

(TOP TRENDS IN LIFE INSURANCE: 2020)

Global annual real premium growth rate was just 0.6% during 2008-2017.1

Real growth rate of premiums is estimated to be only **0.2%** in **2018**.<sup>2</sup>

The market remains stagnant.

Factors that influence the insurance needs of today's customers:

**Opportunities** Customers are more open to sharing personal data Preference for Increased life personalization expectancy

> Need for holistic solutions

Leveraging emerging technologies such as AI, analytics, and blockchain for enhancing operational efficiencies



## Insurers' strategic response to the shifting market dynamics:



To ensure readiness for long-term challenges, insurers need to adopt Inventive Insurer competencies:



1 Swiss Re, "Sigma No 3/2019: World insurance: the great pivot east continues," July 2019 2 Ibid.

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