



- *The global market for commercial P&C insurance retail broking grew by over 13% in 2023*
- *the top five broking groups in this field controlled around 37% of revenues generated from it*
- *over 20 groups achieved at least a tripling of their revenues from this activity between 2020 and 2023*

London, 5th June 2024

The global market for commercial P&C (non-life) insurance retail broking was worth around USD 76.6 billion in terms of revenues generated from this activity in 2023, up by about 13.1% relative to 2022 without adjusting for inflation and 6.2% once inflation has been accounted for. In descending order, the five leading groups on the same measure were Marsh McLennan, Aon, Gallagher, WTW and Acisure; together, these accounted for 37% of the worldwide market value. Meanwhile, the top 15 broking groups in this field took a combined share of 56.6% of global revenues from commercial P&C retail broking and the combined share of the top 300 groups was around 87.9% given cumulative revenues across this cohort of USD 67.3 billion.

These are key findings from updated research issued by Insuramøre concerning the size, growth and competitive structure of the global market for commercial P&C retail broking (see www.insuramøre.com/rankings/brokers/revenues-pandc-commercial-retail-broking).

In recent years, buoyed especially by underlying growth in commercial specialty premiums in general, plus the US commercial excess and surplus lines segment, in particular, the worldwide commercial P&C retail broking sector has outgrown the wider global market for broking across all forms of insurance. In fact, over a half of the top 300 broking groups for commercial P&C retail broking achieved a compound annual rate of more than 10% for their fees and commissions in this arena between 2020 and 2023, while over 20 of the top 300 saw their revenues from this activity soar by three times or more.

The UK-headquartered Jensten Group led this pack as it had revenues from commercial P&C retail broking in 2023 that were more than 12 times higher than in 2020. In alphabetical order, other groups based outside of the US that have surged up the ranking in 2023 through a tripling or more of their revenues are Alper, Billyard Insurance Group, David Roberts & Partners Group, Groupe Guémas, Howden, JMG Group, McGill and Partners, Navacord, Partners& and Yellow Hive.

Meanwhile, US-headquartered groups ranked in the global top 300 that achieved a tripling or more of their revenues over the same period of time include Alera Group, BRP Group, Cobbs Allen Capital Holdings, Correll Insurance Group, Highstreet Insurance Partners, Inszone Insurance Services, Patriot Growth Insurance Services, PCF Insurance Services, Sequoia, The Liberty Company and World Insurance Associates.

In most of these cases, M&A activity has been the principal driver of progress. Moreover, two groups that existed in 2020 and that had no commercial P&C retail broking business at the time, but that have since entered the world's top 300 groups in this field, are MLP and OneDigital. In both cases, acquisitions have caused this transformation with the former, a Germany-based group, having acquired RVM in January 2021, and with the latter having made a series of acquisitions in the P&C space since that time.

Going forward, it will be interesting to observe whether the larger US-based groups look outside of their home market for their acquisitions in this arena and, conversely, whether the US becomes a hunting ground for groups that are not headquartered there.

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Notes to editors:

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Definition of insurance broking revenues

Insurance broking revenues are defined as fees and commissions earned from any kind of insurance (or reinsurance) wherein the intermediary (brokerage / independent agency) acts in an advisory capacity for its customers and places risks with all or a broad range of carriers / underwriters in the relevant market either directly (on a retail basis) or indirectly via other intermediaries (on a wholesale basis). Fees earned from alternative risk transfer (ART) activity such as the placement of risks with a captive carrier / underwriter, risk retention group (RRG) or insurance pool, or into an insurance-related security, are also classified here as insurance broking revenues, as are fees intrinsically related to core broking activity such as those earned from safety / risk / crisis management consulting, claims advocacy / claims management, premium finance, employee benefits / health / pensions / wellness consulting, associated data / actuarial analytics etc.

Fees and commissions earned from activity wherein the intermediary acts as a tied agent for a single (non-captive) carrier / underwriter or places risks with a limited panel of (non-captive) carriers / underwriters are NOT classified here as insurance broking.

Fees and commissions earned from underwriting activity by managing general agents (MGAs), managing general underwriters (MGUs), cover-holders with binding authority (i.e. where risks are not retained) are also NOT classified here as insurance broking revenues.

Likewise, revenues earned from ancillary services that are not intrinsically related to insurance broking (as defined above) are also NOT classified here as insurance broking. Various, and depending on the breadth of activities of the intermediary, these ancillary services may include general human resources (HR) and compensation consulting / communication / administration, workforce absence management consulting, general management consulting, capital advisory services for insurance-related investments, other professional services (e.g. audit, compliance, deal advisory, tax etc.), financial advisory services for individual customers concerning investments / pensions / retirement savings / wealth management, estate planning, online price comparisons for insurance / other services (i.e. aggregation), and premium finance (where not intrinsically related to the intermediary's core broking activity).

Captive brokers that focus mainly on arranging insurance for their parent organizations (and their suppliers) are excluded from the analysis; these are present in a few specific countries such as Germany and Japan.

Definition of commercial P&C insurance retail broking revenues

Broking revenues (as defined above) derived from property and casualty (non-life) insurance acquired directly or via affinity partners (i.e. on a retail basis) by business enterprises (including the self-employed), the public sector and not-for-profit entities comprising commercial auto (motor), liability (e.g. D&O, professional) and property insurance plus other commercial lines cover including (but not limited to) business interruption, commercial cyber, group accident (but not health), legal protection, MAT (marine, aviation and transport), surety, trade credit and workers' compensation insurance.