

**Unit-Linked Insurance Market By Mode (Online, Offline) , By Distribution Channel  
(Direct from Insurers, Insurance Brokers and Agencies, Banks, Others) : Global  
Opportunity Analysis and Industry Forecast, 2024-2032**

Market Report | 2024-09-01 | 350 pages | Allied Market Research

**AVAILABLE LICENSES:**

- Cloud Access License \$2601.00
- Business User License \$4335.00
- Enterprise License \$7261.00

**Report description:**

Unit-linked Insurance Market

The unit-linked insurance market was valued at \$906.9 billion in 2023 and is projected to reach \$2309.7 billion by 2032, growing at a CAGR of 10.9% from 2024 to 2032.

Unit-linked insurance is an investment plan that offers insurance coverage and exposure to investments in equities or bonds. Individuals are able to utilize the plan for adopting life insurance, generating retirement income, building wealth, and paying for children's education. The major benefits of selecting a unit-linked insurance plan include dual coverage, tax benefits, flexibility in investment options, transparency, and customizability. There is a minimum lock-in period of 5 years in this investment plan, ensuring that investors remain committed to their long-term investment plan.

Rise in awareness regarding the importance and benefits of long-term investment plans is a key driver of the unit-linked insurance market. Furthermore, the tax benefits associated with this investment plan gain notable traction from investors as it reduces taxable income while strengthening the investment portfolios. In addition, personalization of the plan as per the risk-bearing potential of investors augments the market development significantly. A key trend gaining prominence in the unit-linked insurance market is the return of mortality charges (ROMC). Mortality charges are the deductions made by insurers on investors' life coverage. As per recent modifications, these deductions are mandated to be added back to the fund value upon plan maturity. However, the higher fees and administration charges of unit-linked insurance incline several individuals toward conventional investment plans, restraining the development of the market. Moreover, the extended lock-in period and associated discontinuation penalties deter several investors reluctant toward long-term investments from opting for the plan. This acts as a key restraint for the market growth. On the contrary, the integration of AI algorithms and data analytics capabilities to create a highly tailored plan for investors is anticipated to present lucrative opportunities for the unit-linked insurance market. Furthermore, the assimilation of environmental, social, and governance (ESG)-centric strategies into the insurance plan is

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

projected to open new avenues for market expansion. According to an article published by KPMG-a British accounting company-approximately 44% of insurance CEOs observe ESG programs as a financial advantage for investors.[]

#### Segment Review[]

The unit-linked insurance market is segmented into mode, distribution channel, and region. On the basis of mode, the market is bifurcated into online and offline. Depending on distribution channel, it is divided into direct from insurers, insurance brokers & agencies, banks, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and MEA.[]

#### Key Findings[]

On the basis of mode, the online segment held a high share of the market in 2023.[]

Depending on distribution channel, the banks segment acquired a high stake in the market in 2023.[]

Region wise, North America was the highest revenue generator in 2023.[]

#### Competition Analysis[]

The major players of the global unit-linked insurance market include Aviva, Kotak Life, ICICI Prudential Life Insurance, HDFC Life Insurance, AXA S.A., Allianz SE, SBI Life Insurance, Progressive Corporation, Talanx, Zurich Ins Group, and PNB MetLife. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.[]

Additional benefits you will get with this purchase are:

- Quarterly Update and\* (only available with a corporate license, on listed price)
- 5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.
- Free Upcoming Version on the Purchase of Five and Enterprise User License.
- 16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)
- 15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)
- Free data Pack on the Five and Enterprise User License. (Excel version of the report)
- Free Updated report if the report is 6-12 months old or older.
- 24-hour priority response\*
- Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- End user preferences and pain points
- Industry life cycle assessment, by region
- Product Benchmarking / Product specification and applications
- Product Life Cycles
- Scenario Analysis & Growth Trend Comparison
- Technology Trend Analysis
- Go To Market Strategy
- Market share analysis of players by products/segments
- New Product Development/ Product Matrix of Key Players
- Pain Point Analysis
- Regulatory Guidelines
- Strategic Recommendations
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Brands Share Analysis
- Criss-cross segment analysis- market size and forecast
- Expanded list for Company Profiles

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Historic market data
- Market share analysis of players at global/region/country level
- SWOT Analysis
- Key Market Segments
- By Mode
  - Online
  - Offline
- By Distribution Channel
  - Direct from Insurers
  - Insurance Brokers and Agencies
  - Banks
  - Others
- By Region
  - North America
    - U.S.
    - Canada
  - Europe
    - France
    - Germany
    - Italy
    - Spain
    - UK
    - Rest of Europe
  - Asia-Pacific
    - China
    - Japan
    - India
    - South Korea
    - Australia
    - Rest of Asia-Pacific
  - Latin America
    - Brazil
    - Colombia
    - Argentina
    - Rest of Latin America
  - MEA
    - Saudi Arabia
    - South Africa
    - UAE
    - Others
  - Key Market Players
    - Aviva
    - Kotak Life
    - ICICI Prudential Life Insurance
    - HDFC Life Insurance
    - AXA S.A.
    - Allianz SE

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- SBI Life Insurance
- Progressive Corporation
- Talanx
- Zurich Ins Group
- PNB MetLife

## **Table of Contents:**

### CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

### CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### CHAPTER 4: UNIT-LINKED INSURANCE MARKET, BY MODE

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Mode
- 4.2. Online
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities
  - 4.2.2. Market Size and Forecast, By Region
  - 4.2.3. Market Share Analysis, By Country
- 4.3. Offline
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country

### CHAPTER 5: UNIT-LINKED INSURANCE MARKET, BY DISTRIBUTION CHANNEL

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Distribution Channel
- 5.2. Direct From Insurers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
  - 5.3. Insurance Brokers And Agencies
    - 5.3.1. Key Market Trends, Growth Factors and Opportunities
    - 5.3.2. Market Size and Forecast, By Region
    - 5.3.3. Market Share Analysis, By Country
  - 5.4. Banks
    - 5.4.1. Key Market Trends, Growth Factors and Opportunities
    - 5.4.2. Market Size and Forecast, By Region
    - 5.4.3. Market Share Analysis, By Country
  - 5.5. Others
    - 5.5.1. Key Market Trends, Growth Factors and Opportunities
    - 5.5.2. Market Size and Forecast, By Region
    - 5.5.3. Market Share Analysis, By Country
- CHAPTER 6: UNIT-LINKED INSURANCE MARKET, BY REGION
- 6.1. Market Overview
    - 6.1.1 Market Size and Forecast, By Region
  - 6.2. North America
    - 6.2.1. Key Market Trends and Opportunities
    - 6.2.2. Market Size and Forecast, By Mode
    - 6.2.3. Market Size and Forecast, By Distribution Channel
    - 6.2.4. Market Size and Forecast, By Country
    - 6.2.5. U.S. Unit-Linked Insurance Market
      - 6.2.5.1. Market Size and Forecast, By Mode
      - 6.2.5.2. Market Size and Forecast, By Distribution Channel
    - 6.2.6. Canada Unit-Linked Insurance Market
      - 6.2.6.1. Market Size and Forecast, By Mode
      - 6.2.6.2. Market Size and Forecast, By Distribution Channel
  - 6.3. Europe
    - 6.3.1. Key Market Trends and Opportunities
    - 6.3.2. Market Size and Forecast, By Mode
    - 6.3.3. Market Size and Forecast, By Distribution Channel
    - 6.3.4. Market Size and Forecast, By Country
    - 6.3.5. France Unit-Linked Insurance Market
      - 6.3.5.1. Market Size and Forecast, By Mode
      - 6.3.5.2. Market Size and Forecast, By Distribution Channel
    - 6.3.6. Germany Unit-Linked Insurance Market
      - 6.3.6.1. Market Size and Forecast, By Mode
      - 6.3.6.2. Market Size and Forecast, By Distribution Channel
    - 6.3.7. Italy Unit-Linked Insurance Market
      - 6.3.7.1. Market Size and Forecast, By Mode
      - 6.3.7.2. Market Size and Forecast, By Distribution Channel
    - 6.3.8. Spain Unit-Linked Insurance Market
      - 6.3.8.1. Market Size and Forecast, By Mode
      - 6.3.8.2. Market Size and Forecast, By Distribution Channel
    - 6.3.9. UK Unit-Linked Insurance Market

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.3.9.1. Market Size and Forecast, By Mode
- 6.3.9.2. Market Size and Forecast, By Distribution Channel
- 6.3.10. Rest Of Europe Unit-Linked Insurance Market
  - 6.3.10.1. Market Size and Forecast, By Mode
  - 6.3.10.2. Market Size and Forecast, By Distribution Channel
- 6.4. Asia-Pacific
  - 6.4.1. Key Market Trends and Opportunities
  - 6.4.2. Market Size and Forecast, By Mode
  - 6.4.3. Market Size and Forecast, By Distribution Channel
  - 6.4.4. Market Size and Forecast, By Country
  - 6.4.5. China Unit-Linked Insurance Market
    - 6.4.5.1. Market Size and Forecast, By Mode
    - 6.4.5.2. Market Size and Forecast, By Distribution Channel
  - 6.4.6. Japan Unit-Linked Insurance Market
    - 6.4.6.1. Market Size and Forecast, By Mode
    - 6.4.6.2. Market Size and Forecast, By Distribution Channel
  - 6.4.7. India Unit-Linked Insurance Market
    - 6.4.7.1. Market Size and Forecast, By Mode
    - 6.4.7.2. Market Size and Forecast, By Distribution Channel
  - 6.4.8. South Korea Unit-Linked Insurance Market
    - 6.4.8.1. Market Size and Forecast, By Mode
    - 6.4.8.2. Market Size and Forecast, By Distribution Channel
  - 6.4.9. Australia Unit-Linked Insurance Market
    - 6.4.9.1. Market Size and Forecast, By Mode
    - 6.4.9.2. Market Size and Forecast, By Distribution Channel
  - 6.4.10. Rest of Asia-Pacific Unit-Linked Insurance Market
    - 6.4.10.1. Market Size and Forecast, By Mode
    - 6.4.10.2. Market Size and Forecast, By Distribution Channel
- 6.5. Latin America
  - 6.5.1. Key Market Trends and Opportunities
  - 6.5.2. Market Size and Forecast, By Mode
  - 6.5.3. Market Size and Forecast, By Distribution Channel
  - 6.5.4. Market Size and Forecast, By Country
  - 6.5.5. Brazil Unit-Linked Insurance Market
    - 6.5.5.1. Market Size and Forecast, By Mode
    - 6.5.5.2. Market Size and Forecast, By Distribution Channel
  - 6.5.6. Colombia Unit-Linked Insurance Market
    - 6.5.6.1. Market Size and Forecast, By Mode
    - 6.5.6.2. Market Size and Forecast, By Distribution Channel
  - 6.5.7. Argentina Unit-Linked Insurance Market
    - 6.5.7.1. Market Size and Forecast, By Mode
    - 6.5.7.2. Market Size and Forecast, By Distribution Channel
  - 6.5.8. REST oF Latin America Unit-Linked Insurance Market
    - 6.5.8.1. Market Size and Forecast, By Mode
    - 6.5.8.2. Market Size and Forecast, By Distribution Channel
- 6.6. MEA
  - 6.6.1. Key Market Trends and Opportunities

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.6.2. Market Size and Forecast, By Mode
- 6.6.3. Market Size and Forecast, By Distribution Channel
- 6.6.4. Market Size and Forecast, By Country
- 6.6.5. Saudi Arabia Unit-Linked Insurance Market
  - 6.6.5.1. Market Size and Forecast, By Mode
  - 6.6.5.2. Market Size and Forecast, By Distribution Channel
- 6.6.6. South Africa Unit-Linked Insurance Market
  - 6.6.6.1. Market Size and Forecast, By Mode
  - 6.6.6.2. Market Size and Forecast, By Distribution Channel
- 6.6.7. UAE Unit-Linked Insurance Market
  - 6.6.7.1. Market Size and Forecast, By Mode
  - 6.6.7.2. Market Size and Forecast, By Distribution Channel
- 6.6.8. Others Unit-Linked Insurance Market
  - 6.6.8.1. Market Size and Forecast, By Mode
  - 6.6.8.2. Market Size and Forecast, By Distribution Channel

## CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Introduction
- 7.2. Top Winning Strategies
- 7.3. Product Mapping Of Top 10 Player
- 7.4. Competitive Dashboard
- 7.5. Competitive Heatmap
- 7.6. Top Player Positioning, 2023

## CHAPTER 8: COMPANY PROFILES

- 8.1. Aviva
  - 8.1.1. Company Overview
  - 8.1.2. Key Executives
  - 8.1.3. Company Snapshot
  - 8.1.4. Operating Business Segments
  - 8.1.5. Product Portfolio
  - 8.1.6. Business Performance
  - 8.1.7. Key Strategic Moves and Developments
- 8.2. Kotak Life
  - 8.2.1. Company Overview
  - 8.2.2. Key Executives
  - 8.2.3. Company Snapshot
  - 8.2.4. Operating Business Segments
  - 8.2.5. Product Portfolio
  - 8.2.6. Business Performance
  - 8.2.7. Key Strategic Moves and Developments
- 8.3. ICICI Prudential Life Insurance
  - 8.3.1. Company Overview
  - 8.3.2. Key Executives
  - 8.3.3. Company Snapshot
  - 8.3.4. Operating Business Segments
  - 8.3.5. Product Portfolio
  - 8.3.6. Business Performance
  - 8.3.7. Key Strategic Moves and Developments

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.4. HDFC Life Insurance
  - 8.4.1. Company Overview
  - 8.4.2. Key Executives
  - 8.4.3. Company Snapshot
  - 8.4.4. Operating Business Segments
  - 8.4.5. Product Portfolio
  - 8.4.6. Business Performance
  - 8.4.7. Key Strategic Moves and Developments
- 8.5. AXA S.A.
  - 8.5.1. Company Overview
  - 8.5.2. Key Executives
  - 8.5.3. Company Snapshot
  - 8.5.4. Operating Business Segments
  - 8.5.5. Product Portfolio
  - 8.5.6. Business Performance
  - 8.5.7. Key Strategic Moves and Developments
- 8.6. Allianz SE
  - 8.6.1. Company Overview
  - 8.6.2. Key Executives
  - 8.6.3. Company Snapshot
  - 8.6.4. Operating Business Segments
  - 8.6.5. Product Portfolio
  - 8.6.6. Business Performance
  - 8.6.7. Key Strategic Moves and Developments
- 8.7. SBI Life Insurance
  - 8.7.1. Company Overview
  - 8.7.2. Key Executives
  - 8.7.3. Company Snapshot
  - 8.7.4. Operating Business Segments
  - 8.7.5. Product Portfolio
  - 8.7.6. Business Performance
  - 8.7.7. Key Strategic Moves and Developments
- 8.8. Progressive Corporation
  - 8.8.1. Company Overview
  - 8.8.2. Key Executives
  - 8.8.3. Company Snapshot
  - 8.8.4. Operating Business Segments
  - 8.8.5. Product Portfolio
  - 8.8.6. Business Performance
  - 8.8.7. Key Strategic Moves and Developments
- 8.9. Talanx
  - 8.9.1. Company Overview
  - 8.9.2. Key Executives
  - 8.9.3. Company Snapshot
  - 8.9.4. Operating Business Segments
  - 8.9.5. Product Portfolio
  - 8.9.6. Business Performance

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 8.9.7. Key Strategic Moves and Developments
- 8.10. Zurich Ins Group
  - 8.10.1. Company Overview
  - 8.10.2. Key Executives
  - 8.10.3. Company Snapshot
  - 8.10.4. Operating Business Segments
  - 8.10.5. Product Portfolio
  - 8.10.6. Business Performance
  - 8.10.7. Key Strategic Moves and Developments
- 8.11. PNB MetLife
  - 8.11.1. Company Overview
  - 8.11.2. Key Executives
  - 8.11.3. Company Snapshot
  - 8.11.4. Operating Business Segments
  - 8.11.5. Product Portfolio
  - 8.11.6. Business Performance
  - 8.11.7. Key Strategic Moves and Developments

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Unit-Linked Insurance Market By Mode (Online, Offline) , By Distribution Channel  
(Direct from Insurers, Insurance Brokers and Agencies, Banks, Others) : Global  
Opportunity Analysis and Industry Forecast, 2024-2032**

Market Report | 2024-09-01 | 350 pages | Allied Market Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Cloud Access License	\$2601.00
	Business User License	\$4335.00
	Enterprise License	\$7261.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

An empty rectangular box with a thin black border, intended for a signature.