

Japan Life & Non-Life Insurance - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 65 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The Japan Life & Non-Life Insurance Market is expected to register a CAGR of less than 2% during the forecast period.

Key Highlights>

- The insurance market in Japan is among the biggest markets in the world. The volume of life insurance is roughly worth JPY 35 trillion, and the country ranked second in the total annual premium, after the United States. The insurance market for property and casualty (P&C) was roughly worth JPY 9 trillion, and it ranked fourth, globally.
- The annualized premium on new policies for individual insurance was JPY 2.48 trillion (111.6% year-on-year). The annualized premium on new policies for individual annuity insurance was JPY 501.6 billion (118.4% year-on-year). Both these numbers resulted in an increase in the last two years. The annualized premium on policies in force was JPY 22.31 trillion (103.8% year-on-year) for individual insurance, which was an increase for 10 consecutive years, and 6.35 trillion JPY (99.8% year-on-year) for individual annuity insurance, which was a decrease for two consecutive years. Regarding the third sector, the annualized premium was JPY 779.0 billion (111.9% year-on-year) for new policies, which was an increase for six consecutive years, and JPY 6.85 trillion (104.9% year-on-year) for policies in force, which is constantly increasing.
- In non-life insurance, the total direct premiums, including the saving portion, in fiscal 2018, amounted to JPY 9,414 billion, which was an increase of 1.5%. The total net premiums, in 2018, was valued at JPY 8,392.8 billion, up by 0.1%. The net claims paid on all classes of insurance during fiscal 2018 amounted to JPY 5,324.2 billion, which was an increase of 13.2% compared to the previous term. This increase was a result of the increase in earthquake insurance claim payments for the Northern Osaka earthquake and the 2018 Hokkaido eastern Iburi earthquake and an increase in fire insurance claim payments for the heavy rain event of July 2018.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Increase in Number of Individual Insurance Policies and Policies in Force

In 2018, there were 22.53 million new policies (130.4% year-on-year, including converted contracts), and the amount of benefits was worth JPY 66.73 trillion (116.4% year-on-year, including the net increase arising from the conversions) for new individual insurance policies. The number of new policies and the amount of benefits significantly increased due to strong sales in whole-life, term-life, and cancer insurance. There were 181.29 million individual life insurance policies in force (104.8% year-on-year), and the total amount of benefits was worth JPY 848.69 trillion (99.5% year-on-year). The number of insurance policies in force has been increasing for 11 consecutive years. Moreover, the recent trend of supplementing medical coverage suppressed the amount of death coverage, and it remained equal to the previous year.

Dominance of Automotive Insurance:

Automobile insurance (including compulsory automobile liability insurance) accounts for 60% of Japan's net premium. A "classification system" determines premiums based on histories of accidents by policyholders. Auto-policy sales are dominated by governments, at 4% floating, and the direct sales are rising. Enormous changes are anticipated within the automobile industry, as advanced telematics become more widespread.

Japan Life & Non-Life Insurance Industry Overview

The report covers the major players operating in the life and non-life insurance market in Japan. The market is consolidated. The life insurance segment companies hold approximately 51% market share. In the non-life segment, the top-three companies hold 87% of the market share. The market is expected to grow during the forecast period.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Deliverables
- 1.2 Study Assumptions
- 1.3 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Porter's Five Forces Analysis
 - 4.4.1 Threat of New Entrants
 - 4.4.2 Bargaining Power of Buyers/Consumers

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.4.3 Bargaining Power of Suppliers
- 4.4.4 Threat of Substitute Products
- 4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 By Insurance type
 - 5.1.1 Life Insurance
 - 5.1.1.1 Individual
 - 5.1.1.2 Group
 - 5.1.2 Non-life Insurance
 - 5.1.2.1 Home
 - 5.1.2.2 Motor
 - 5.1.2.3 Others
- 5.2 By Channel of Distribution
 - 5.2.1 Direct
 - 5.2.2 Agency
 - 5.2.3 Banks
 - 5.2.4 Other Channels of Distribution

6 COMPETITIVE LANDSCAPE

- 6.1 Vendor Market Share
- 6.2 Mergers and Acquisitions
- 6.3 Company Profiles
 - 6.3.1 NIPPON LIFE INSURANCE COMPANY
 - 6.3.2 JAPAN POST INSURANCE CO. LTD
 - 6.3.3 NATIONAL MUTUAL INSURANCE FEDERATION OF AGRICULTURAL COOPERATIVES
 - 6.3.4 TOKIO MARINE & NICHIDO FIRE INSURANCE CO. LTD
 - 6.3.5 MEIJI YASUDA LIFE INSURANCE COMPANY
 - 6.3.6 DAI-ICHI LIFE INSURANCE COMPANY LIMITED
 - 6.3.7 SUMITOMO LIFE INSURANCE COMPANY
 - 6.3.8 SOMPO JAPAN NIPPONKOA INSURANCE INC.
 - 6.3.9 GIBRALTAR LIFE INSURANCE CO. LTD
 - 6.3.10 AFLAC LIFE INSURANCE JAPAN LTD

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Japan Life & Non-Life Insurance - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 65 pages | Mordor Intelligence

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
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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="2026-03-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

