SECTOR MARKET BRIEF

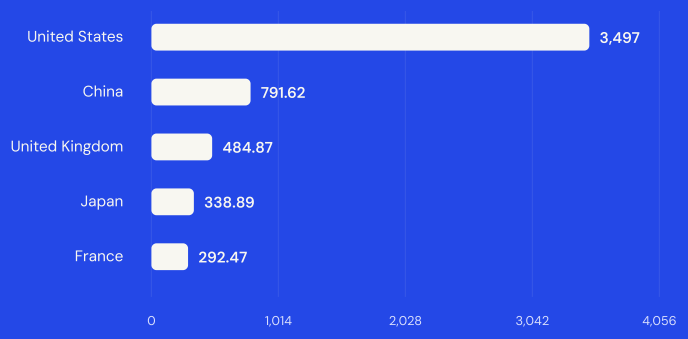
OCTOBER 2026 EDITION

Insurance brokers

Market indicators, potential customer segments and practical routes to new business.
Global market.

Large insurance markets

2024 premiums, USD billion / rounded



$3.50T

US direct premiums
2024 / rounded · S01

PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Insurance prospecting starts with understanding the business activity. Public company information can prepare a conversation, but does not reveal current cover or renewal dates.

$3.50T
US direct premiums
2024 / rounded [S01]

44.8%
US share of world premiums
2024 / publisher estimate [S01]

$791.6B
China direct premiums
2024 / rounded [S01]

01 What you can offer

Discuss business risks and insurance service expectations within your professional remit.

02 Where to start

Choose a business type you understand.

03 What to ask

Review existing policies and expectations using information the client provides.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Country premiums indicate the geographic scale of insurance activity. A broker's buyer selection should follow the jurisdictions, products and business types it can serve.

US direct premiums

2024 / rounded [S01]

$3.50T

US share of world premiums

2024 / publisher estimate [S01]

44.8%

China direct premiums

2024 / rounded [S01]

$791.6B

What these figures cover

Totals cover life and nonlife premiums, not broker commissions or service fees. A large premium market does not establish demand at a particular company.

Consider international customers

Foreign-owned companies and exporting businesses can be researched locally; cross-border placement depends on professional authority.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Large insurance markets

2024 premiums, USD billion / rounded

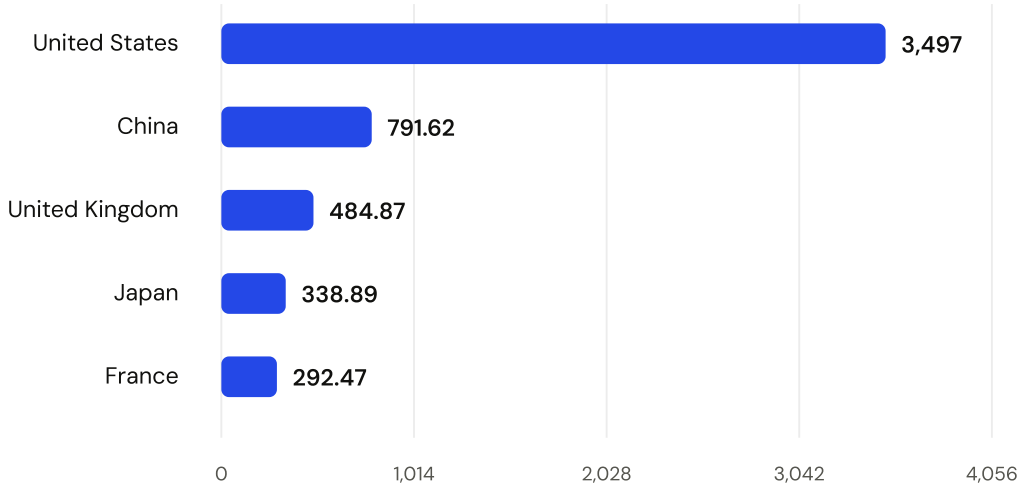


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a business type you understand. Research transport operators separately from manufacturing sites, for example.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign-owned companies and exporting businesses can be researched locally; cross-border placement depends on professional authority.

Totals cover life and nonlife premiums, not broker commissions or service fees. A large premium market does not establish demand at a particular company.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Manufacturers

What to discuss

Ask manufacturers about their facilities and activities before discussing cover.

Who to speak with

Finance, risk or authorised insurance lead

PROFILE
02
Potential buyer

Logistics companies

What to discuss

Discuss transport modes, responsibilities and operating territories with logistics firms.

Who to speak with

Finance, risk or authorised insurance lead

PROFILE
03
Potential buyer

Professional service firms

What to discuss

Learn about professional service firms' work and client relationships.

Who to speak with

Finance, risk or authorised insurance lead

PROFILE
04
Potential buyer

Multi-site employers

What to discuss

Ask multi-site businesses how their different premises are managed.

Who to speak with

Finance, risk or authorised insurance lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a business type you understand. Research transport operators separately from manufacturing sites, for example.

Next step

Research a small group of relevant firms.

02

Define the work together

Review existing policies and expectations using information the client provides. Clarify authority, documentation and the quotation process in the conversation.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign-owned companies and exporting businesses can be researched locally; cross-border placement depends on professional authority.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Top 10 Countries by Life and Nonlife Direct Premiums Written, 2024**

Insurance Information Institute / Swiss Re Institute · 2025 / 2024 data

www-legacy.iii.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/insurance-brokers/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION