

Property and Casualty Insurance - US - March 2018

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"The insurance industry is competitive, as most people make their insurance choices based on price. Although the industry is flush with technological innovation, consumer loyalty is yet to be significantly impacted by these developments."

- **Chris Shadle, Financial Services Analyst**

This report looks at the following areas:

- **Property and casualty insurance is a saturated market**
- **Men and Millennial consumers are most likely to switch P&C insurers**

Because it is easier to attract new, young customers than it is to get older ones to switch, insurers should focus not just on price but also on technological solutions that allow consumers to interact with insurers in the way they want and to get the type of insurance they need. This Report covers some of the challenges involved in attracting these new customers and discusses some of the innovations that are changing the way the industry works.

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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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