

Insurances - China - November 2015

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"The insurance market is forecast to grow steadily at a CAGR of 8.4% over 2015-20. The market is quite concentrated and is dominated by the domestic insurance companies. However, competition in the market is becoming more severe. Thanks to policy change, insurance companies are now entitled to attract consumers with more competitive prices and more product innovation."

– Linda Li, Senior Research Analyst

This report looks at the following areas:

- Insurers need to pay more attention to their services to differentiate themselves and increase loyalty
- Foreign issuers can increase brand awareness to win more customers
- Simple and more affordable insurance products have the potential to grow

The insurance industry has gained importance on a nationwide level. The Government is aiming to establish a more competitive modern insurance market, and this is the most important market driver in the next few years. Consumers' growing concern about health and well-being issues has also fuelled the market, especially the non-life insurance 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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