

United States Ancillary Insurance Market Report and Forecast 2023-2028

Market Report | 2023-10-10 | 177 pages | EMR Inc.

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Report description:

United States Ancillary Insurance Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the United States ancillary insurance market is projected to grow at a CAGR of 9.2% between 2023 and 2028. Aided by the surging awareness about the benefits of supplementary health insurance and the rising demand for financial risk management in healthcare, the market is expected to grow significantly by 2028.

Ancillary insurance, a type of supplementary coverage that supports primary health insurance, caters to non-medical expenses, including vision, dental, disability, and critical illness coverage. This financial product offers a broad range of benefits, like coverage of out-of-pocket expenses, loss of income, and other financial liabilities related to health emergencies and treatments. It plays a critical role in mitigating financial risk, providing a cushion to individuals and families against unforeseen health-related expenditures.

The rising awareness about the benefits of ancillary insurance coverage is propelling the United States ancillary insurance market growth. With increasing healthcare costs and the rising prevalence of chronic diseases, the American populace has realised the importance of an additional financial safety net to their primary health insurance. This growing comprehension has led to a significant surge in demand for ancillary insurance products.

Moreover, the trend of holistic financial planning in healthcare has contributed to the growing popularity of ancillary insurance in the country. As individuals seek comprehensive solutions to manage healthcare costs, ancillary insurance has become a vital component of their financial planning strategy.

Further, the United States ancillary insurance market expansion is also driven by its widespread application in various sectors. In the corporate world, businesses increasingly offer ancillary benefits to employees as part of their benefits package, which enhances employee satisfaction and retention. This practice is particularly prevalent in highly competitive industries where retaining top talent is crucial for business success.

The growth of the ancillary insurance market is also stimulated by the continuous innovation in insurance products to cater to the diverse needs of consumers. Insurance providers are introducing customised plans that offer flexibility and cater to individual preferences and requirements. These innovative products are gaining traction, making ancillary insurance an integral part of the financial planning landscape.

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Moreover, the growing popularity of digital platforms in the insurance sector provides another boost to the United States ancillary insurance market. The convenience of online platforms for policy comparison, purchase, and claim filing has revolutionised the insurance sector, making ancillary insurance products more accessible to a broader consumer base.

Market Segmentation

The market can be divided based on type, product type, demographics, and end user.

Market Breakup by Type

- Vision Care
- Dental Care
- Hearing Care
- Others

Market Breakup by Product Type

- Anticipated Loss Ratio
- Medical Loss Ratio

Market Breakup by Demographics

- Senior Citizens
- Adults
- Minors

Market Breakup by End User

- Individuals
- Corporates

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the United States ancillary insurance companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Aflac Incorporated
- Ameritas Mutual Holding Company
- Aetena Inc.
- Metlife Services and Solutions, LLC
- Manhattan Life Group Inc.
- Humana Inc.
- The Guardian Life Insurance Company of America
- Nationwide
- Others

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