    - 10.2.4.2.2.3. By Mode Market Share Analysis
- 10.2.4.3. Brazil Insurance Agencies Market Outlook
  - 10.2.4.3.1. Market Size & Forecast
    - 10.2.4.3.1.1. By Value
  - 10.2.4.3.2. Market Share & Forecast
    - 10.2.4.3.2.1. By Insurance Market Share Analysis
    - 10.2.4.3.2.2. By End User Market Share Analysis
    - 10.2.4.3.2.3. By Mode Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. IMPACT OF COVID-19 ON GLOBAL INSURANCE AGENCIES MARKET**

- 12.1. Impact Assessment Model
  - 12.1.1. Key Segments Impacted
  - 12.1.2. Key Regional Impacted
  - 12.1.3. Key Countries Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. McGriff Insurance Services LLC
    - 14.1.1.1. Company Details
    - 14.1.1.2. Products



- 14.1.1.3. Financials (As Per Availability)
- 14.1.1.4. Key Market Focus & Geographical Presence
- 14.1.1.5. Recent Developments
- 14.1.1.6. Key Management Personnel
- 14.1.2. Marsh & McLennan Agency LLC
  - 14.1.2.1. Company Details
  - 14.1.2.2. Products
  - 14.1.2.3. Financials (As Per Availability)
  - 14.1.2.4. Key Market Focus & Geographical Presence
  - 14.1.2.5. Recent Developments
  - 14.1.2.6. Key Management Personnel
- 14.1.3. Aon PLC
  - 14.1.3.1. Company Details
  - 14.1.3.2. Products
  - 14.1.3.3. Financials (As Per Availability)
  - 14.1.3.4. Key Market Focus & Geographical Presence
  - 14.1.3.5. Recent Developments
  - 14.1.3.6. Key Management Personnel
- 14.1.4. Brown & Brown Insurance Inc.
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. USI Insurance Services
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. AXA Equitable Holdings Inc.
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel

- 14.1.7. China United Insurance Service Inc.
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Insurance Associates LLC
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Insurance Office of America Inc.
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Frankenmuth Insurance
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 15.1. Key Focus Areas
- 15.2. Target Insurance
- 15.3. Target Mode

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