

## Home, Auto and Travel Insurance - Canada - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“By increasing awareness on the effectiveness of insurance products; there is plenty of capacity for using mobile applications to sell short-term insurance solutions and personalized products to increase ownership and gain loyalty.”

– Andrew Zmijak, Consumer Behaviour and Social Media Analyst

### This report looks at the following areas:

- Usage-based insurance transforming the landscape of auto insurance in Canada
- Reaching the disengaged consumer
- Gaining trust key to consumer loyalty
- Increasing ownership of travel insurance

This report covers the ownership of and the factors that influence the purchase of major personal homeowners, auto/motorcycle, and travel insurance products.

Business and commercial insurance products and solutions are excluded. Provincial government run insurance organizations are excluded from the study, as the focus of the report is on personal insurance products and services from the private sector.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Disengaged (29%)

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