

**Road Assistance Insurance Market By Vehicle Type (Passenger Vehicle, Commercial Vehicle), By Coverage (Towing, Jump Start/Pull Start, Lockout/Replacement Key Service, Flat Tire, Fuel Delivery, Others), By Distribution Channel (Independent Agents/Brokers, Direct Response, Banks, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031**

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**Report description:**

Roadside assistance is an additional benefit of comprehensive auto insurance that helps customers if the car breaks down in the middle of a trip and leaves them stranded on the highway. By paying an extra fee, one may obtain car roadside assistance. Further, a modest increase in premium for car insurance does not increase the costs immensely, however, it boosts the benefits and enhances the coverage of the car insurance policy.

Rise in demand for roadside assistance cover among consumers owing unexpected vehicle failures and mis happenings is fueling the growth of the road assistance insurance market. In addition, it can cover repairs to the vehicle, as well as medical expenses and personal liability for injuries to other people or their property. However, coverage failures due to hidden clauses in the policies is the major factor hindering the growth of the market. On the contrary, increase in reliability issues with the adoption of electric cars is expected to fuel the road assistance insurance market growth. Further, increase in purchasing power of consumers to pay for premium services over car insurance is expected to create lucrative opportunities for the road assistance insurance market growth in the upcoming years.

The road assistance insurance market is segmented into vehicle type, coverage, distribution channel, and region. By vehicle type, the market is differentiated into passenger vehicle and commercial vehicle. Depending on coverage, it is fragmented into towing, jump start/pull start, lockout/replacement key service, flat tire, fuel delivery, and others. The distribution channel segment is projected into insurance agents/brokers, direct response, banks, and others. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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The road assistance insurance market analysis includes top companies operating in the market such as Agero, Inc., Allstate Insurance Company, American Express Company, Erie Indemnity Co., GEICO, IFFCO-Tokio General Insurance Company Limited, Nationwide Mutual Insurance Company, Progressive Casualty Insurance Company, USAA, and Viking Assistance Group. These players have adopted various strategies to increase their market penetration and strengthen their position in the road assistance insurance industry. ☐☐

#### Key Market Segments

##### By Vehicle Type

- Passenger Vehicle
- Commercial Vehicle

##### By Coverage

- Towing
- Jump Start/Pull Start
- Lockout/Replacement Key Service
- Flat Tire
- Fuel Delivery
- Others

##### By Distribution Channel

- Independent Agents/Brokers
- Direct Response
- Banks
- Others

##### By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Agero, Inc.
- Allstate Insurance Company
- American Express Company

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- GEICO
- USAA
- IFFCO-Tokio General Insurance Company Limited
- Progressive Casualty Insurance Company
- Nationwide Mutual Insurance Company
- Viking Assistance Group

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