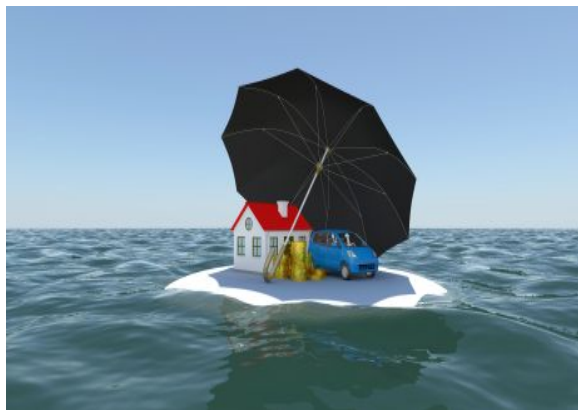


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*"In an industry as highly competitive as insurance, price—although important— is not necessarily the only important feature for the customer. Companies that see the most success will be those that can best integrate components of the business that allow them to offer the most attractive combination of price and service."*

— Robyn Kaiserman, Financial Services Industry Analyst

### In this report we answer the key questions:

- Which demographics offer the greatest opportunity for the insurance industry?
- How is technology an industry game changer?

The P&C industry is a competitive one, and carriers are vying heavily for new customers, especially young ones. However, the economy is changing, the risk landscape is changing, and the customer base and expectations are changing—and these changes pose challenges that are forcing companies to revamp the business practices that have stood them in good stead for many years.

This report, *Property and Casualty Insurance*, focuses on the challenges, both internal and external, that P&C companies are tackling as they begin to recover from a difficult 2011 and face a future that will be very different from the past. The companies that can navigate around the challenges to take advantage of the opportunities are the ones who will fare the best in this highly—and increasingly—competitive industry.

The P&C industry is adjusting to the many changes in the competitive landscape that are pushing them toward transforming many of the ways they do business. This report looks at the following:

- What is happening in the P&C market in response to economic developments?
- What is the P&C industry doing to attract younger customers?
- Where are the new business opportunities in this industry?

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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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National Association of Mutual Insurance Companies (NAMIC)

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