

**Life Insurance & Pension in Malaysia**

Industry Report | 2024-11-14 | 41 pages | MarketLine

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**Report description:**

Life Insurance &amp; Pension in Malaysia

## Summary

Life Insurance & Pension in Malaysia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- Life insurance & pension is the financial cover for a contingency linked with human life, like death, disability, accident, retirement etc. Human life is subject to risks of death and disability due to natural and accidental causes. When human life is lost or a person is disabled permanently or temporarily, there is loss of income to the household.
- The Malaysian life insurance & pension market recorded gross written premiums of \$14.8 billion in 2023, representing a compound annual growth rate (CAGR) of 4.4% between 2018 and 2023.
- The life insurance segment accounted for the market's largest proportion in 2023, with total gross written premiums of \$13.8 billion, equivalent to 93.1% of the market's overall value.
- There has been a noticeable shift in consumer preferences, with many individuals opting for more flexible investment products rather than traditional life insurance policies. The demand for unit-linked and investment-linked products has increased, while traditional life cover has seen a decline. For example, according to the Monthly Statistical - Bank Negara Malaysia, the life insurance penetration (ratio of premiums to GDP) has reduced from 3.6% in 2020 to 3.0% in 2023 in Malaysia, indicating a decline in gross written premiums in 2023.

## Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the life insurance & pension market in Malaysia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the life insurance & pension market in Malaysia
- Leading company profiles reveal details of key life insurance & pension market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Malaysia life insurance & pension market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Malaysia life insurance & pension market by value in 2023?
- What will be the size of the Malaysia life insurance & pension market in 2028?
- What factors are affecting the strength of competition in the Malaysia life insurance & pension market?
- How has the market performed over the last five years?
- What are the main segments that make up Malaysia's life insurance & pension market?

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