

The US Insurance Advertising Market: Size, Trends & Forecasts (2018-2022)

November 2018



The US Insurance Advertising Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Dynamics

Competitive Landscape

Company Profiling

The US Insurance Advertising Market: Coverage

Scope of the Report

Attributes	Details
Title	The US Insurance Advertising Market: Size, Trends & Forecasts (2018-2022)
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Dominated
Key Players	The Allstate Corporation, Berkshire Hathaway Inc., The Progressive Corporation and MetLife, Inc.

The US Insurance Advertising Market

Executive Summary

Insurance is a contract that is represented by an insurance policy between the insurer (insurance company) and insured (policyholder), where the policy holder gets the coverage and the insurance company undertakes to indemnify or guarantee the policy holder against loss by a specified contingency. Insurance is primarily used to hedge against risk of any uncertain losses, that may or may not be financial, but is reducible to financial terms.

Insurance advertising refers to any advertisement that is intended to encourage persons or companies to buy insurance. Insurance advertising is done by the insurance companies to attract attention of the customers and utilize them with the aim of increasing the company's profit. Companies advertising may be national, local or corporative, depending on the target of market and size entirely.

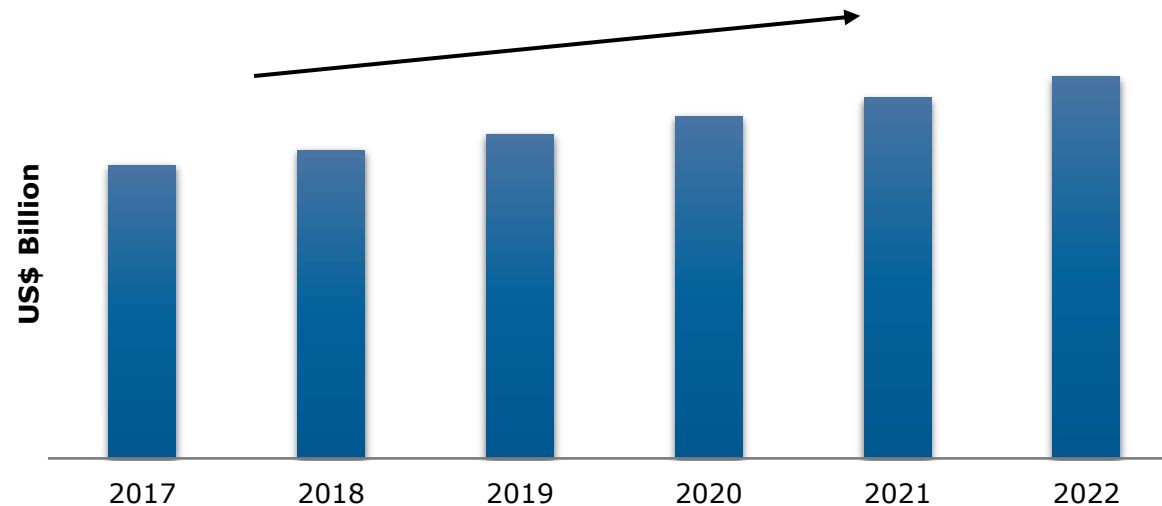
Insurance companies can use various advertising strategies like, selling insurance through banks, NGOs, panchayats, appealing on emotions of the potential buyers, breaking myths that insurance is expensive, rigid, difficult to understand etc.

The insurance advertising can be segmented on the basis of channels. The major channels used in insurance advertising are Online and Offline, which further includes Direct Marketing, TV and Radio, Print Media, Internet Marketing, Social Media and Mobile Marketing.

The US insurance advertising market has increased at a significant CAGR over the years and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously. The US insurance advertising market is expected to increase due to growing disposable income per capita, increasing employment rate, increasing smartphone and internet users etc. Yet the market faces some challenges such as high cost, strict regulations, phishing activities etc.

Insurance Advertising Market: The US Analysis

The US Insurance Advertising Market by Value



CAGRs	
2018-2022	xx%

The US insurance advertising market, valued at US\$.... billion in 2017. The US insurance advertising market is anticipated to grow at a CAGR of% from 2018-2022, and reach up to US\$... billion by 2022, from US\$... billion in 2018.

Insurance Advertising Market: The US Analysis

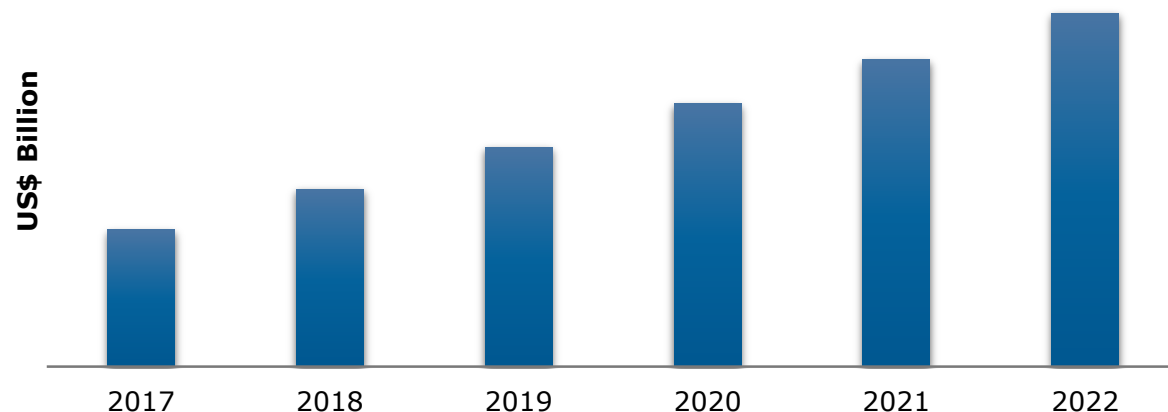
The US Insurance Advertising Market by Segment; 2017



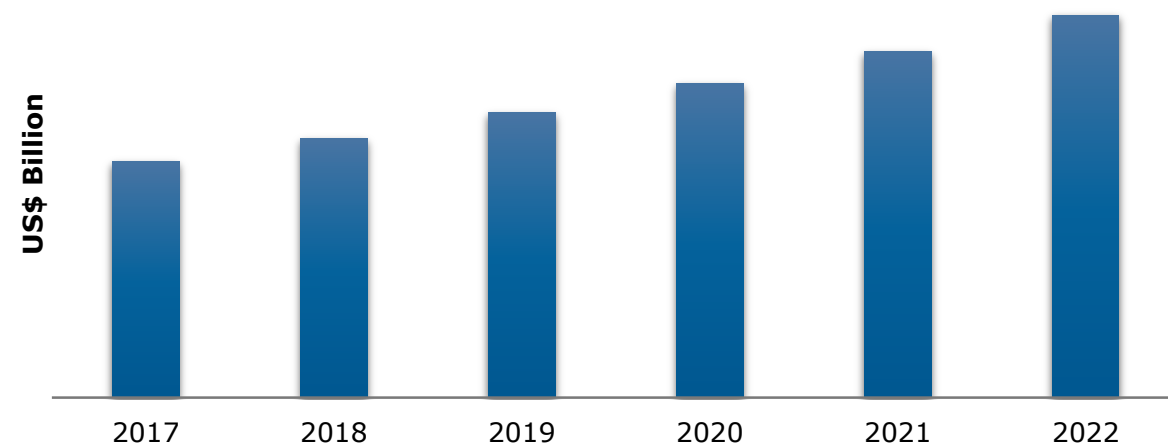
Segments	Share	CAGRs
Non-Health Insurance	xx%	xx%
Life Insurance	xx%	xx%

Insurance Advertising Market: Segment Analysis

The US Non-Health Insurance Advertising Market by Value



The US Life Insurance Advertising Market by Value



Segments	CAGR
	2018-2022
Non-Health Insurance	xx%
Life Insurance	xx%

Insurance Advertising Market: Segment Analysis

The US Non-Health Insurance Advertising Market by Channel; 2017



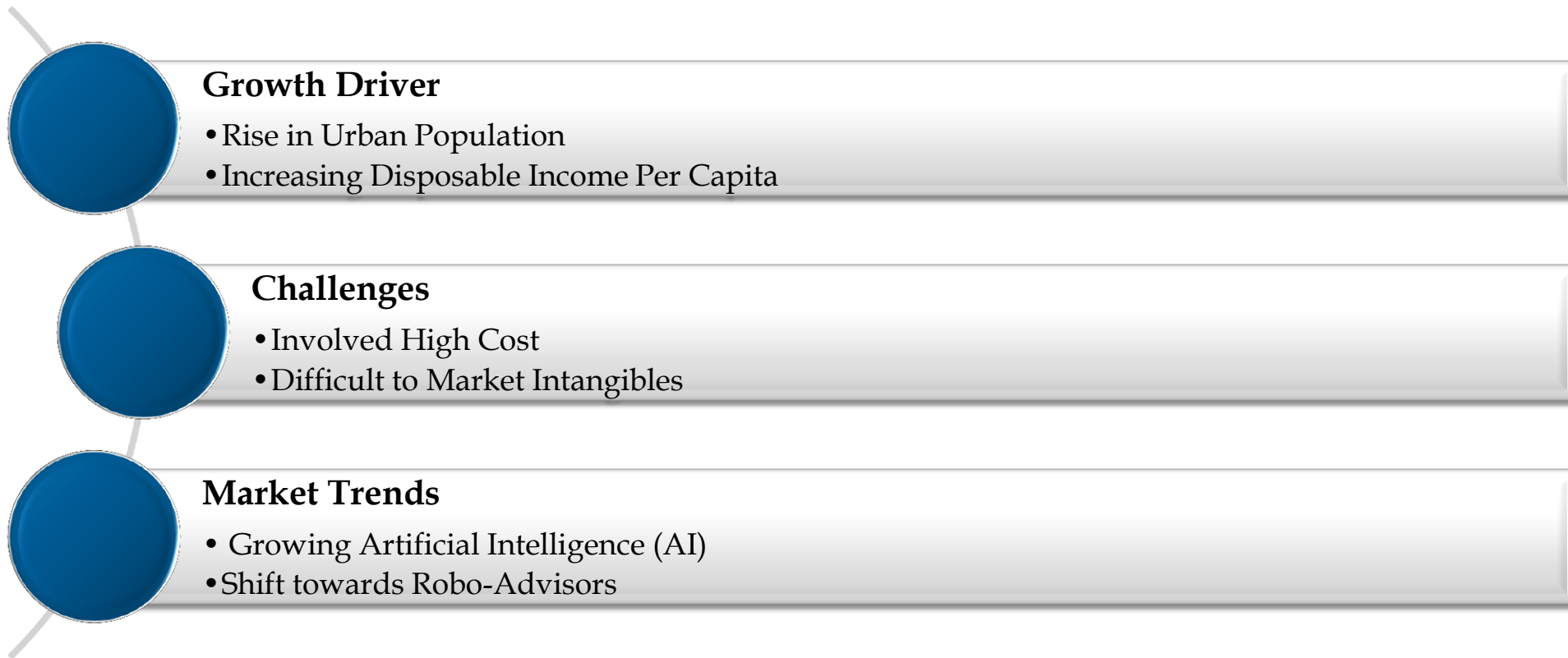
Channels	Share	CAGRs
Offline	xx%	xx%
Online	xx%	xx%

The US Life Insurance Advertising Market by Channel; 2017



Channels	Share	CAGRs
TV an Radio	xx%	xx%
Direct Marketing	xx%	xx%
Print Media	xx%	xx%
Internet Marketing	xx%	xx%
Social Media	xx%	xx%
Mobile Marketing	xx%	xx%
Other	xx%	xx%

Insurance Advertising Market: Dynamics



Insurance Advertising Market: Competitive Landscape

Players Profiled

- The Allstate Corporation
- Berkshire Hathaway Inc.
- The Progressive Corporation
- MetLife, Inc.



The US Insurance Advertising Market Players by Spending

