

## Innovations in the Insurance Market - US - April 2016

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After years of offering little innovation, the insurance industry is rapidly integrating technology into its interactions with consumers.

### This report looks at the following areas:

- Innovation can be more important than cost
- Consumers are still not downloading insurance mobile apps
- Experience is still key

Mobile apps that make it easier to get information and conduct transactions, trackers that provide feedback so people can change their behavior, and devices that keep homes safer and more environmentally friendly are customer-centric innovations that are changing consumer expectations of both the industry in general and their individual carriers. Because almost everyone needs some kind of insurance at some point in the lives, companies have to continue investing in innovations to meet customers' expectations or risk losing their business to companies that do.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Innovation can be more important than cost

Figure 1: Interest in insurance innovation, by demographics, January 2016

Consumers are still not downloading insurance mobile apps

Figure 2: Consumers who have downloaded insurance mobile apps, by type of insurance owned, January 2016

Experience is still key

Figure 3: Attitude toward innovation, by generation, January 2016

The opportunities

Is there an opening for non-insurance companies?

Figure 4: Interest in purchasing insurance from a non-insurance company, by gender and age, January 2016

Tools that help consumers make transactions are of most interest

Figure 5: Interest in text alerts and mobile apps, January 2016

Incentives can drive usage of health and fitness trackers

Figure 6: Interest in trackers with incentives, January 2015

What it means

### The Market – What You Need to Know

Life/Health is growing faster than P&C

### Market Size and Forecast

Historic sales performance

Figure 7: Net written premiums for property and casualty, life, and health insurance, at current prices, 2010-20

### Market Factors

Big data is changing how insurance works

### Key Players – What You Need to Know

Prudential is offering life insurance to HIV patients

John Hancock Vitality Program

Mobile apps go beyond transactions

Mobile apps are still struggling for usage

Insurance companies interest in drones is growing

Mobile-first will grow

### What's Working?

Prudential is offering life insurance to HIV patients

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## John Hancock Vitality Program

Figure 8: John Hancock Vitality Online ad, 2015

Mobile apps go beyond transactions

## What's Struggling?

Mobile apps are still struggling for usage

Figure 9: Consumers who have downloaded insurance mobile apps, by type of insurance owned, January 2016

## What's Next?

The use of drones by insurance companies will increase

The mobile-first strategy will grow

Knip

MetroMile

Insurify

Snapshot

## The Consumer – What You Need to Know

Most consumers have auto and health insurance

Mobile apps are underutilized

More interest in home security and health tracking devices than in safe driving devices

Innovative solutions appeal to Hispanics

Mobile apps or text alerts?

Most popular mobile apps are transactional

Millennials are most likely to trust insurance companies

Agents are preferred to websites for information

## Insurance Ownership

Most consumers have auto and health insurance

Figure 10: Insurance ownership, January 2016

Single segment is underinsured

Figure 11: Insurance ownership, by marital status, January 2016

## The Appeal of Mobile Apps

Mobile apps are crucial to some

Figure 12: Importance of mobile offerings, by demographics, January 2016

Yet they have yet to catch on

Figure 13: Have downloaded mobile apps, by type of insurance owned, January 2016

## Interest in Technological Devices

More interest in home security and health tracking devices

Figure 14: Technological devices for driving, home, and health tracking, January 2016

Interest in all devices is highest among iGen

Driving

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Figure 15: Interest in safe driving devices, by generation, January 2016

## Home security

Figure 16: Interest in home security devices, by generation, January 2016

## Health monitoring

Figure 17: Interest in health tracking devices, by generation, January 2016

## Hispanics more interested in devices that track driving

Figure 18: Interest in devices that track driving, by Hispanic origin, January 2016

## Parents are interested in tracking driving habits as well

Figure 19: Interest in devices that track driving, by parental status, January 2016

Figure 20: Progressive Snapshot print ad, 2015

## Interest in Innovations

### Men are more interested in innovations

Figure 21: Interest in innovations, by gender, January 2016

### Innovative solutions appeal to Hispanics

Figure 22: Interest in innovations, by Hispanic origin, January 2016

### Fitness and diet trackers appeal mostly to female Millennials

Figure 23: Interest in fitness/diet trackers, by gender and age, January 2016

## Interest in Technology Offerings

### Mobile apps or text alerts?

Figure 24: Interest in mobile apps and text alerts, January 2016

### TURF Analysis

Figure 25: Interest in technology offerings, TURF Analysis, January 2016

Figure 26: Table - TURF Analysis – Interest in technology offerings, January 2016

### Methodology

### Most popular mobile apps are transactional

Figure 27: Desired mobile apps, January 2016

### Young people want to use mobile apps to get information

Figure 28: Interest in mobile apps, by generation, January 2016

## Attitudes toward Insurance

### Women still don't trust insurance companies

Figure 29: Attitudes toward insurance companies, by gender, January 2016

### Millennials are most likely to trust insurance companies

Figure 30: Attitudes toward insurance companies, by generation, January 2016

### Insurers are doing well with parents

Figure 31: Attitudes toward insurance companies, by parental status, January 2016

### Hispanics trust insurance companies

Figure 32: Attitudes toward insurance companies, by Hispanic origin, January 2016

### Agents are preferred to websites for information

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Figure 33: Preferred source of information, by generation, January 2016

High earners prefer agents

Figure 34: Preferred source of information, by household income, January 2016

### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

### Appendix – Market

Market forecast

Figure 35: Fan chart forecast for total insurance sales, 2010-20

Figure 36: Fan chart forecast for total property and casualty insurance sales, 2010-20

Figure 37: Fan chart forecast for total life insurance sales, 2010-20

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