

Life Insurance - Canada - September 2014

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“Greater clarity in their policies, an easy application process, hassle-free payouts to beneficiaries and more disclosure around the compensation model of insurance agents are all steps that the industry could work on to increase trust levels.”

- Sanjay Sharma, Senior Financial Services Analyst

This report looks at the following areas:

- Using life insurance for tax and estate planning
- Enhancing consumer trust levels with life insurance providers
- Simplifying and streamlining the application process
- Engaging the Sceptics by promoting the value of life insurance

Canada's population is ageing, with significant growth in the over-65 population expected in the coming years. Demand for life insurance products therefore looks set to continue rising, supported by a relatively stable economy and rising net worth of Canadian households. With many Canadians securing life insurance policies through their employers, a buoyant employment market should help to prop up premium values.

The market for life insurance continues to grow at a steady rate.

This report covers the drivers of the life insurance market in Canada and contains consumer data relating to ownership, choice of provider, purchase decision factors/triggers, emerging trends and attitudes towards life insurance.

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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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