

India Home Insurance Market By Type (Structural Cover, Home Content Cover, Fire Cover, Theft Cover, Others), By Provider (Insurance Companies, Insurance Agents/Brokers, Others), By Premium (Regular, Single), By Mode of Purchase (Offline, Online), By Region, Competition Forecast & Opportunities, 2021-2031F

Market Report | 2025-07-14 | 70 pages | TechSci Research

AVAILABLE LICENSES:

- Single User License \$3500.00
- Multi-User License \$4500.00
- Custom Research License \$7000.00

Report description:

Market Overview

The India Home Insurance Market was valued at USD 9.57 billion in 2025 and is expected to reach USD 16.18 billion by 2031, growing at a CAGR of 9.22% during the forecast period. This expanding market reflects rising consumer awareness and growing real estate investment across the country. Home insurance, which provides financial protection against damages and losses to residential properties and their contents, is gaining traction as homeowners increasingly recognize the value of safeguarding their assets. The sector is becoming more competitive, with numerous insurers offering tailored products to suit different needs. Real estate growth-driven by surging demand in segments such as luxury housing and retail development-is reinforcing the importance of property protection. According to CBRE, luxury home sales saw a 53% year-on-year increase in 2024, and organized retail stock is projected to reach 82 million sq. ft., indicating a wider need for risk-mitigation solutions such as home insurance.

Key Market Drivers

Rising Property Values and Real Estate Growth

India's growing real estate sector and the rising value of residential properties are key contributors to the growth of the home insurance market. Increasingly, homeowners understand the importance of protecting their property from risks like fire, natural disasters, and theft. Educational campaigns by insurers and government bodies have helped dispel myths and improve public knowledge about the value and affordability of home insurance. The rise in high-profile natural disasters has further reinforced the need for coverage. With India's urban population expected to reach 600 million by 2031, demand for home insurance will continue to expand, particularly as digital tools make it easier for consumers to compare and purchase policies online.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Key Market Challenges

Low Awareness and Misconceptions

Despite progress in awareness, many Indian homeowners still lack a proper understanding of home insurance and its benefits. Misconceptions-such as assuming only the wealthy need coverage or that government aid will be sufficient in case of disaster-persist, especially in rural and semi-urban areas. This has led to low insurance penetration, despite rising risk exposure. Policy complexity also contributes to reluctance, as consumers find terms difficult to understand. For insurers, the challenge lies in bridging this gap through clear communication, simplified products, and continued awareness-building efforts. Addressing these barriers is essential to improve adoption rates and expand market presence across underserved segments.

Key Market Trends

Digital Transformation and Insurtech Adoption

India's home insurance market is experiencing a digital shift, driven by the adoption of insurtech solutions and rising internet and smartphone penetration. Insurance providers are leveraging digital platforms to streamline policy purchase, premium payments, and claims processes. AI, data analytics, and automation are being used to enhance personalization, risk assessment, and fraud detection. Virtual assistants and chatbots improve customer engagement by offering real-time support. These tools are expanding home insurance access among tech-savvy consumers while also reaching semi-urban and rural users through mobile-first applications. The growing presence of insurtech startups, often in partnership with traditional insurers, is accelerating innovation and making home insurance more transparent, efficient, and customer-friendly.

Key Market Players

- The New India Assurance Co. Ltd.
- ICICI Lombard General Insurance Company Limited
- HDFC ERGO General Insurance Co. Ltd
- Bajaj Allianz General Insurance Company Limited
- National Insurance Company Limited
- The Oriental Insurance Company Ltd.
- SBI General Insurance Company Limited
- United India Insurance Company Limited
- Tata AIG General Insurance Company Limited
- Reliance General Insurance Company Limited

Report Scope:

In this report, the India Home Insurance Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Home Insurance Market, By Type:
 - o Structural Cover
 - o Home Content Cover
 - o Fire Cover
 - o Theft Cover
 - o Others
- India Home Insurance Market, By Provider:
 - o Insurance Companies
 - o Insurance Agents/Brokers
 - o Others
- India Home Insurance Market, By Premium:
 - o Regular
 - o Single
- India Home Insurance Market, By Mode of Purchase:
 - o Offline
 - o Online

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- India Home Insurance Market, By Region:

- o North
- o South
- o East
- o West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Home Insurance Market.

Available Customizations:

India Home Insurance Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered
2. Research Methodology
 - 2.1. Methodology Landscape
 - 2.2. Objective of the Study
 - 2.3. Baseline Methodology
 - 2.4. Formulation of the Scope
 - 2.5. Assumptions and Limitations
 - 2.6. Sources of Research
 - 2.7. Approach for the Market Study
 - 2.8. Methodology Followed for Calculation of Market Size & Market Shares
 - 2.9. Forecasting Methodology
3. Executive Summary
 - 3.1. Overview of the Market
 - 3.2. Overview of Key Market Segmentations
 - 3.3. Overview of Key Market Players
 - 3.4. Overview of Key Regions
 - 3.5. Overview of Market Drivers, Challenges, and Trends
4. Voice of Customer
 - 4.1. Brand Awareness
 - 4.2. Factor Influencing Availing Decision
5. India Home Insurance Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Type (Structural Cover, Home Content Cover, Fire Cover, Theft Cover, Others)
 - 5.2.2. By Provider (Insurance Companies, Insurance Agents/Brokers, Others)
 - 5.2.3. By Premium (Regular, Single)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 5.2.4. By Mode of Purchase (Offline, Online)
- 5.2.5. By Region
- 5.2.6. By Company (2025)
- 5.3. Market Map
- 6. India Structural Cover Home Insurance Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Provider
 - 6.2.2. By Premium
 - 6.2.3. By Mode of Purchase
- 7. India Home Content Cover Home Insurance Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Provider
 - 7.2.2. By Premium
 - 7.2.3. By Mode of Purchase
- 8. India Fire Cover Home Insurance Market Outlook
 - 8.1. Market Size & Forecast
 - 8.1.1. By Value
 - 8.2. Market Share & Forecast
 - 8.2.1. By Provider
 - 8.2.2. By Premium
 - 8.2.3. By Mode of Purchase
- 9. India Theft Cover Home Insurance Market Outlook
 - 9.1. Market Size & Forecast
 - 9.1.1. By Value
 - 9.2. Market Share & Forecast
 - 9.2.1. By Provider
 - 9.2.2. By Premium
 - 9.2.3. By Mode of Purchase
- 10. Market Dynamics
 - 10.1. Drivers
 - 10.2. Challenges
- 11. Market Trends & Developments
 - 11.1. Merger & Acquisition (If Any)
 - 11.2. Product Launches (If Any)
 - 11.3. Recent Developments
- 12. Disruptions: Conflicts, Pandemics and Trade Barriers
- 13. Porters Five Forces Analysis
 - 13.1. Competition in the Industry
 - 13.2. Potential of New Entrants
 - 13.3. Power of Suppliers
 - 13.4. Power of Customers
 - 13.5. Threat of Substitute Products
- 14. India Economic Profile

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 15. Policy & Regulatory Landscape
- 16. Competitive Landscape
 - 16.1. Company Profiles
 - 16.1.1. The New India Assurance Co. Ltd.
 - 16.1.1.1. Business Overview
 - 16.1.1.2. Company Snapshot
 - 16.1.1.3. Products & Services
 - 16.1.1.4. Financials (As Per Availability)
 - 16.1.1.5. Key Market Focus & Geographical Presence
 - 16.1.1.6. Recent Developments
 - 16.1.1.7. Key Management Personnel
 - 16.1.2. ICICI Lombard General Insurance Company Limited
 - 16.1.3. HDFC ERGO General Insurance Co. Ltd
 - 16.1.4. Bajaj Allianz General Insurance Company Limited
 - 16.1.5. National Insurance Company Limited
 - 16.1.6. The Oriental Insurance Company Ltd.
 - 16.1.7. SBI General Insurance Company Limited
 - 16.1.8. United India Insurance Company Limited
 - 16.1.9. Tata AIG General Insurance Company Limited
 - 16.1.10. Reliance General Insurance Company Limited
- 17. Strategic Recommendations
- 18. About Us & Disclaimer

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

India Home Insurance Market By Type (Structural Cover, Home Content Cover, Fire Cover, Theft Cover, Others), By Provider (Insurance Companies, Insurance Agents/Brokers, Others), By Premium (Regular, Single), By Mode of Purchase (Offline, Online), By Region, Competition Forecast & Opportunities, 2021-2031F

Market Report | 2025-07-14 | 70 pages | TechSci 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
	Single User License	\$3500.00
	Multi-User License	\$4500.00
	Custom Research License	\$7000.00
		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"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Date

2026-02-17

Signature



Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com