

# **US Digital Insurance Market: Insights, Trends & Forecast with Potential Impact of COVID-19 (2022-2026)**

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## **Abstracts**

The U.S. digital insurance market revenues are forecasted to reach US\$27.72 billion in 2026, growing at a CAGR of 20.70%, for the period spanning 2022-2026.

Factors such as rapid urbanization, growing smartphone users, rising healthcare expenditure and improving consumer confidence index are expected to drive the market growth. However, growth of the industry would be challenged by surge in competitive pressure and technological infrastructure risk. A few notable trends include high adoption of Internet of Things (IoT), emergence of digital document management and growth in Artificial Intelligence (AI) services applications.

The U.S. digital insurance market by application is segmented into health, auto, life and home. Among them, health held the largest share of the industry revenues due to growth in prevalence of disorders across the country.

Rising number of households, increasing initiatives by government, rising accidents and man-made disasters, improving consumer confidence in digital insurance industry and accelerating personal automobile purchases are supporting the market growth.

Scope of the report:

The report provides a comprehensive analysis of US digital insurance market, segmented into functions (commission & advertising) and applications (health, auto, life and home).

The market dynamics such as growth drivers, market trends and challenges are

analysed in-depth.

The company profiles of leading players i.e. LendingTree, Inc., GoHealth, Inc., MediaAlpha, Inc., eHealth, Inc., EverQuote, Inc. and Digital Media Solutions, Inc. are also presented in detail.

#### Key Target Audience:

Digital Insurance Providers

Client Information Suppliers

End Users

Consulting Firms

Investment Banks

Government Bodies & Regulating Authorities

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