



2020 MARKET SHARE REPORT

(2017- 2019 DIRECTWRITTEN PREMIUM DATA SOURCED FROM A.M. BEST- ALL ANALYSIS DONE BY IIABA)

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- This report reflects analysis of data for 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, commercial group and workers compensation. Note: the commercial lines total is not inclusive of Accident and Health lines.
- For this report IIABA requested data for 2018 and 2019. This analysis reflects 4.7% overall increase in DWP. In the same data set commercial auto showed an increase of 11.4% in DWP, with worker's compensation reporting a loss of 3% in DWP.
- Over the last 3 study cycles (2016 to 2019) no notable gains or losses were indicated in any of the data on these distribution channels.
- IA companies wrote 35.7% of all personal lines in 2019 - up 2.3% from 2017. Direct Response carriers market share grew by nearly 4%, while the Captive carriers lost 4%.
- 84.5% of all commercial line's premiums are written by IA companies. (not inclusive of Accident and Health).
- All analyses presented in this report have been completed by IIABA. Direct any questions regarding the report to Madelyn Flannagan, VP of Agent Development, Research and Education via email: Madelyn.Flannagan@iiaba.net

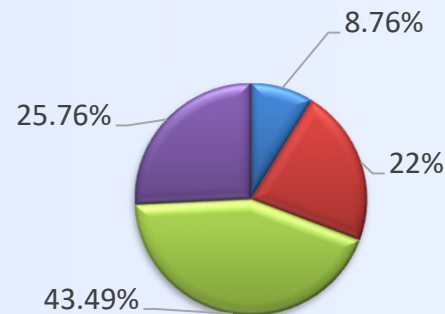
- This report marks the 25st year in which A.M. Best Co. has provided the Independent Insurance Agents and Brokers of America with year-end industry market share data to provide an updated assessment of the state of the independent agency system. All data in this report comes from A.M. Best and is printed with permission.
- The A.M. Best data separates captive agency and direct response carriers offering IIABA an accurate look at changes with property/casualty insurance distribution. 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.***

Private Passenger Auto 2017-2019



Direct Written Premium (Billions)	2017	2018	2019	17-19 Change
National Agency	20.5	21.8	22.2	8.3%
Regional Agency	49.9	53.7	55.7	11.6%
Captive	106.6	109.7	110.1	3.3%
Direct Response	54.9	60.9	65.2	18.7%
Total US	230.9	246.	253.2	9.7%

2019 Market Share By Distribution



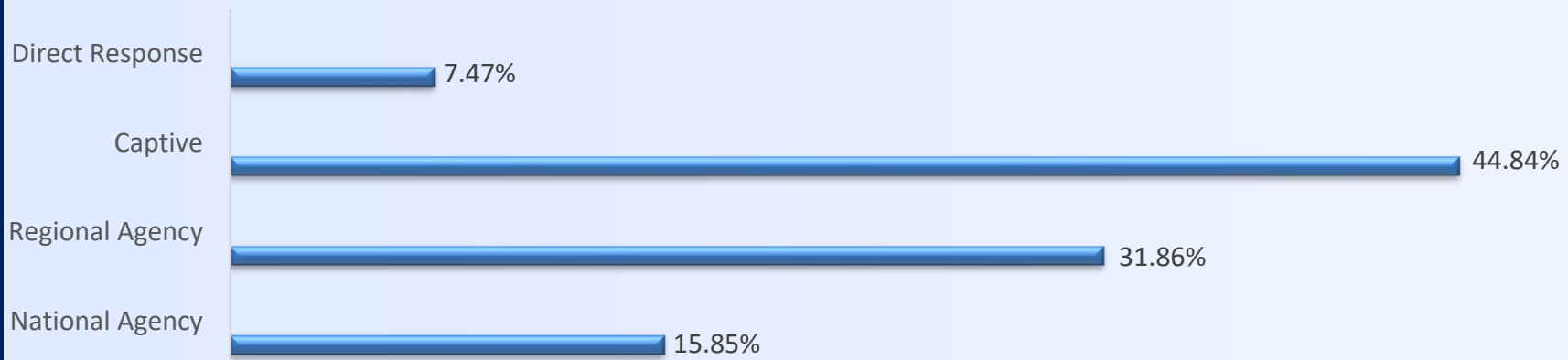
■ National Agency
 ■ Regional Agency
 ■ Captive
 ■ Direct Response

Homeowners 2017-2019



Direct Written Premium (Billions)	2017	2018	2019	17-19 Change
National Agency	14.7	15.6	16.4	11.6%
Regional Agency	28.2	30.4	33.2	7.8%
Captive	44.6	45.6	46.7	4.7%
Direct Response	6.6	7.1	7.8	18.2%
Total US	94.3	98.8	104.1	10.5%

2019 Market Share by Distribution

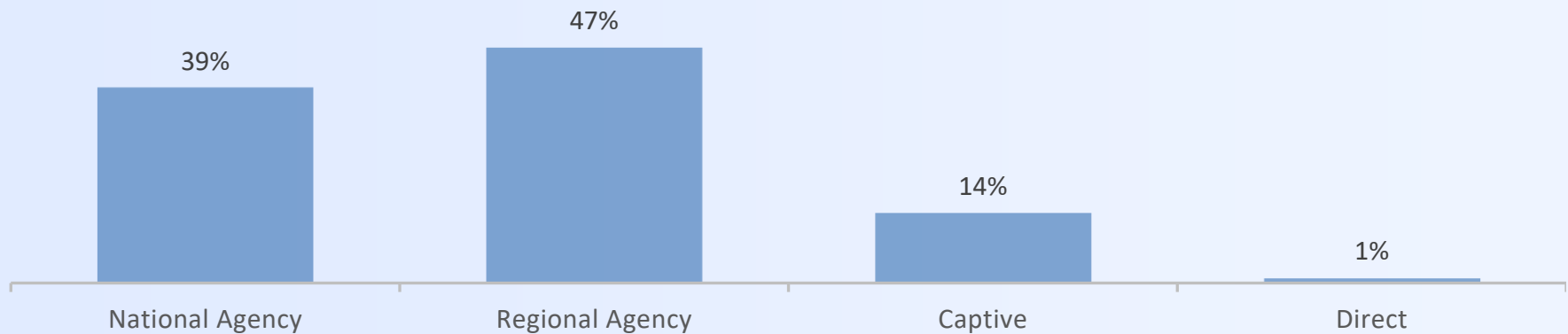


Commercial Auto 2017-2019



Direct Written Premium (Billions)	2017	2018	2019	17-19 Change
National Agency	15.6	16.2	17.5	12%
Regional Agency	15.6	18.7	21.	35%
Captive	4.5	5.2	6.2	37.7%
Direct Response	.3	.025	.3	50%
Total US	35.8	40.4	45.1	26%

2019 Market Share By Distribution Channel



Workers' Compensation 2017-2019



Direct Written Premium (Billions)	2017	2018	2019	17-19 Change
National Agency	28.4	27.6	26.4	-7%
Regional Agency	23.0	23.6	23.3	1.3
Captive	6.2	6.1	5.9	-4.8%
Direct Response	Insignificant			
Total US	55.6	51.4	51.2	-7.9%

2019 Market Share by Distribution

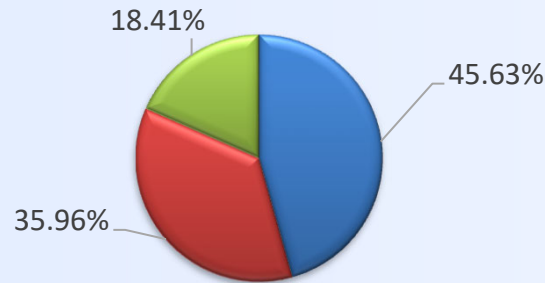


Commercial Multi-Peril 2017-2019



Direct Written Premium (Billions)	2017	2018	2019	17-19 Change
National Agency	18.7	19.1	19.9	6.4%
Regional Agency	13.9	14.5	15.7	13%
Captive	7.7	7.8	8.0	3.90%
Direct Response	Insignificant			
Total US	40.3	41.4	43.6	7.9%

2019 Market Share by Distribution



■ National Agency
 ■ Regional Agency
 ■ Captive

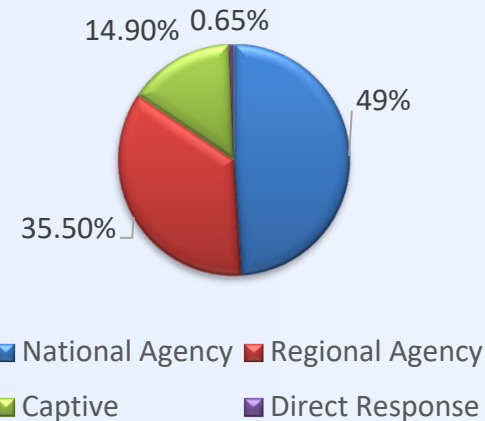
Commercial Group 2017-2019



Direct Written Premium (Billions)	2017	2018	2019	17-19 Change %
National Agency	149.6	154.4	162.9	11.6%
Regional Agency	101.3	109.3	118.1	16.4%
Captive	45.1	46.7	49.4	9.5%
Direct Response	1.9	2.1	2.2	16.7%
Total US	297.9	312.5	332.6	11.6%

At the end of 2019 ,IA carriers (National and Regional) hold the largest share in the commercial insurance marketplace at 84.5%, a slight increase from the 84.2% held in 2018. Captive and Direct Response carriers decreased their shares by .10% combined, providing this bump to the IA channel.

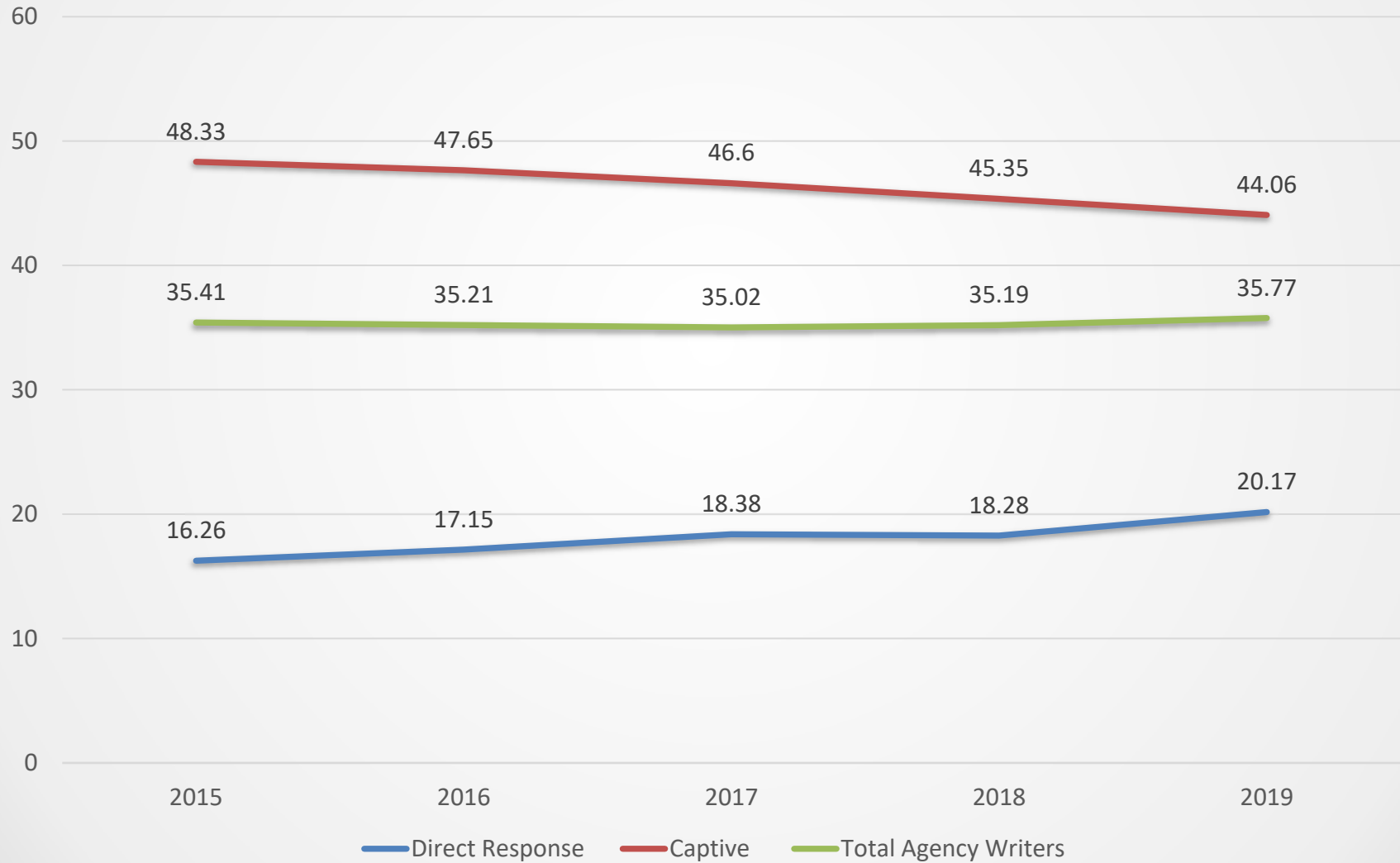
2019 Market Share By Distribution



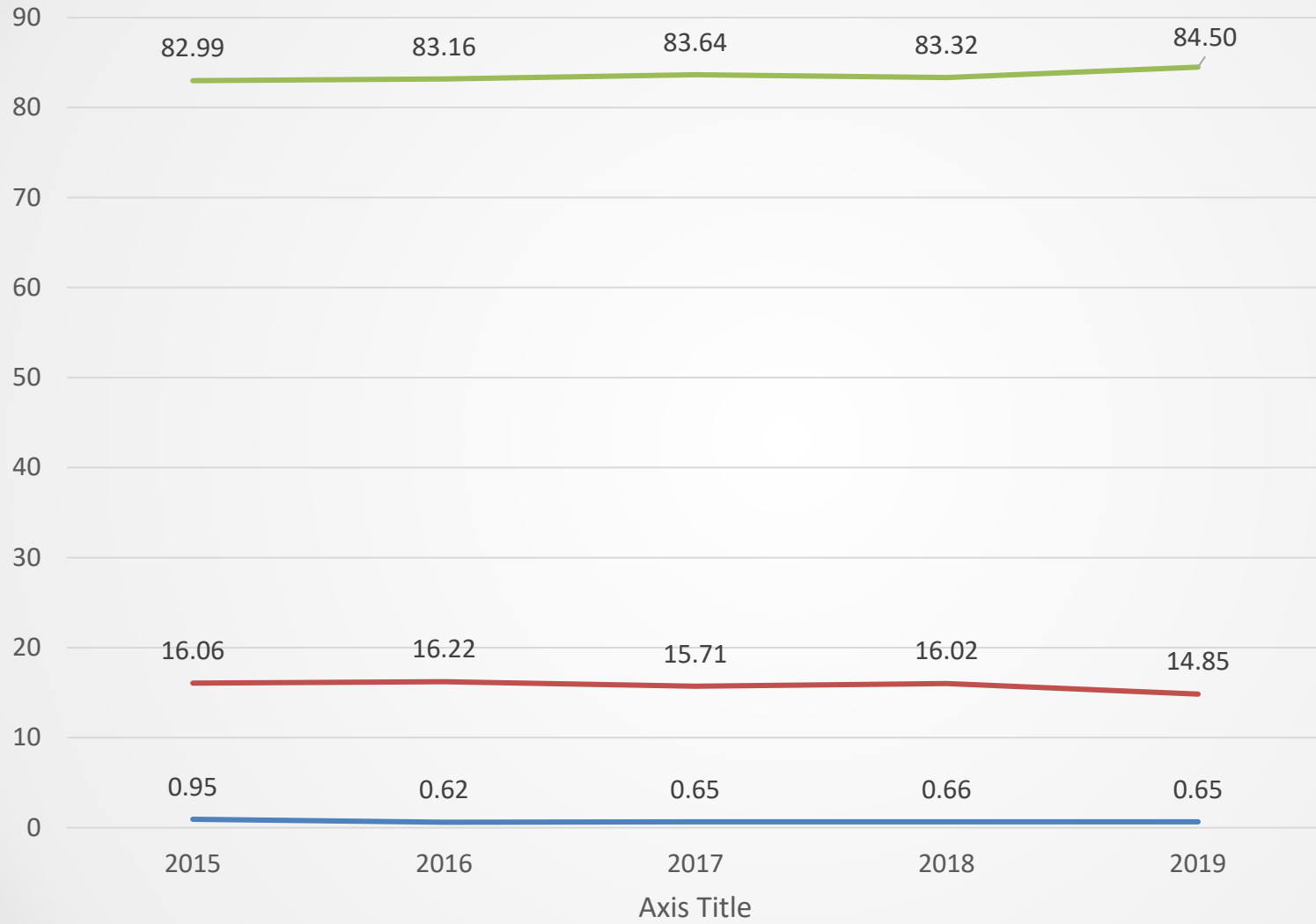
Select Other Lines-Direct Written Premiums and Distribution Channel Shares-2019

		Direct Response	Captive	Total Agency Writers	Direct Response	Captive	Total Agency Writers
FIRE		190,054,734	2,089,831,205	11,362,583,032	1.39	15.32	83.29
INLAND MARINE		434,906,112	6,146,173,869	19,166,082,766	1.69	23.87	74.44
MEDICAL PROFESSIONAL LIABILITY		0	2,394,841,305	7,337,065,409	0.00	24.61	75.39
OTHER LIABILITY (CLAIMS-MADE)		0	1,623,560,080	23,348,649,209	0.00	6.50	93.50
OTHER LIABILITY (OCCURRENCE)		561,693,084	6,005,045,352	42,919,641,894	1.14	12.13	86.73
PRODUCTS LIABILITY		0	250,126,354	3,847,141,108	0.00	6.10	93.90

5-Year Market Share Percentages for Personal Lines By Distribution Channel



5-Year Market Share Percentages for Commercial Lines By Distribution Channel



— Direct Response — Captive — Total Agency Writers

10 STATES WHERE INDEPENDENT AGENTS HOLD THE LARGEST MARKET SHARE

Personal Lines

MA	69.40
VT	53.45
ME	52.36
FL	47.05
SD	46.19
CT	43.62
WI	43.29
OH	41.44
ND	40.77
PA	40.27

Commercial Lines

MI	89.80
WV	89.71
HI	89.62
KS	88.91
PA	88.09
OK	87.92
CO	87.91
AL	87.50
AR	87.19
NC	86.10