

INSURANCE MARKET IN POLAND, 2021–2023

CEE INSURANCE SERIES

Sample slides from the report + order form



by Inteliace Research
November 2021

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Number of pages / Liczba stron : 77

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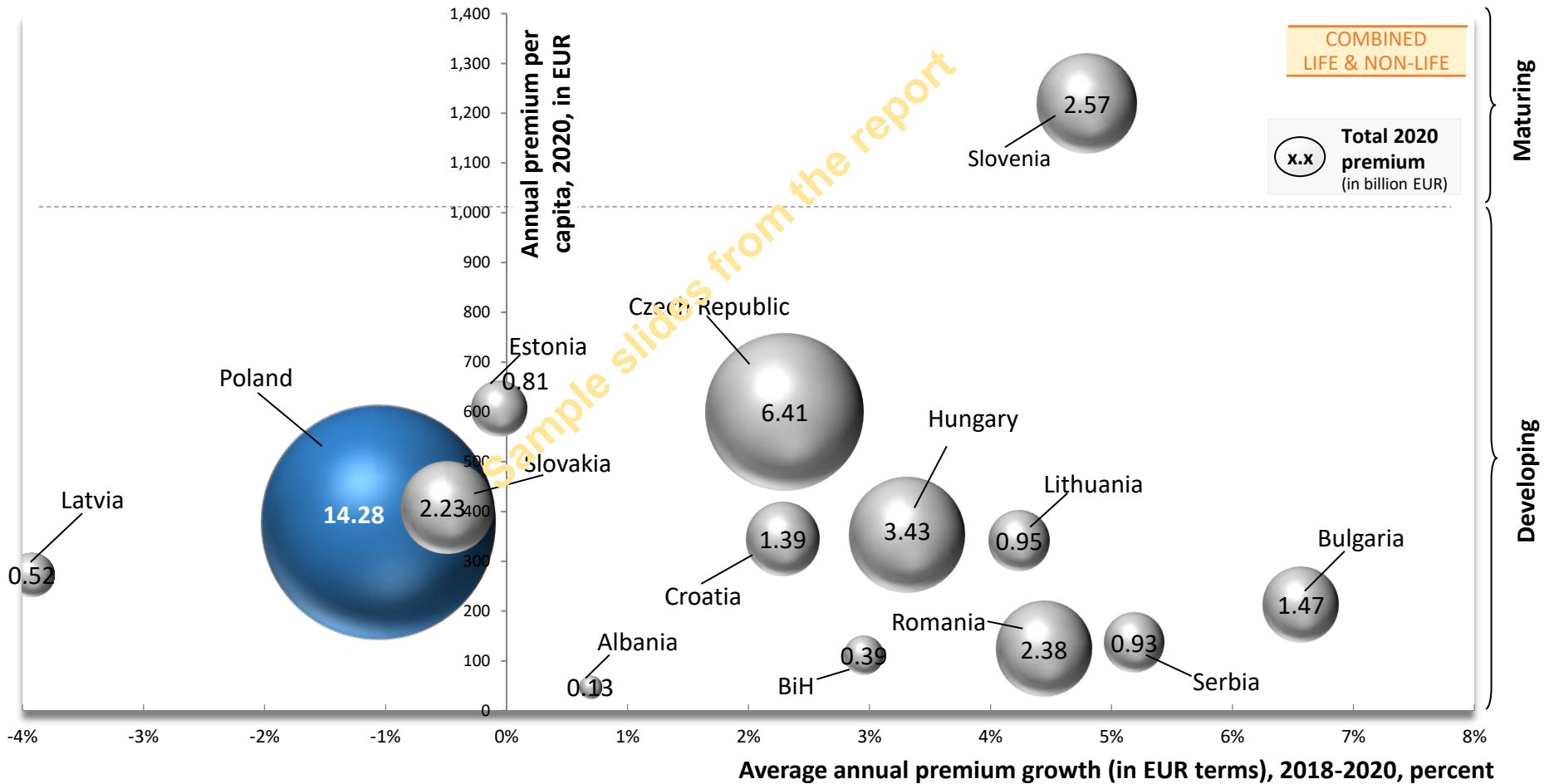
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Sample slides from the report

Poland has the largest insurance market within CEE14* and it accounts for ca. 38% of total insurance premium written in the region

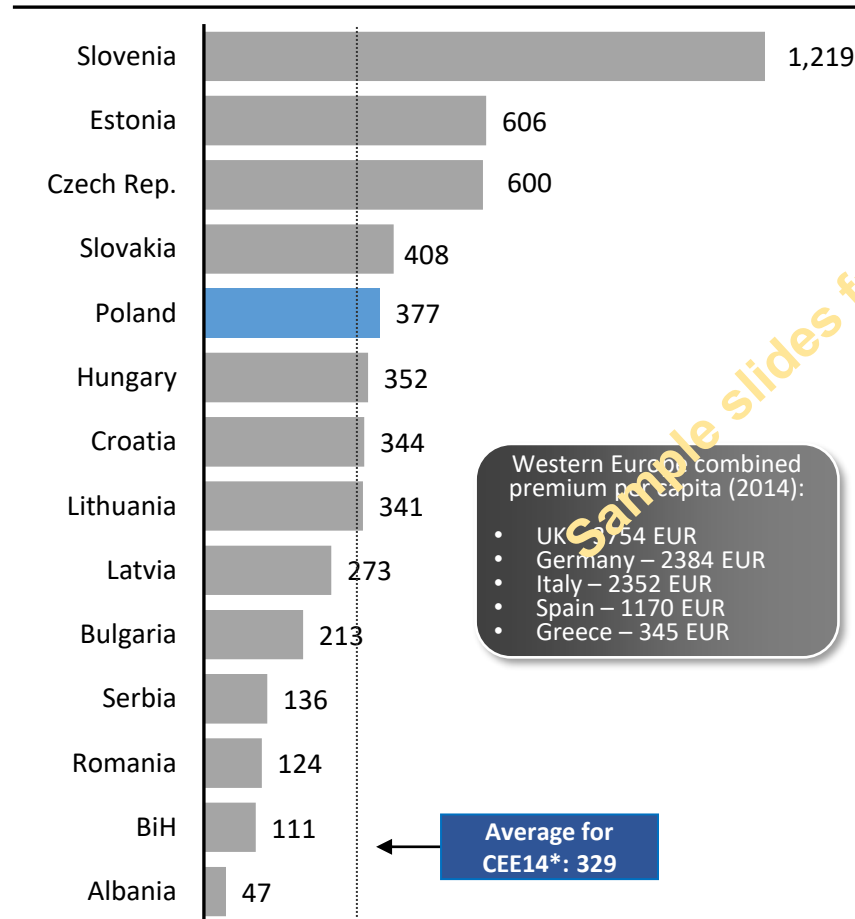
CEE14* insurance markets - Size vs. growth matrix



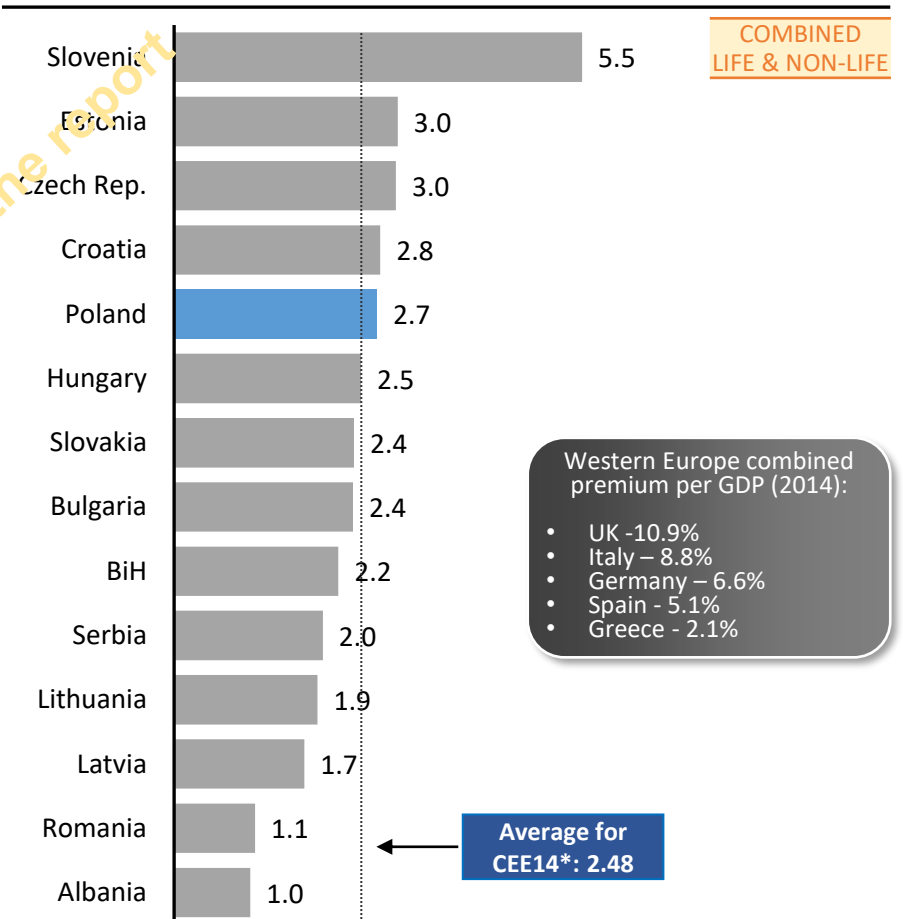
*Major 14 CEE countries. Russia, Ukraine, Belarus and North Macedonia not included
 Source: National supervision authorities, IMF, Inteliace Research

Insurance premium penetration benchmarks in Poland are slightly above CEE14* regional averages

Total insurance premium per capita 2020, in EUR



Total insurance premium/GDP penetration 2020, Percent of GDP



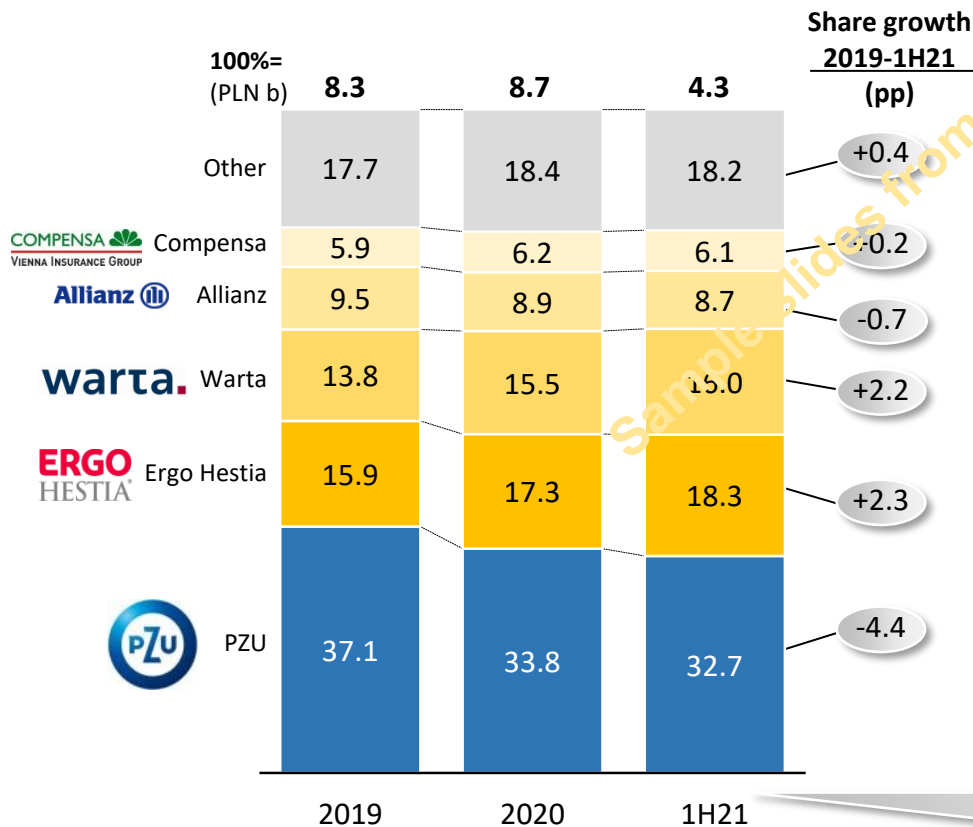
*Major 14 CEE countries. Nt.Macedonia, Russia, Ukraine and Belarus not included
 Source: National supervision authorities, IMF, CEA, Inteliace Research

PZU keeps losing market share in car insurance, both in casco and in TPL

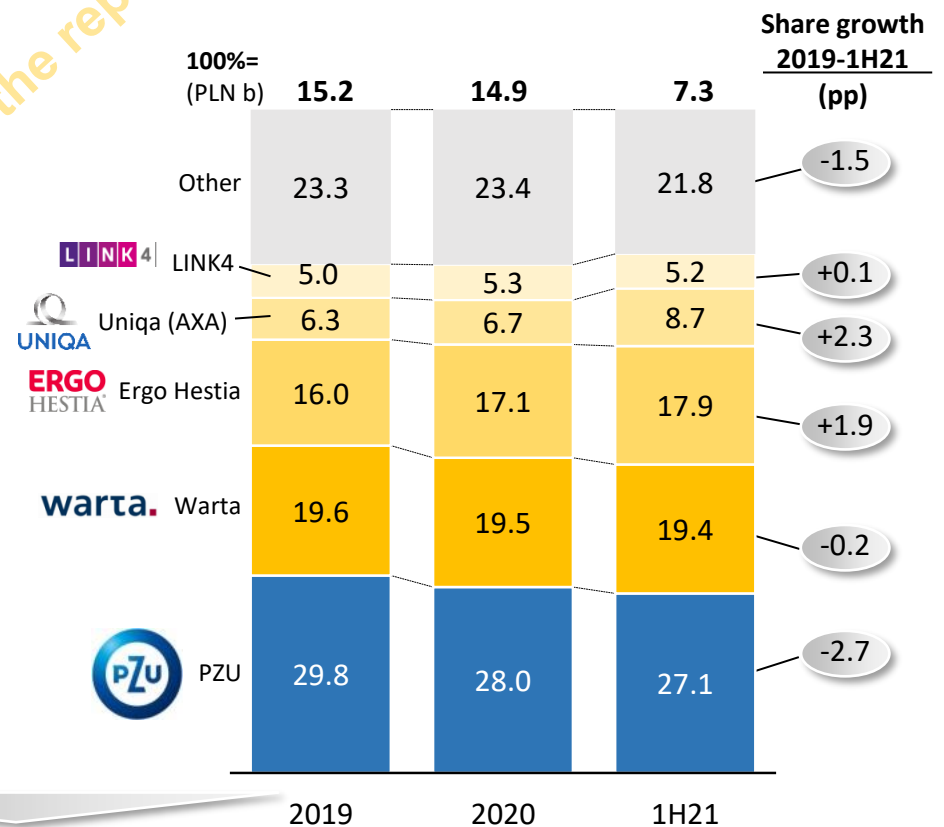
Market shares of top players* in car insurance, 2019-1H21
in percent, totals in PLN billion

CAR
INSURANCE

Casco GWP (Class 3)



TPL GWP (Class 10)



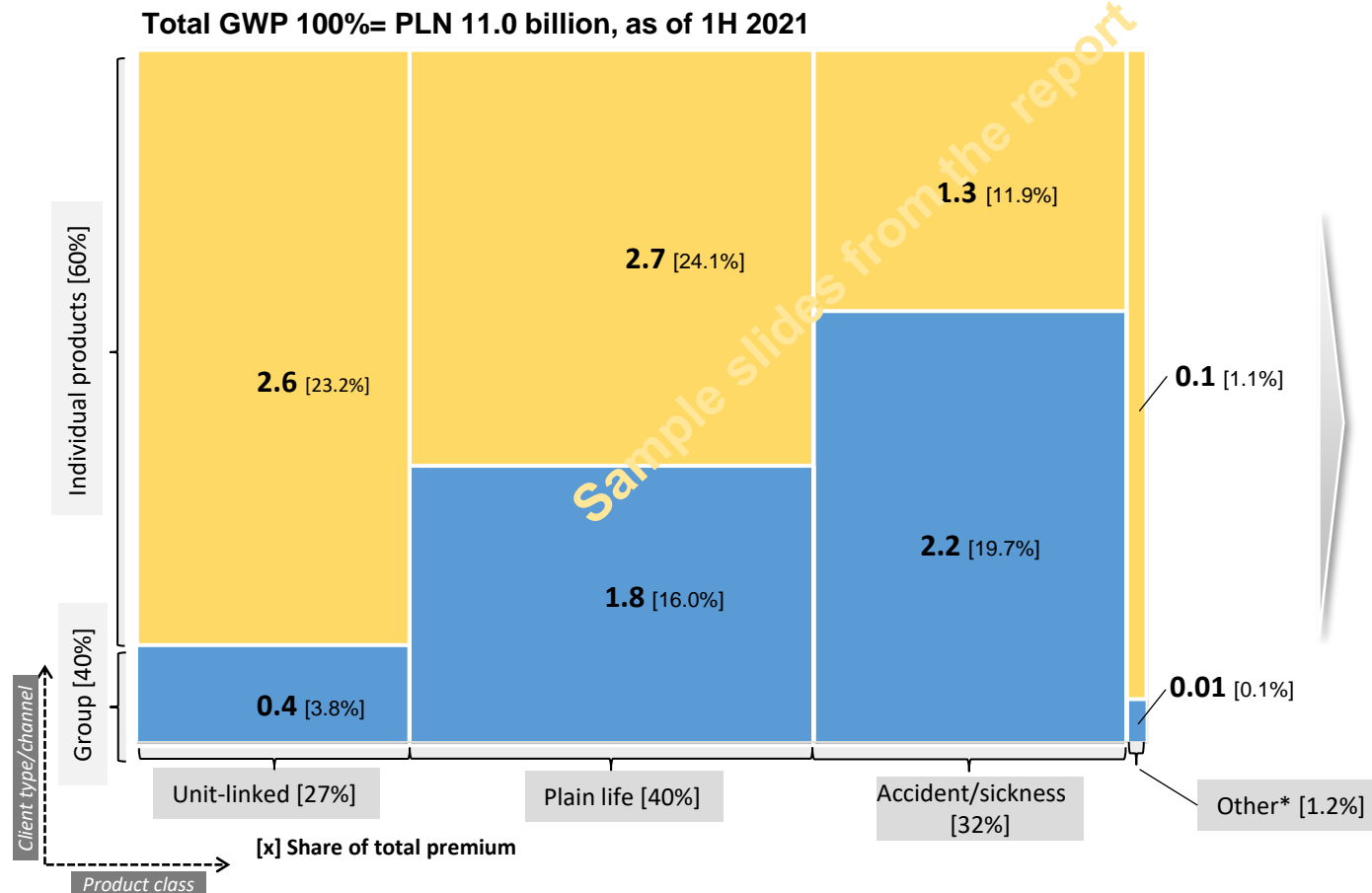
* Insurers with market share >~5%
Source: KNF, Inteliace Research

- Market is deconsolidating as the share of small players is growing
- PZU's market share keeps falling fast, in particular within Casco insurance

Individual life contracts and other than unit-linked life products dominate in new life premium written

LIFE INSURANCE

Premium written in life insurance business by insurance class and segment, 1H 2021
in PLN billion, [share of total in%]



- Individual insurance contracts increased their share and reached over 60% in new sales while group products dropped below 40%
- The share of individual contracts is particularly big in case of unit linked and other contracts
- Group contracts prevail in case of accident & sickness insurance

* e.g. Endowment, disability etc.
Source: KNF, Inteliace Research

About the report and its authors

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Inteliace Research is an independent and privately owned research firm based in the heart of Eastern Europe in Warsaw / Poland.

Our company specializes in value-added research services and tailored business intelligence solutions.

Through our customized research services we help our clients to better understand their customers, competitors and overall market dynamics.

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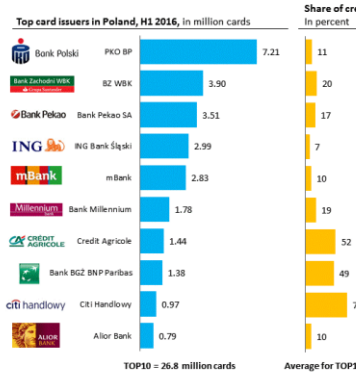


Since no leading market standard has been set yet, banks bet on partnerships and develop own solutions at the same time

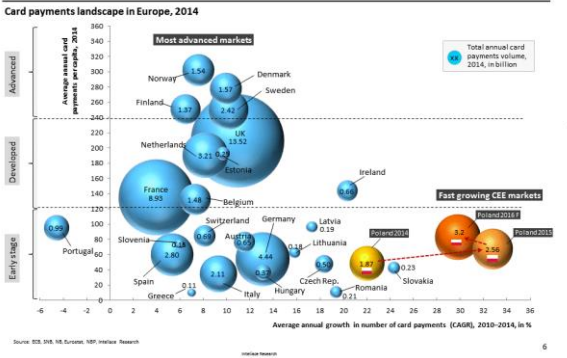
Key players in payment applications/wallets, 2016

Bank	Number of retail accounts (ROA) As of Q3 2016 in million	Key payment applications (mobile, wallets, etc.)					
		HCE	Proprietary HCE*	BLIK	Android Pay	MasterPass	Visa Checkout
Bank Pekao / Intello	5.8	✓	✓	✗	✗	✓**	○
Bank Pekao	3.8	✓	✗	✗	✗	✓**	○
mBank	3.2	✗	✓	✓	✗	✓**	○
BZ WBK	3.1	✓	✓	✓	✓	✓**	○
ING Bank Śląski	2.6	✗	✓	✓	✗	✓**	○

PKO Bank Polski is by far the largest card issuer in Poland



The volume of card payments in Poland is expected to exceed 3 billion in 2016



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