

# **Insurance Software Market Size, Share, and Outlook, 2025 Report- By Type (Customer Relationship Management Software (CRM), Document Management Software, Enterprise Resource Planning Software (ERP), Claims Management Software, Others), By Deployment (Cloud Based, On-Premise), By End-User (Brokers, Agencies, Insurance Companies), By Insurance (Life Insurance, Accident and Health Insurance, Property & Casualty Insurance, Others), 2018-2032**

<https://marketpublishers.com/r/IC27E3C87883EN.html>

Date: April 2025

Pages: 169

Price: US\$ 3,680.00 (Single User License)

ID: IC27E3C87883EN

## **Abstracts**

### Insurance Software Market Outlook

The Insurance Software Market size is expected to register a growth rate of 9.4% during the forecast period from \$17.79 Billion in 2025 to \$33.4 Billion in 2032. The Insurance Software market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Insurance Software segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Customer Relationship Management Software (CRM), Document Management Software, Enterprise Resource Planning Software (ERP), Claims Management Software, Others), By Deployment (Cloud Based, On-Premise), By End-User (Brokers, Agencies, Insurance Companies), By Insurance (Life Insurance, Accident and Health Insurance, Property & Casualty Insurance, Others). Over 70 tables

and charts showcase findings from our latest survey report on Insurance Software markets.

## Insurance Software Market Insights, 2025

The Insurance Software market is seeing strong growth as insurance companies continue to adopt technology to streamline their operations, improve customer engagement, and enable more personalized insurance products. The market is being driven by the need to modernize legacy systems, improve claims processing, and enhance underwriting capabilities. Insurance software solutions cover various functions, including claims management, policy administration, billing and invoicing, and customer relationship management (CRM). The rise of digital platforms and mobile applications is transforming how insurance companies interact with customers, providing convenient, self-service options. Additionally, the growth of telematics, usage-based insurance, and InsurTech solutions is spurring innovation in the market, as insurers seek to stay competitive by adopting advanced software that supports new business models. As the demand for digital insurance solutions continues to rise, the insurance software market is expected to expand further.

## Five Trends that will define global Insurance Software market in 2025 and Beyond

A closer look at the multi-million market for Insurance Software identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Insurance Software companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Insurance Software vendors.

## What are the biggest opportunities for growth in the Insurance Software industry?

The Insurance Software sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Insurance Software Market Segment Insights

The Insurance Software industry presents strong offers across categories. The analytical report offers forecasts of Insurance Software industry performance across segments and countries. Key segments in the industry include%li%By Type (Customer Relationship Management Software (CRM), Document Management Software, Enterprise Resource Planning Software (ERP), Claims Management Software, Others), By Deployment (Cloud Based, On-Premise), By End-User (Brokers, Agencies, Insurance Companies), By Insurance (Life Insurance, Accident and Health Insurance, Property & Casualty Insurance, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Insurance Software market size outlook is provided for 22 countries across these regions.

## Market Value Chain

The chapter identifies potential companies and their operations across the global Insurance Software industry ecosystem. It assists decision-makers in evaluating global Insurance Software market fundamentals, market dynamics, and disruptive trends across the value chain segments.

## Scenario Analysis and Forecasts

Strategic decision-making in the Insurance Software industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

## Asia Pacific Insurance Software Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer

purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Insurance Software Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Insurance Software with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Insurance Software market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Insurance Software market Insights%li%Vendors are exploring new opportunities within the US Insurance Software industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Insurance Software companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Insurance Software market.

Latin American Insurance Software market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

## Middle East and Africa Insurance Software Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Insurance Software markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Insurance Software markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape%li%How Insurance Software companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Acturis, Adobe, Allied System Inc, Applied Systems Inc, IBM, Microsoft, Mitchell International Inc, Oracle Corp, Salesforce, SAP, Solera Holdings, Vertafore.

## Insurance Software Market Segmentation

### By Type

Customer Relationship Management Software (CRM)

Document Management Software

Enterprise Resource Planning Software (ERP)

Claims Management Software

Others

By Deployment

Cloud Based

On-Premise

By End-User

Brokers

Agencies

Insurance Companies

By Insurance

Life Insurance

Accident and Health Insurance

Property & Casualty Insurance

Others

Leading Companies

Acturis

Adobe

Allied System Inc

Applied Systems Inc

IBM

Microsoft

Mitchell International Inc

Oracle Corp

Salesforce

SAP

Solera Holdings

Vertafore

### Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Insurance Software Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Insurance Software Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL INSURANCE SOFTWARE MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Insurance Software Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. INSURANCE SOFTWARE MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

### **By Type**

**Customer Relationship Management Software (CRM)**

**Document Management Software**

**Enterprise Resource Planning Software (ERP)**

**Claims Management Software**

**Others**

### **By Deployment**

**Cloud Based**

**On-Premise**

### **By End-User**

**Brokers**

**Agencies**

**Insurance Companies**

### **By Insurance**

**Life Insurance**

**Accident and Health Insurance**

**Property & Casualty Insurance**

**Others**

## **6. GLOBAL INSURANCE SOFTWARE MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

### **6.1 Low Growth Scenario**

- 6.2 Base/Reference Case**
- 6.3 High Growth Scenario**

## **6. NORTH AMERICA INSURANCE SOFTWARE MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024**
- 6.2 North America Insurance Software Market Trends and Growth Opportunities**
  - 6.2.1 North America Insurance Software Market Outlook by Type**
  - 6.2.2 North America Insurance Software Market Outlook by Application**
- 6.3 North America Insurance Software Market Outlook by Country**
  - 6.3.1 The US Insurance Software Market Outlook, 2021- 2032**
  - 6.3.2 Canada Insurance Software Market Outlook, 2021- 2032**
  - 6.3.3 Mexico Insurance Software Market Outlook, 2021- 2032**

## **7. EUROPE INSURANCE SOFTWARE MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024**
- 7.2 Europe Insurance Software Market Trends and Growth Opportunities**
  - 7.2.1 Europe Insurance Software Market Outlook by Type**
  - 7.2.2 Europe Insurance Software Market Outlook by Application**
- 7.3 Europe Insurance Software Market Outlook by Country**
  - 7.3.2 Germany Insurance Software Market Outlook, 2021- 2032**
  - 7.3.3 France Insurance Software Market Outlook, 2021- 2032**
  - 7.3.4 The UK Insurance Software Market Outlook, 2021- 2032**
  - 7.3.5 Spain Insurance Software Market Outlook, 2021- 2032**
  - 7.3.6 Italy Insurance Software Market Outlook, 2021- 2032**
  - 7.3.7 Russia Insurance Software Market Outlook, 2021- 2032**
  - 7.3.8 Rest of Europe Insurance Software Market Outlook, 2021- 2032**

## **8. ASIA PACIFIC INSURANCE SOFTWARE MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024**
- 8.2 Asia Pacific Insurance Software Market Trends and Growth Opportunities**
  - 8.2.1 Asia Pacific Insurance Software Market Outlook by Type**
  - 8.2.2 Asia Pacific Insurance Software Market Outlook by Application**
- 8.3 Asia Pacific Insurance Software Market Outlook by Country**
  - 8.3.1 China Insurance Software Market Outlook, 2021- 2032**
  - 8.3.2 India Insurance Software Market Outlook, 2021- 2032**
  - 8.3.3 Japan Insurance Software Market Outlook, 2021- 2032**

- 8.3.4 South Korea Insurance Software Market Outlook, 2021- 2032**
- 8.3.5 Australia Insurance Software Market Outlook, 2021- 2032**
- 8.3.6 South East Asia Insurance Software Market Outlook, 2021- 2032**
- 8.3.7 Rest of Asia Pacific Insurance Software Market Outlook, 2021- 2032**

## **9. SOUTH AMERICA INSURANCE SOFTWARE MARKET SIZE OUTLOOK**

### **9.1 Key Market Statistics, 2024**

### **9.2 South America Insurance Software Market Trends and Growth Opportunities**

- 9.2.1 South America Insurance Software Market Outlook by Type**
- 9.2.2 South America Insurance Software Market Outlook by Application**

### **9.3 South America Insurance Software Market Outlook by Country**

- 9.3.1 Brazil Insurance Software Market Outlook, 2021- 2032**
- 9.3.2 Argentina Insurance Software Market Outlook, 2021- 2032**
- 9.3.3 Rest of South and Central America Insurance Software Market Outlook, 2021- 2032**

## **10. MIDDLE EAST AND AFRICA INSURANCE SOFTWARE MARKET SIZE OUTLOOK**

### **10.1 Key Market Statistics, 2024**

### **10.2 Middle East and Africa Insurance Software Market Trends and Growth Opportunities**

- 10.2.1 Middle East and Africa Insurance Software Market Outlook by Type**
- 10.2.2 Middle East and Africa Insurance Software Market Outlook by Application**

### **10.3 Middle East and Africa Insurance Software Market Outlook by Country**

- 10.3.1 Saudi Arabia Insurance Software Market Outlook, 2021- 2032**
- 10.3.2 The UAE Insurance Software Market Outlook, 2021- 2032**
- 10.3.3 Rest of Middle East Insurance Software Market Outlook, 2021- 2032**
- 10.3.4 South Africa Insurance Software Market Outlook, 2021- 2032**
- 10.3.5 Egypt Insurance Software Market Outlook, 2021- 2032**
- 10.3.6 Rest of Africa Insurance Software Market Outlook, 2021- 2032**

## **11. COMPANY PROFILES**

### **11.1 Leading 10 Companies**

**Acturis**

**Adobe**

**Allied System Inc**

**Applied Systems Inc**

**IBM**

**Microsoft**

**Mitchell International Inc**

**Oracle Corp**

**Salesforce**

**SAP**

**Solera Holdings**

**Vertafore**

**11.2 Overview**

**11.3 Products and Services**

**11.4 SWOT Profile**

## **12. APPENDIX**

**12.1 Subscription Options**

**12.2 Customization Options**

**12.3 Publisher Details**

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