

Entry in the UAE insurance market

Client

A leading consulting company.

Business Situation

The end client wanted to make an informed entry in the UAE insurance market and offer cost-efficient products.

Benefits and Outcomes of Our Engagement

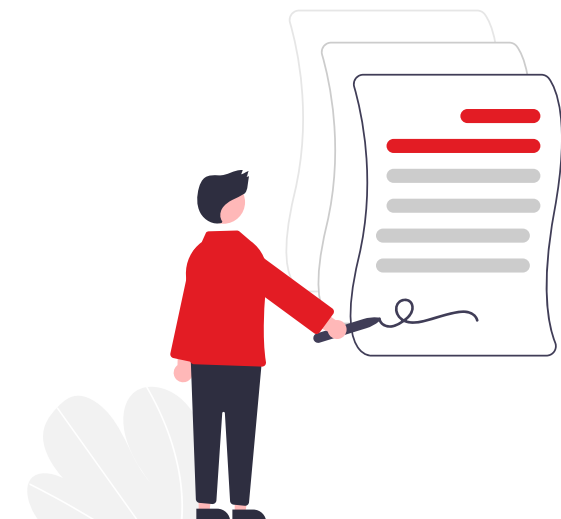
- Helped to understand the distribution channel partner scenario in the Middle East.
- Assisted the end client to identify market trends in the UAE insurance industry.
- Detailed analysis of competition and recommendations provided on market entry.

Engagement

To conduct a study for understanding the Middle East general insurance market in order to make an informed entry.

SGA Approach

- Conducted market analysis of the insurance industry in the UAE, including market size, macroeconomics, profitability, and growth prospects. We also conducted a comparative analysis of the life and non-life insurance markets, along with regulatory developments, in the Middle East.
- Assessed the market potential, drivers, challenges, regulatory developments, key trends, underwriting pricing, competitive landscape, and key player profiling.
- Conducted qualitative interviews (primary research) with brokers, underwriters, industry experts, and senior executives to understand various distribution channels and supporting factors.
- Post data synthesis collected through desk and primary research, SGA provided recommendations on market entry.



To know more about our Market Research Services
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