

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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Table of Contents:

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- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 United States Ancillary Insurance Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 United State Ancillary Insurance Historical Market (2018-2022)
 - 8.3 United States Ancillary Insurance Market Forecast (2023-2028)
 - 8.4 United States Ancillary Insurance Market by Type
 - 8.4.1 Vision Care
 - 8.4.1.1 Market Share
 - 8.4.1.2 Historical Trend (2018-2022)
 - 8.4.1.3 Forecast Trend (2023-2028)
 - 8.4.2 Dental Care
 - 8.4.2.1 Market Share
 - 8.4.2.2 Historical Trend (2018-2022)
 - 8.4.2.3 Forecast Trend (2023-2028)
 - 8.4.3 Hearing Care
 - 8.4.3.1 Market Share
 - 8.4.3.2 Historical Trend (2018-2022)
 - 8.4.3.3 Forecast Trend (2023-2028)
 - 8.4.4 Others
 - 8.5 United States Ancillary Insurance Market by Product Type
 - 8.5.1 Anticipated Loss Ratio
 - 8.5.1.1 Market Share
 - 8.5.1.2 Historical Trend (2018-2022)
 - 8.5.1.3 Forecast Trend (2023-2028)
 - 8.5.2 Medical Loss Ratio
 - 8.5.2.1 Market Share
 - 8.5.2.2 Historical Trend (2018-2022)
 - 8.5.2.3 Forecast Trend (2023-2028)
 - 8.6 United States Ancillary Insurance Market by Demographics
 - 8.6.1 Senior Citizens
 - 8.6.1.1 Market Share
 - 8.6.1.2 Historical Trend (2018-2022)

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- 8.6.1.3 Forecast Trend (2023-2028)
 - 8.6.2 Adults
 - 8.6.2.1 Market Share
 - 8.6.2.2 Historical Trend (2018-2022)
 - 8.6.2.3 Forecast Trend (2023-2028)
 - 8.6.3 Minors
 - 8.6.3.1 Market Share
 - 8.6.3.2 Historical Trend (2018-2022)
 - 8.6.3.3 Forecast Trend (2023-2028)
- 8.7 United States Ancillary Insurance Market by End User
 - 8.7.1 Individuals
 - 8.7.1.1 Market Share
 - 8.7.1.2 Historical Trend (2018-2022)
 - 8.7.1.3 Forecast Trend (2023-2028)
 - 8.7.2 Corporates
 - 8.7.2.1 Market Share
 - 8.7.2.2 Historical Trend (2018-2022)
 - 8.7.2.3 Forecast Trend (2023-2028)
- 9 Market Dynamics
 - 9.1 SWOT Analysis
 - 9.1.1 Strengths
 - 9.1.2 Weaknesses
 - 9.1.3 Opportunities
 - 9.1.4 Threats
 - 9.2 Key Indicators for Demand
 - 9.3 Key Indicators for Price
- 10 Competitive Landscape
 - 10.1 Market Structure
 - 10.2 Company Profiles
 - 10.2.1 Aflac Incorporated
 - 10.2.1.1 Company Overview
 - 10.2.1.2 Ancillary Insurance Portfolio
 - 10.2.1.3 Demographic Reach and Achievements
 - 10.2.1.4 Certifications
 - 10.2.2 Ameritas Mutual Holding Company
 - 10.2.2.1 Company Overview
 - 10.2.2.2 Ancillary Insurance Portfolio
 - 10.2.2.3 Demographic Reach and Achievements
 - 10.2.2.4 Certifications
 - 10.2.3 Aetena Inc.
 - 10.2.3.1 Company Overview
 - 10.2.3.2 Ancillary Insurance Portfolio
 - 10.2.3.3 Demographic Reach and Achievements
 - 10.2.3.4 Certifications
 - 10.2.4 Metlife Services and Solutions, LLC
 - 10.2.4.1 Company Overview
 - 10.2.4.2 Ancillary Insurance Portfolio

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- 10.2.4.3 Demographic Reach and Achievements
- 10.2.4.4 Certifications
- 10.2.5 Manhattan Life Group Inc.
 - 10.2.5.1 Company Overview
 - 10.2.5.2 Ancillary Insurance Portfolio
 - 10.2.5.3 Demographic Reach and Achievements
 - 10.2.5.4 Certifications
- 10.2.6 Humana Inc.
 - 10.2.6.1 Company Overview
 - 10.2.6.2 Ancillary Insurance Portfolio
 - 10.2.6.3 Demographic Reach and Achievements
 - 10.2.6.4 Certifications
- 10.2.7 The Guardian Life Insurance Company of America
 - 10.2.7.1 Company Overview
 - 10.2.7.2 Ancillary Insurance Portfolio
 - 10.2.7.3 Demographic Reach and Achievements
 - 10.2.7.4 Certifications
- 10.2.8 Nationwide
 - 10.2.8.1 Company Overview
 - 10.2.8.2 Ancillary Insurance Portfolio
 - 10.2.8.3 Demographic Reach and Achievements
 - 10.2.8.4 Certifications
- 10.2.9 Others
- 11 Key Trends and Developments in the Market
 - List of Key Figures and Tables
 - 1. United States Ancillary Insurance Market: Key Industry Highlights, 2017 and 2021
 - 2. United States Ancillary Insurance Historical Market: Breakup by Type (USD Million), 2018-2022
 - 3. United States Ancillary Insurance Market Forecast: Breakup by Type (USD Million), 2023-2028
 - 4. United States Ancillary Insurance Historical Market: Breakup by Product Type (USD Million), 2018-2022
 - 5. United States Ancillary Insurance Market Forecast: Breakup by Product Type (USD Million), 2023-2028
 - 6. United States Ancillary Insurance Historical Market: Breakup by Demographics (USD Million), 2018-2022
 - 7. United States Ancillary Insurance Market Forecast: Breakup by Demographics (USD Million), 2023-2028
 - 8. United States Ancillary Insurance Historical Market: Breakup by End User (USD Million), 2018-2022
 - 9. United States Ancillary Insurance Market Forecast: Breakup by End User (USD Million), 2023-2028
 - 10. United States Ancillary Insurance Market Structure

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