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# 2019 MARKET SHARE REPORT

(FEATURING 2015, 2016 AND 2017 DIRECT WRITTEN PREMIUM DATA SOURCED FROM A.M. BEST-  
ALL ANALYSIS DONE BY IIABA)



Independent Insurance Agents  
& Brokers of America, Inc.

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# INTRODUCTION

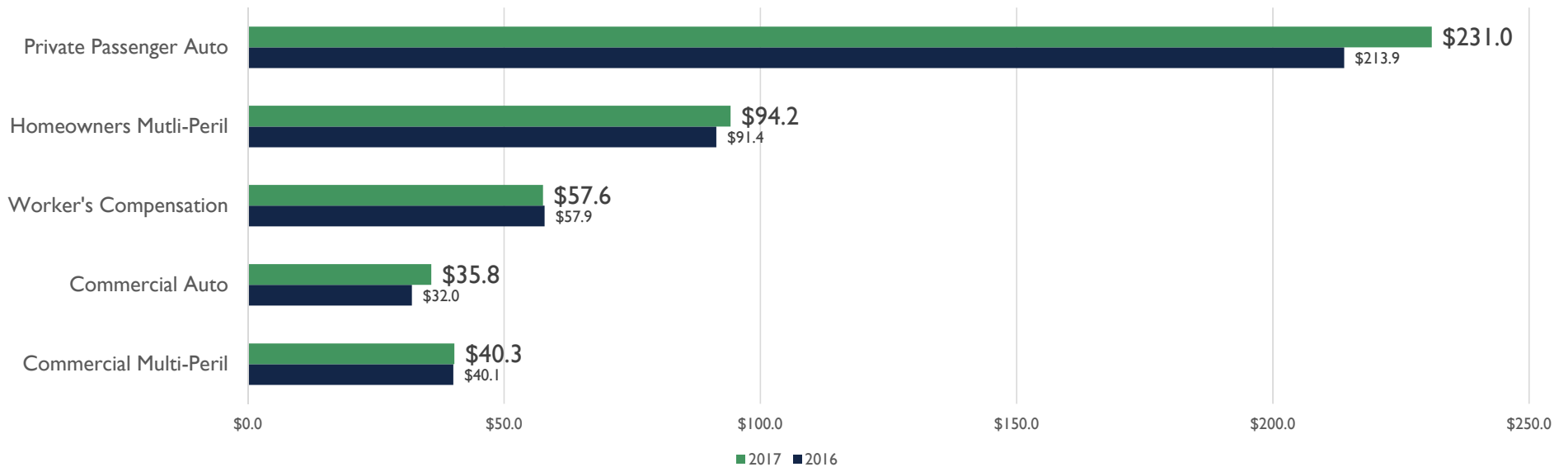
- This reports contains information on select property/casualty premiums by line. Not all lines of business are included in this report. Included are personal auto, commercial auto, homeowners, commercial multi-peril and workers compensation. Note: the commercial lines total is not inclusive of Accident and Health lines.
- There was just under 4.5% overall increase in DWP between 2016 and 2017. Some lines that IIABA monitors saw small decreases or no growth in premium. Private Passenger Auto saw an 8% increase, the largest of any line monitored. This report are only inclusive of the lines for which IIABA requested data.
- 2016 and 2017 showed no significant gains or losses in any distribution channel.
- IA companies wrote 35% of all personal lines in 2016 and 2017
- 84% of all commercial lines premiums are written by IA companies. (not inclusive of Accident and Health).
- All analyses in this report are done by IIABA. Direct any questions regarding the report to Madelyn Flannagan, VP of Agent Development, Research and Education via email: [Madelyn.Flannagan@iiaba.net](mailto:Madelyn.Flannagan@iiaba.net)

## ABOUT THIS REPORT

- This report marks the 23<sup>st</sup> year in which A.M. Best Co. has provided the Independent Insurance Agents and Brokers of America with year-end industry market share data to provide an updated assessment of the state of the independent agency system. All data in this report comes from A.M. Best and is printed with permission.
- The A.M. Best data offers IIABA an accurate look at changes with property/casualty insurance distribution because it separates captive agency and direct response carriers. As A.M. Best does not have a “direct response” specific reporting category, IIABA directs A.M. Best which companies should be placed in that category. In addition, as requested by IIABA and defined by IIABA, the affiliates of selected groups leveraging various distribution systems are separated and placed in the appropriate distribution category (wherever the company group uses separate affiliates for this purpose). Please note that in some cases premiums written in some company affiliates may NOT be reported independently and therefore may not be reflected in the correct distribution channel.
- In the charts in this report, previous-year market share numbers are the most mature numbers compiled by A.M. Best, and they reflect the same affiliate adjustments in order to provide as accurate comparisons as possible. Readers may note some premium and market share changes from previous reports. The new numbers for prior years from the latest data are used. This occurs because carriers report adjustments for prior years, which changes the market share percentages for prior years.

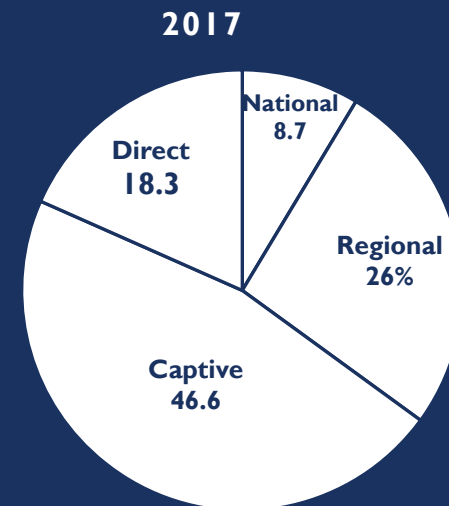
# PROPERTY/CASUALTY INSURANCE BY LINE (LINES SELECTED FOR THIS REPORT-IN \$BILLIONS)

Chart Title



# PERSONAL LINES PREMIUMS-2017

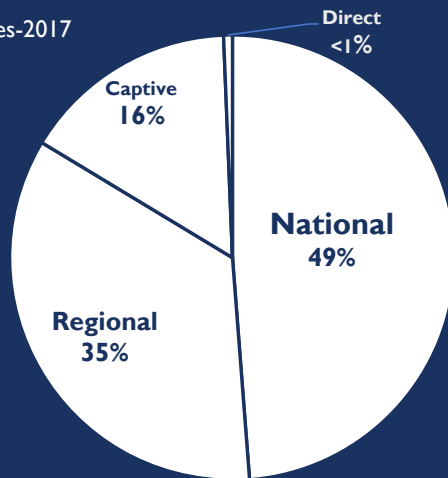
	Direct Written Premium (billions)	% Share	% Premium Growth 2016-2017
National	28.4	8.7	-2.15%
Regional	86.9	26.4	1%
Captive	153.5	46.6	-2.55%
Direct	60.5	18.3	4.6%
Total	329.3	100%	1%



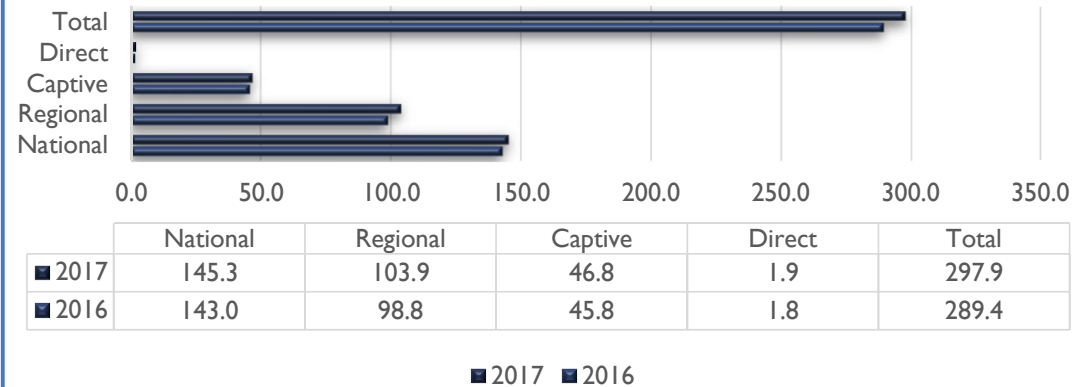
The 2016 DWP was \$309.7 billion. 2017 saw a small 6.4% increase, to \$329.3 billion. The national carriers and captive carriers both saw negative growth. The direct channel saw over 4.5% growth in premium and 7% growth in market share, and the regional carriers 1% in premium growth 1.5% growth in market share. The IA channel held on to 35.1% share of the personal lines market at the end of 2017.

# COMMERCIAL PREMIUMS-2017

Market Shares-2017



## 2106 and 2017 Commercial Premiums

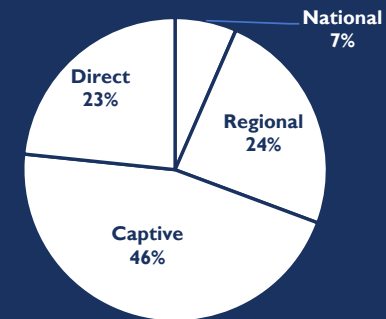


Continuing a trend that began in 2015, 2017 did not experience the growth seen in earlier studies, with the overall commercial market growing by a little over 3%. Still holding the majority of the market at 84%, the national and regional agency companies saw a combined increase, and write a total of just under \$250 Billion.

# PRIVATE PASSENGER AUTO

	Direct Written Premiums (Billions)	%Share	% Premium Change from 2016 to 2017
<b>National</b>	15.1	6.5%	4.9%
<b>Regional</b>	55.7	24.1%	7.75%
<b>Captive</b>	106.1	46.1%	5.4%
<b>Direct</b>	53.9	23.3%	14.9%
<b>Total</b>	230.8	100%	7.94%

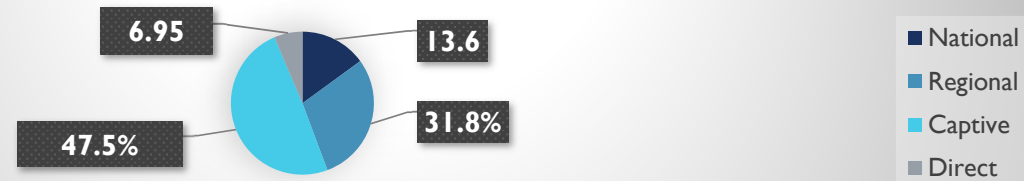
**2017 MARKET SHARE BY DISTRIBUTION CHANNEL**



Private passenger auto premiums hit \$231 billion mark, growing over \$17 billion from 2016, or just under 8%. All distribution channels saw some growth in 2017 with the independent agency companies and the directs both growing by 10%. The captive channel lost 1% of its share to the directs, while the IA share remained at 31%.

# HOMEOWNERS

## 2017 Homeowners Market Share



The homeowners market grew just under \$3 billion from 2016 to 2017 (\$91.4 billion in 2016 and \$94.2 billion in 2017). The captive carriers lost a small share to the regional carriers. Homeowners insurance accounted for approximately 30% of all property/casualty insurance lines in 2017.

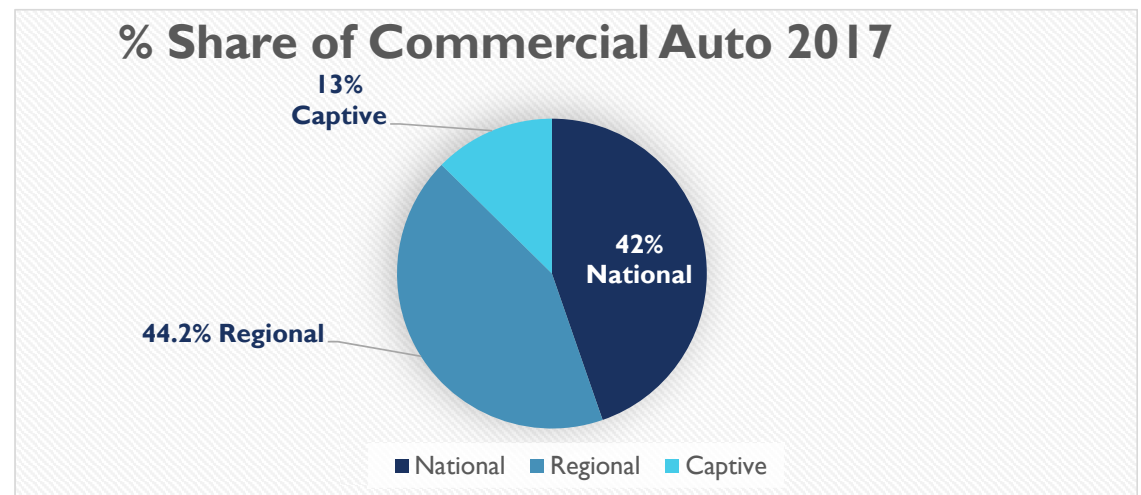
	Direct Written Premium (billions)	% Share	Growth 2016 to 2017
<b>National</b>	\$12.9	13.6%	0%
<b>Regional</b>	\$30.0	31.8%	3.2%
<b>Captive</b>	\$44.8	47.5%	-2.5%
<b>Direct</b>	\$6.5	6.95%	3.9%
<b>Total</b>	\$94.2	100%	3%



# COMMERCIAL AUTO

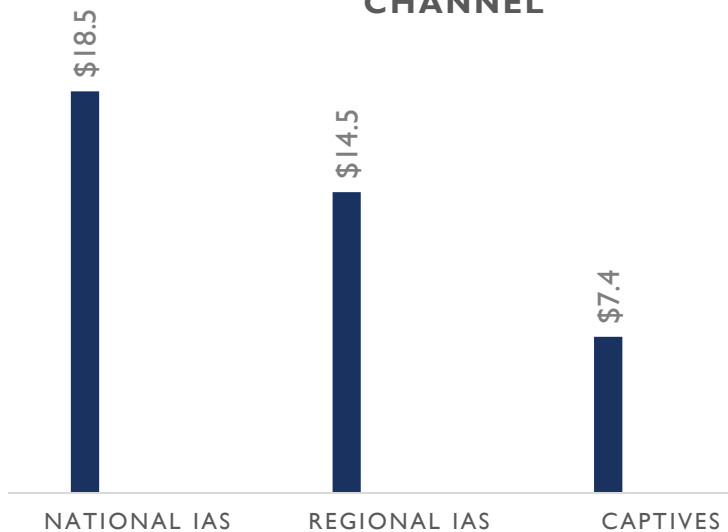
The commercial auto market grew nearly 9% from 2016 to 2017 (\$32. billion to \$35.8 billion) with the majority of the growth again going to the IA channel, with the regional agency companies seeing 15% growth. The captive channel saw a 9% increase in DPW, and maintained their 13% share of the market. As in the past, the direct response channel has less than 1% of this market.

	Direct Written Premiums
National	\$15 Billion
Regional	\$15.9 Billion
Captives	\$ 4.7 Billion



## COMMERCIAL MULTI-PERIL (BILLIONS)

DIRECT WRITTEN PREMIUM BY DISTRIBUTION CHANNEL



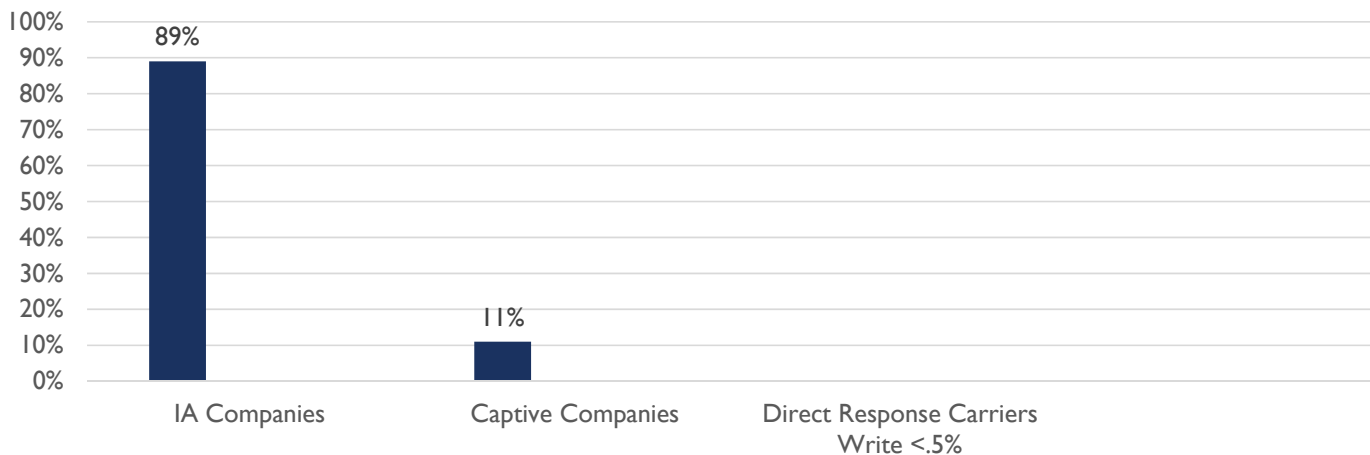
	Direct Written Premiums 2017	%Share	% Change from 2016
National	\$18.5	45.8%	-1%
Regional	\$14.5	36%	1%
Captives	\$ 7.4	18.2%	-.5%
Total	\$40.4	100%	-.5%

Commercial Multi-Peril grew just under \$1 billion in 2017. (\$39.5 to \$40.4). National and Regional Carriers continue to hold the largest share of the market at approximately 82%

# WORKERS COMPENSATION

For 2017, the Worker's Compensation premiums were just shy of \$58 billion, showing no significant increase over 2016 (\$57.9 billion) and 2015 (\$57.1 billion) IA carriers continue to write 89% of the premiums in this line. Direct Response carriers have relatively no market share in this line.

Market Share of Workers Compensation



## STATE SHARES BY RANGE-2017 (HELD BY IA CHANNEL)

Share of Personal Lines	2010	2017
More than 50%	2	3
45-50%	5	3
40-45%	7	7
35-40%	5	10
30-35%	10	5
Less than 30%	22	23
Share of Commercial Lines	2010	2017
85-90%	3	17
80-85%	16	25
75-80%	23	5
70-75%	5	1
65-70%	3	3
60-65%	0	0
55-60%	1	0

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# STATE MARKET SHARE

## States with the 5 Largest Gains and Losses in IA Commercial Lines Share (2016 vs. 2017)

State	Percentage Points GAINED	State	Percentage Points LOST
ND	1.58	MI	-0.98
NH	1.03	ID	-0.56
DE	0.90	MA	-0.49
IA	0.81	TN, MT, CT	-0.33
ME	0.67	WV	-0.29

## States with the 5 Largest Gains and Losses in IA Personal Lines Share 2016-2017

State	Percentage Points GAINED	State	Percentage Points LOST
TX	1.07	PA	-0.77
UT	1.05	NM, DC	-0.75
AK	.89	FL, CA	-0.72
DE	.87	WY	-0.58
IN	.66	RI	-0.53

## DIRECT WRITTEN PREMIUMS AND MARKET SHARES –SELECT OTHER LINES

		DIRECT RESPONSE-2017	DIRECT WRITERS-2017	TOTAL AGENCY WRITERS-2017	DIRECT RESPONSE-2017	DIRECT WRITERS-2017	TOTAL AGENCY WRITERS-2017
FIRE		185,520,101	2,014,937,009	9,399,750,352	1.60	17.37	81.03
INLAND MARINE		393,991,588	5,870,424,817	15,947,448,967	1.77	26.43	71.80
MEDICAL PROFESSIONAL LIABILITY		0	3,231,578,071	5,909,745,133	0.00	35.35	64.65
OTHER LIABILITY (CLAIMS-MADE)		5,000	1,520,225,197	19,574,294,825	0.00	7.21	92.79
OTHER LIABILITY (OCCURRENCE)		490,558,783	5,773,755,333	36,087,583,472	1.16	13.63	85.21
PRODUCTS LIABILITY		0	273,630,485	3,288,982,197	0.00	7.68	92.32

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