

AON

Q3 2025

Global Insurance Market Insights Report



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Introduction

Q3 Global Insurance Market Insights Introduction

Opportunities Abound in a Transforming Risk Transfer Landscape

As we approach the end of 2025, the global insurance market is marked by opportunity for our clients, but with recognition of long-term trends that are at play. Capital is broadly available, though more fragmented, and rapid technological advances are making risk transfer more creative, agile and targeted. While traditional insurance products remain the cornerstone of risk transfer, we are seeing increasing opportunities to strengthen protection through complementary solutions including parametric triggers, structured insurance and facultative reinsurance solutions, and captives. Despite generally favorable conditions in the traditional market, a growing number of clients are leveraging these tools, as well as Aon's unique data and analytics capabilities, to strengthen and future-proof their risk management and risk financing programs in an evolving risk landscape.

Competitive market dynamics

In Q3, the property and casualty market showed another quarter of competition for preferred risks, driven by ample capacity, easing conditions in the reinsurance market, and insurer growth ambitions. Local markets are attracting new entrants and seeing growing interest from reinsurers and international insurance markets,

which is driving price competition, broadening coverage availability, and making oversubscription common for preferred risks. Amidst these otherwise buyer friendly trends, recent losses from Hurricane Melissa — one of the strongest Atlantic hurricanes on record — will likely cause a shift in Caribbean local and regional market conditions but are not on a scale that we believe would force a broad near-term shift in market pricing or capacity.

Underwriting, while disciplined, is also more flexible, and growth-focused insurers are often willing to revisit risks they may have previously declined. Underwriters continue to differentiate, with preferred, well-managed risks experiencing the most favorable environment and outcomes.

Client implications

For buyers, Q3 was largely favorable. Preferred property risks saw double-digit decreases in several markets. Cyber remained competitive, although rate reductions moderated amidst rising loss frequency and poor loss development in some markets. Buyers of directors and officers insurance continued to experience generally

soft market pricing, though the price flattening in lead layers that started early this year continued as insurers focus on sustainable pricing after a prolonged period of price softening and an increase in claims activity. Casualty saw modest reductions, except in the U.S. which continues to be plagued by increasing loss severity driven by adverse litigation trends. Finally, motor insurance continued to see rising rates in most jurisdictions globally, driven by increasing claims activity and more expensive repair costs for high-tech vehicles.

While we welcome the general pricing relief for our clients across most product lines and sectors, it's important to recognize that key macro trends are unchanged in our industry. A critical macro trend that continues is a systemic increase in loss severity and frequency, particularly in property, cyber and U.S. casualty. Another macro trend we've cited over the past several quarters is that the insurance market is not monolithic. Rather, it has become a collection of micro-markets for individual product lines, industry segments and geographies; each driven by specific characteristics including supply of capacity. The supply

of capacity continues to be fragmented in many product lines as insurers limit their exposure to any one insured due to the growing unpredictability of loss activity. We highlight these unchanged trends because we see the softening in property insurance as driven largely by two years of profitability and the resulting retained earnings of insurers and reinsurers as opposed to a change in industry fundamentals. We don't see loss activity easing, nor do we see new capital entering the traditional insurance and reinsurance markets. This leads us to characterize the soft property market conditions as a "pricing correction." We believe the property reinsurance and insurance markets over-reacted in Q4 2022 to loss activity at the time. Today insurers see property rates as still adequate, but with the current focus on capital discipline, it remains to be seen whether a continued slide would be sustainable in the intermediate term. With this in mind, today's buyer-friendly market conditions should be seen as an opportunity for buyers to future-proof their programs — review values, limits, sublimits, coverage consistency, and the quality of insurance company partners. In addition, reinvesting premium savings into long-term resilience will pay off in the long run by reducing an organization's exposure to loss.

While insurers are actively pursuing growth, risk managers should carefully weigh the pros and cons of switching providers against the value of long-standing

relationships. Competitive pricing may offer short-term gains, but it's equally important to consider the long-term reliability of underwriting partners — especially their ability to deliver when it comes to claims.

Looking ahead

Our recently released [Global Risk Management Survey results](#) bring into focus four major megatrends: Trade, Technology, Weather and Workforce. These are transforming the risk landscape, requiring dynamic, integrated and scenario-driven risk management strategies. As you rethink resilience and move beyond traditional strategies using advanced data, technologies, scenario modeling, and an enterprise approach, we stand ready to partner with you to develop an integrated program that not only takes advantage of current market conditions but taps into creative new and emerging risk solutions.

On behalf of our global Commercial Risk team, we hope you find the information in our Q3 Global Insurance Market Insights helpful in understanding recent developments in the risk solution environment.



Joe Peiser

Chief Executive Officer
Commercial Risk Solutions

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Global Insurance Market Dynamics

Q3 Global Insurance Market Dynamics

Asia	-1-10%	Abundant	Prudent	Flat	Flat	Stable
EMEA	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Latin America	-1-10%	Ample	Prudent	Flat	Flat	Stable
North America	Flat	Ample	Prudent	Flat	Flat	Stable
Pacific	-11-20%	Abundant	Flexible	Increased	Flat	Broader
	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Global Insurance Market Dynamics

Pricing

Pricing in Q3 continues to soften for most lines of business and geographies as competition intensifies and capacity increases. While pockets of flat-to-increased pricing remain, the trend for reductions has broadened and pricing competition has accelerated for the most sought-after risks. Double-digit rate reductions are now commonly observed on property risks in key markets, including the U.S., U.K., continental Europe, Korea, Australia, and several Latin American countries. Cyber rates remain soft, but reductions have moderated. While directors and officers remains highly competitive, there are growing signs of moderation as insurers focus on achieving sustainable pricing levels. U.S. casualty and automobile are the main exceptions to the wider softening trend as insurers respond to adverse claims trends. Japan is the notable geographical outlier, with insurers continuing to raise prices in a bid to improve underwriting profitability.

Capacity

In general, capacity is abundant for most lines, particularly, for property, cyber and directors and officers. New market entrants and established insurers are targeting growth, while a more competitive treaty reinsurance market, growing alternative reinsurance capital in the form of Insurance Linked Securities (ILS) and Catastrophe Bonds, and the increasing use of facultative reinsurance are also contributing to easing conditions. Many local markets are also seeing growing competition from regional and international markets, such as London. As a result,

oversubscription is now commonplace for preferred risks, leading to more favorable pricing, terms and conditions. Capacity constraints remain, however, for some automobile and U.S. casualty placements, as well as challenging occupancies and high-natural catastrophe exposures in property. In some cases, these capacity constraints are being partially offset by new entrants and insurers' ambitious growth targets.

Underwriting

With growing competition, underwriting is increasingly flexible, especially for highly competitive lines of business, such as property, cyber and directors and officers. However, underwriting is, on the whole, disciplined, and insurers continue to differentiate. Superior terms are often available for preferred risks with detailed submission data, robust risk management and strong risk improvement plans. Risks with a poor claims history and/or in more complex or challenging occupancies are subject to rigorous underwriting. Insurers remain cautious of U.S. exposed casualty and automobile, as well as high catastrophe-exposed property. In some local markets, underwriters are being granted more authority. Many insurers are considering risks that were previously outside their appetite as they pursue growth targets.

Limits

Limits are broadly flat, although some buyers are taking advantage of market conditions to increase limits for cyber, directors and officers and property insurance. For U.S. excess

casualty and certain property catastrophe risks, insurers are careful when providing high limits and in some cases are actively looking to reduce their exposure. In Japan, limits continue to reduce for large property and casualty risks.

Deductibles

Deductibles remain flat, although insurers may be willing to offer decreases for preferred products and risk types. Deductibles are under pressure for lines with poor loss trends, such as automobile and U.S. excess casualty. Insurers are reluctant to reduce deductibles in areas where they are looking to manage certain exposures, such as natural catastrophes. Clients analyzing their total cost of risk are exploring potential changes to deductibles, while those with exposed risks or poor loss ratios are increasingly exploring alternative solutions.

Coverages

Competition is leading to more flexibility from insurers on coverage terms. For property, cyber and directors and officers, there are opportunities to take advantage of market conditions to secure broader or enhanced coverage, and/or restore coverages and sub-limits reduced during the hard market. Insurers are also updating cyber insurance wordings in some Asia markets to bring them in line with global standards. Restrictions, however, continue to apply in the casualty market for emerging risks like per- and polyfluoroalkyl substances, while catastrophe-exposed property placements in Canada and the Middle East may face some limitations due to recent loss activity.

Q3 Global Insurance Product Trends

Asia	Moderate	Soft	Soft	Soft	Soft
EMEA	Challenging	Soft	Soft	Soft	Soft
Latin America	Soft	Moderate	Soft	Soft	Soft
North America	Moderate	Moderate	Soft	Soft	Soft
Pacific	Moderate	Soft	Soft	Soft	Soft
	Automobile	Casualty	Cyber	Directors & Officers	Property

Q3 Global Insurance Product Trends

Automobile

Market conditions are generally moderate, although more challenging in EMEA. While capacity is generally ample, insurers remain disciplined in their underwriting, price increases and limit/deductible management in response to adverse claims trends and higher repair costs. Certain fleet risk types, including public transport, road haulers and short-term rentals, are experiencing more difficult conditions including some restrictions. Insurers are also more cautious on fleets with electric vehicles, due to higher repair costs and parts shortages for certain brands and models. In some markets, there is growing competition for well-performing fleet business, resulting in more buyer friendly conditions for preferred risks. In Latin America, competition is strong and new entrants are driving innovation and broader coverage options for buyers.

Casualty

Market conditions are generally moderate, although increasingly competitive for placements without significant U.S. exposures. Outside the U.S., casualty insurers are looking to grow, leading to flat or slightly downward pricing in many local markets with the notable exception of placements with large U.S. exposures, which face potential capacity constraints and coverage restrictions. The U.S. market continues to be marked by adverse litigation trends, driving high single to low double-digit increases for general

liability and umbrella and excess casualty. In contrast, U.S. workers compensation remains highly competitive, with further rate reductions seen in Q3. Restrictions for per- and polyfluoroalkyl substances apply in almost all markets.

Cyber

Market conditions remain soft; however, rate reductions have moderated. Capacity is abundant and competition is healthy, with many buyers taking advantage of favorable conditions to review and expand coverage terms and conditions, and to right-size risk transfer through increased limits. Underwriting is increasingly flexible, particularly as many insureds have improved their overall risk profile in recent years. Claims frequency continues to rise globally. While 2023 loss development has been unfavorable for portions of the market, insurers feeling pressure on loss ratio and combined ratio performance must navigate a tremendous amount of new capacity that has entered the space – creating a very competitive overall environment. Insurers continue to focus on severe ransomware and business interruption events, impacting businesses across Europe specifically. Systemic and third-party/supply chain risks remain a top concern for insurers with significant aggregation exposure. Privacy Liability litigation trends in the U.S. have also come into sharp focus throughout 2025.

Directors & Officers

The market remains highly competitive, with price reductions, limit increases and coverage enhancements available for most placements. Some insurers are willing to consider lower deductibles. Capacity is abundant, and automatic follow cover capacity is gaining traction. However, pricing is beginning to moderate in the U.S. and EMEA as insurers seek sustainable pricing. Insurers continue to pay close attention to geopolitical and macroeconomic issues, U.S. litigation trends, and emerging risks such as artificial intelligence and cyber security disclosure. Clients with financial challenges and those in higher-risk sectors like crypto are likely to encounter limited insurer appetite.

Property

The global property insurance market has broadly shifted into a softer phase, characterized by intense competition for well-managed, preferred risks. Ample capacity, favorable reinsurance terms, and new market entrants – particularly through London and Bermuda – are fueling widespread rate reductions, with double-digit decreases commonly observed across the U.S., U.K., continental Europe, Korea, Australia, and several Latin American countries. Japan and India remain notable exceptions, where local conditions and regulatory factors continue to support firmer pricing.

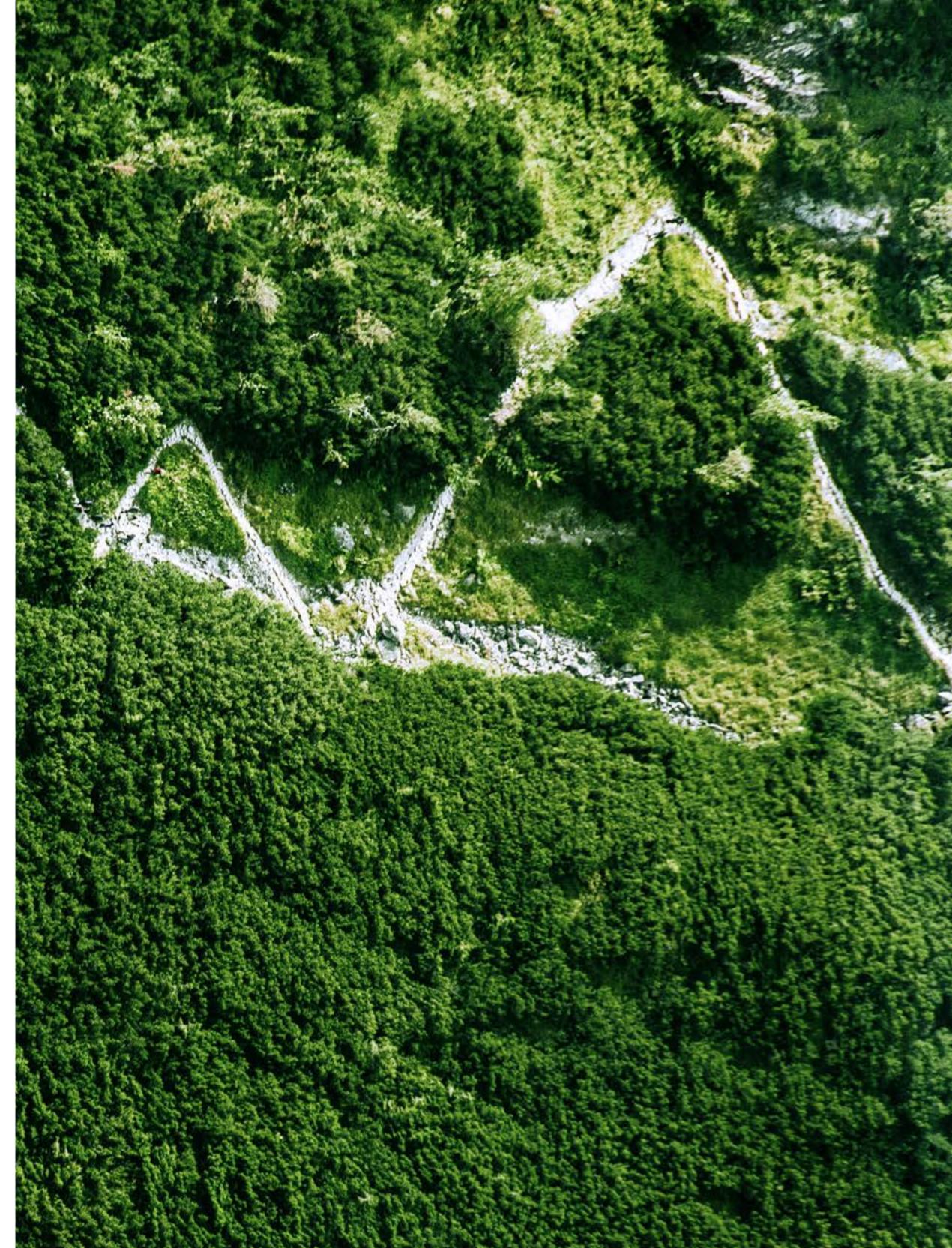
Q3 Global Insurance Product Trends

However, despite this surface-level softening, the market remains volatile at its core. Macroeconomic pressures such as persistent inflation, supply chain fragility, and geopolitical instability continue to drive uncertainty in values, replacement costs, and business continuity exposures. Insurers are increasingly scrutinizing valuations and contingent time element risks, as the true cost of reinstatement often lags behind inflationary and materials cost trends. Meanwhile, climate change and secondary perils — such as convective storms, wildfires, and flood — continue to test underwriting models and capital adequacy, especially in regions like North America, Canada, Mexico, and parts of the Middle East that have faced recent large losses.

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While capacity for quality risks is abundant, underwriters remain disciplined in their approach to high-hazard industries such as food, waste, recycling, and frame construction. Nonetheless, underwriting flexibility and appetite are slowly expanding, reflecting improving results after several years of portfolio remediation. Many clients are using premium savings to enhance coverage breadth, increase limits, or invest in risk engineering and resilience improvements.

Overall, the global property market appears soft on the surface — but remains inherently unstable beneath it, shaped by evolving risk dynamics, capital sensitivity, and the uncertain macroeconomic and geopolitical backdrop.



Q3 Global Advice for Navigating the Market Environment

- In today's favorable market, review and challenge current insurance programs and explore alternative solutions. Consider using premium savings to invest in expanded risk transfer programs and additional coverages.
- Future-proof insurance programs against changes to market conditions. Explore how risk management can be improved and consider long term agreements that offer an opportunity to lock in favorable pricing and conditions.
- With insurers keen to grow and win new business, carefully weigh the pros and cons of switching providers against the value of long-standing relationships. Competitive pricing may offer short-term gains, but it's equally important to consider the long-term reliability of underwriting partners — especially their ability to deliver when it comes to claims.
- Use risk analytics tools to review the adequacy of program limits, taking into account inflationary trends, supply chain complexity and geopolitical and economic uncertainty. Investments in long-term risk management and risk financing using data and analytics can also build resilience to future market changes.
- To maximize outcomes in a softer market, start the renewal process early, provide quality risk management information and demonstrate actual and planned risk improvements. Direct engagement with underwriters can positively influence terms and conditions.



Q3 Global Claims Trends



2025 has seen insurers actively looking to differentiate themselves through claims performance as they look to grow. We see this as a positive development for clients. Clients are increasingly looking to claims advocates for guidance on how to manage their claims risks against a backdrop of volatility on numerous fronts including litigation, climate, geopolitics, supply chains and talent.

In a positive development for clients, insurers are increasingly recognizing the importance of investing in their claims teams as they seek to out-perform competitors and win business. Insurer acceleration of automation and AI for repeat tasks has meant claims expertise is more readily available to clients and brokers, adding value to the overall client experience, although most major insurers still tell us they consider the use of agentic AI without human interaction to be too risky in significant lines of business.

In more exposed lines of business (e.g. U.S. Casualty), we have seen a greater number of insurers participating on single risks, often with smaller shares than in previous years. This can result in a slower claims experience for our clients, with individual insurers taking separate positions and not following leaders, leaving a fractured market and frustrated clients. Follow form language, when available, can provide a more cohesive market experience.

Clients continue to raise concerns about U.S. social inflation, and with good reason. Between 2023 and 2024, “nuclear verdicts” (defined as awards of >\$10m) rose by 52%, while total awards more than doubled, according to the latest annual research from [Marathon Strategies](#) (May 2025). This caused the term “thermonuclear awards” to be coined,

defining awards of >\$100m. Although award sizes may have increased, where funders are involved, juries may be unaware that plaintiffs get less than 100% of the award. The [U.S. Chamber of Commerce ILR \(May 2024\)](#) notes claims inflation contributes to the increasing costs of everyday items as companies look to recoup losses by increasing costs of all items including food, housing, and medical care (as well as insurance). The plaintiffs’ bar continues to be prolific, using tested litigation tactics including “anchoring”— where a high number is suggested to juries to drive up awards — and “reptilian theories” — where plaintiff lawyers appeal to jurors’ emotions and empathy to increase awards and inflate settlements. As a combative strategy, more clients, insurers and brokers have been actively engaged in lobbying efforts, including coalitions, to drive tort reform in the worst affected U.S. states. We encourage all clients with potential U.S. liability exposures to raise the importance of this topic within their organizations and become involved in lobbying efforts to help drive change.

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Mona Barnes

Global Chief Claims Officer
Commercial Risk Solutions

Q3 Global Claims Trends

As societies become ever more reliant on exchanging and storing data online, the threat of data breaches and other cyber-attacks increases. Awareness around cyber security has increased significantly in the last few years alone, but cyber-attacks have kept pace. Aon's [2025 Global Risk Management Survey](#) showed cyber risk continues to top the global agenda, remaining the number one current and future risk for the third time. Organizations are advised to work with their brokers and insurers to take a holistic approach to these risks – including raising employee awareness of cyber security and ensuring the latest IT updates are adopted quickly. Where an attack is perpetrated, a pre-prepared plan should be deployed to manage the situation and protect organizational reputation.

Economic inflation has had an impact on insurance claims as the cost of raw materials, labor and supply chains has risen. U.S. trade tariffs and global counter-tariffs are causing uncertainty to organizations with longer or more complicated supply chains. Clients who can control and nearshore goods and supply chains, are often able to get back to business more quickly and reduce headwinds.



Q3 Global Advice for Navigating the Claims Environment

- Partner with brokers who have invested in their claims workforce and have the experience to adeptly navigate you through your claims activity and keep interactions with insurers positive. Work collaboratively and transparently with insurers from the start to build mutual trust.
- Work with your brokers to get to know your lead insurers and their approaches to claims (with data points to evidence) before they come on to your program and ahead of claims activity. Ultimately, an insurer's prior claims performance should be a key factor when selecting your panel.
- Organizations with potential U.S. liability exposures are encouraged to join industry lobbying efforts to help combat the continuing rise of social inflation and its costly impacts.



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Q3 Asia Market Overview



Clients in Asia continue to benefit from very favorable outcomes at renewal, with premiums reducing by high single-digits across all major lines of business and with a flexible approach to underwriting prevailing. Japan remains an outlier as insurers re-focus on profit-based underwriting for commercial risks.



Jon Pipe

Head of Commercial Risk Solutions
Asia

Executive Summary

- Soft conditions prevail across the region, enabling clients in Asia to reinvest premium savings into broader wordings, additional limits and new coverages.
- Japan continues to buck the softening Asia market trend as insurers implement more robust underwriting following guidance issued by the Financial Services Authority of Japan in 2024.
- Regulatory changes are promoting the flow of capital into the region, including a new redomiciliation regime for insurers in Hong Kong, a relaxation of rules for investment in Chinese insurers, and a proposed rise in the foreign ownership limit in Indian insurance companies to 100%.
- Political change in Japan and Thailand, and protests in Indonesia, are additional considerations for both clients' and insurers' strategic planning.

Headlines



Positive Developments

- Benign loss environment and ambitious growth targets drive competition
- More facilities and MGAs have been established as insurers look to deploy capital
- Over-subscription is allowing clients to be more selective of capacity



Challenging Developments

- Major catastrophe events are highlighting the large insurance protection gap
- Intense competition is challenging long-term client and insurer relationships
- Placements with significant U.S. casualty exposure remain challenging

Q3 Asia Market Dynamics

Asia	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
China	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Hong Kong	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Broader
India	Soft	-1-10%	Ample	Prudent	Increased	Flat	Broader
Japan	Challenging	+1-10%	Constrained	Rigorous	Decreased	Flat	Stable
Korea	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Stable
Singapore	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Asia Market Dynamics

Pricing

Soft market conditions are increasingly leading to price reductions across Asia as insurers compete for new business. Clients on a fixed-period tender cycle with large premium spends are seeing intense insurer competition and very positive renewal outcomes. Japan remains the exception, as constrained capacity and rigorous underwriting continues to result in price increases.

Capacity

Capacity remains ample-to-abundant, with local capacity supplemented by international and regional insurance markets in London, Singapore and the Middle East. As insurers seek new avenues to deploy their capacity, we are seeing more facilities and MGAs established in the region. Increasingly, over-subscription is providing clients with negotiating leverage to achieve the most advantageous conditions, and to shift the focus from simply completing the placement to optimizing the quality and reliability of participating insurers.

Underwriting

Underwriting is prudent in many parts of the region; however, with growing competition, Hong Kong and Korea are experiencing greater flexibility. In Japan, underwriting remains rigorous as insurers continue to focus on addressing underwriting profitability. Long-term agreements continue to offer insurers and clients some longer-term stability.

Limits

Overall, limits are generally flat although removal of or enhancements to sub-limits can be negotiated in some cases. Some clients are using premium savings to increase policy limits, particularly for directors and officers, cyber and casualty/liability lines. In Japan, limits remain under pressure for large property and casualty risks.

Deductibles

Deductibles remain flat with most placements renewing as expiring. In some markets, deductibles for natural catastrophe exposures may come under pressure, while property deductibles generally continue to increase in Japan. Adverse claims trends are leading to an increase in deductibles for cyber and automobile in select markets.

Coverages

Coverages are broadly stable, although insurers are increasingly willing to remove coverage restrictions that were imposed during the hard market cycle. Insurers are updating cyber insurance wordings in some Asia markets to bring them in line with global standards.

Q3 Asia Product Trends

Asia	Moderate	Soft	Soft	Soft	Soft
China	Moderate	Soft	Moderate	Soft	Soft
Hong Kong	Soft	Soft	Soft	Soft	Soft
India	Soft	Soft	Moderate	Soft	Moderate
Japan	Moderate	Challenging	Moderate	Moderate	Challenging
Korea	Moderate	Soft	Soft	Soft	Soft
Singapore	Moderate	Soft	Soft	Soft	Soft
	Automobile	Casualty/Liability	Cyber	Directors & Officers	Property

Q3 Asia Product Trends

Automobile

The automobile insurance market is generally moderate, with premiums typically flat or, in markets where there is competition for well-performing risks, modestly down. Capacity in China is somewhat constrained, while insurers in Singapore and Japan are pushing rate increases in response to higher repair costs.

Casualty/Liability

In most Asia markets, competition is healthy and premiums are flat or slightly reducing, although some domestic risks with a good loss record are able to achieve more significant reductions. The main exceptions are Japan and placements with large U.S. exposures, which are experiencing capacity constraints, rigorous underwriting and rate increases.

Cyber

The cyber insurance market is soft overall, although it varies by country and risk type. Growing capacity and competition is resulting in client friendly market conditions in Korea, Singapore and Hong Kong, while the market is more moderate in China, Japan and India – where underwriting is more rigorous and deductibles are under pressure due to claims trends. Underwriting is focused on robust security controls and favorable terms are generally more available when such

controls are demonstrated. Recent cyberattacks in Korea are driving increased demand for tailored coverage and a drive to update policy wordings.

Directors & Officers

The directors and officers market remains highly competitive across the region, and capacity is broadly available. Many insureds have benefited from low double-digit decreases, as well as improvements in wordings, deductibles and limits. Risks with large U.S. exposures, such as U.S. publicly listed firms, and crypto risks, are experiencing more challenging market conditions due to limited insurer appetite.

Property

The property market is soft overall, with the key exceptions of Japan and India, where local factors continue to drive premium increases. Growing competition and the absence of major catastrophe losses are leading to modest premium savings for loss-free risks in most Asia markets, and more significant decreases in Korea. Despite ample capacity, catastrophe losses in the region continue to reveal significant levels of underinsurance: Total direct damages in Asia Pacific were estimated at \$74 billion in 2024, yet just \$4 billion was covered by insurance, according to [Aon's Climate and Catastrophe Insight report](#).



Q3 Asia Advice for Navigating the Market Environment

- While market conditions are increasingly favorable, remain diligent when developing underwriting submissions. Be sure to differentiate your risk profile as best-in-class and ensure that insurers understand and support your risk narrative.
- Explore how premium savings can be reinvested into the insurance program to build resilience for the next market transition. Revisit decisions made during previous renewals around coverage, limits and deductibles.
- With insurers competing for growth, use caution when evaluating the tradeoffs of maintaining long-standing insurer relationships against taking advantage of the opportunistic competition available in today's market.



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Q3 Asia Claims Overview



Clients in Asia realize the value of partnering with insurers that invest in market leading claims services, from the provision of actionable pre-loss insights to the delivery of improved post-loss claims experiences. Insurers that focus on data-driven insights and the development of claims talent are best placed to differentiate themselves in a softening insurance market.

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Jamie Sparkes

Chief Claims Officer
Commercial Risk Solutions
Asia

Executive Summary

- Insurance buyers in Asia are demanding more value from their insurance partners when it comes to claims, including actionable pre-loss insights and improved claims experiences.
- The increased frequency of natural catastrophes is leading insurers to adapt their approaches to the adjustment of claims, including the fast-tracking of low value claims and the greater use of technology.
- The continued rise in the number of large and complex claims is challenging insurers in the region, with limited resources impacting their ability to resolve these claims promptly.
- A lack of experienced claims professionals is leading to an increase in coverage and quantum issues, negatively impacting clients' claims experience.

Headlines



Positive Developments

- Technology is accelerating the settlement of low value and non-complex claims
- Clients are benefiting from pre-loss claims engagement and loss scenario exercises
- With a focus on value, buyers are differentiating based on claims performance



Challenging Developments

- Softening market conditions are putting pressure on claims costs
- A rise in large and complex claims is pressuring claims resources
- Lack of experienced claims professionals is leading to coverage and quantum issues

Q3 Asia Advice for Navigating the Claims Environment

- Choice of insurer is critical. Insurers' claims performance and investment in claims services are increasingly important differentiators.
- Pre-loss, engage with Aon and insurer claims teams to understand the claims lifecycle and undertake loss scenario exercises.
- Ensure timely notification of losses incurred and claims made against the organization. If unsure, discuss with Aon team.
- For large and complex claims, establish clear lines of communication internally and externally, agree roles and responsibilities, set realistic milestones, and make sure you understand the steps needed to reach resolution.



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Q3 China Market Overview



Chinese insurers are advocating for more scenario-based innovations which will drive the development of customized solutions across different industries. In addition to risk transfer, insurers are building an open and shared ecosystem through cooperation with upstream and downstream industries, technology companies and service providers.



Jia Dai

Chief Executive Officer
Commercial Risk Solutions
Aon-COFCO

Executive Summary

- Favorable performance, including improved underwriting profitability, is helping to drive more intense competition.
- Soft market conditions prevail but underwriting remains prudent, with high-exposure and loss-impacted risks subject to underwriting scrutiny.
- The directors and officers market is generally soft, but pricing is firm, with double digit increases in Q3.



Q3 China Market Dynamics

Overall	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Automobile	Moderate	Flat	Constrained	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Cyber	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Directors & Officers	Soft	-11-20%	Abundant	Prudent	Flat	Flat	Stable
Property	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 China Market Dynamics

Pricing

Premium rates are moderate to soft, with preferred and well-performing risk types seeing the most buyer-friendly conditions. The main exception is directors and officers, where pricing has come under upward pressure.

Capacity

Market capacity remains abundant across most lines of business, except automobile, where it continues to be constrained.

Underwriting

Prudent underwriting continues but it is more flexible for casualty/liability lines where competition is intense. Underwriting is disciplined and selective where insurers are focused on achieving underwriting profitability.

Limits

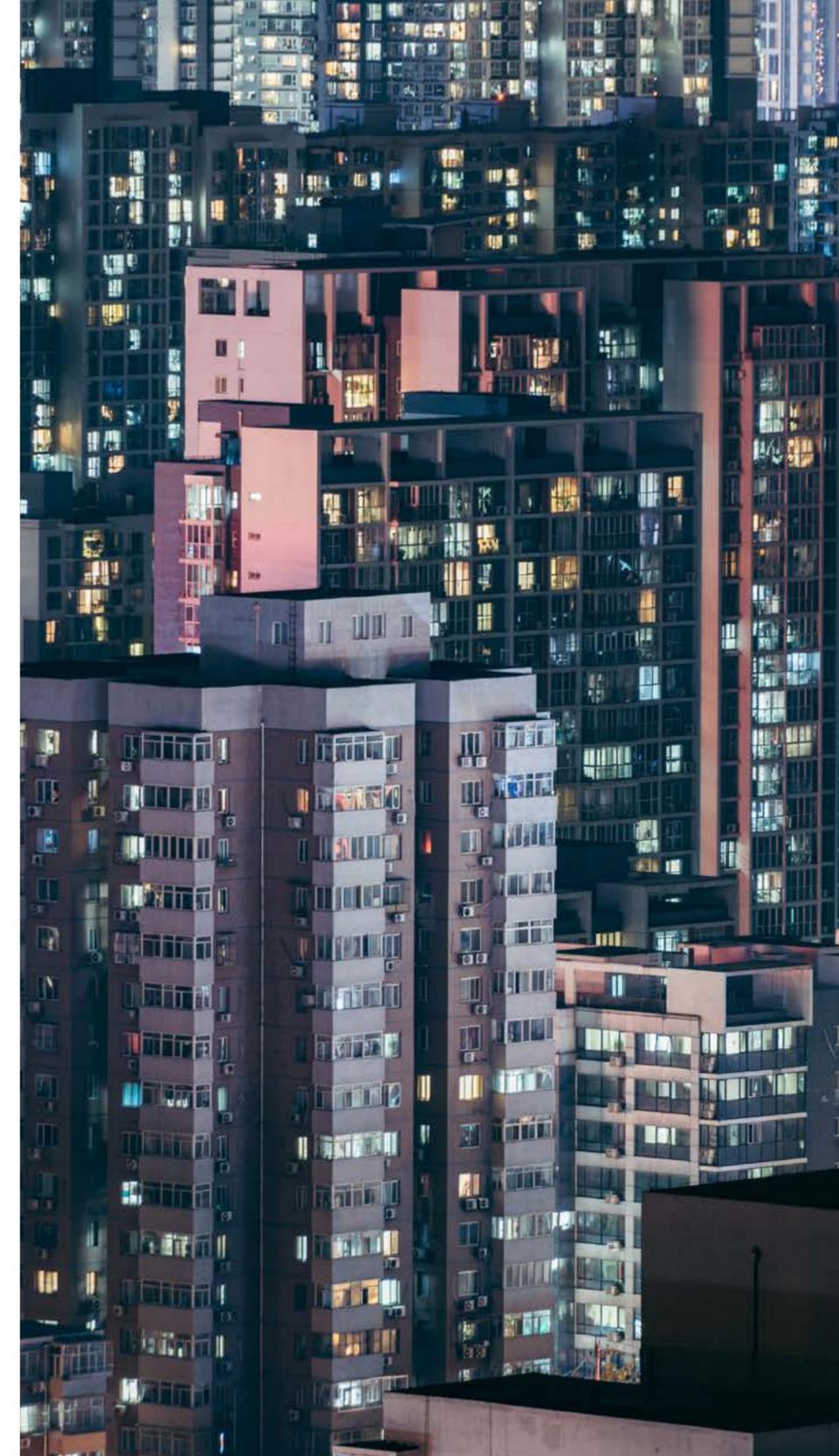
Most placements are renewing with expiring limits, but some clients are using premium savings to increase limits.

Deductibles

Generally, placements are renewing with expiring deductibles but reductions are available for some well performing risks.

Coverages

The majority of placements are renewing with expiring wordings although broader coverage and the removal of some restrictive conditions may be possible for good quality risks.



Q3 China Product Trends

Automobile

Capacity constraints have returned to the automobile insurance sector, particularly for EVs, with most insurers cautious about writing new business.

Casualty/Liability

Competition for casualty/liability is fierce for risks with minimal exposure to North America. Favorable conditions are creating opportunities to achieve improved pricing and conditions, although underwriting remains prudent for U.S. and Canada exposed primary and excess coverages.

Cyber

Market conditions remain moderate with stable pricing and new capacity entering the market. Underwriting remains prudent, with cyber insurers focusing on ransomware, supply chain risks and challenging sectors, such as gaming.

Directors & Officers

Overall, buyer-friendly market conditions continue; however, pricing is increasing and underwriting is prudent. Buyers are considering both established and new market entrants as some insurers are seeking to differentiate on price.

Property

The property market remains soft with abundant capacity and modest price reductions. Low-severity risks and those with a favorable claims experience can achieve superior terms, although underwriters remain cautious of risks perceived as high-exposure, such as solar energy projects and logistics/warehousing.



Q3 Hong Kong Market Overview



Favorable conditions for buyers continue across all major markets. Abundant capacity continues to drive price competition and broader coverages for both local policies and within global programs. A comprehensive submission package, accompanied by a risk improvement plan, enables clients to achieve superior outcomes in today's buyer-friendly market.



Dilys Chan

Chief Broking Officer
Commercial Risk Solutions
Hong Kong

Executive Summary

- Capacity is abundant, with fierce competition from local, Chinese and international insurers.
- Insurer growth ambitions are leading to more aggressive pricing and broader coverage, especially for favorable and well-performing risks. Risks that were previously deemed less attractive are increasingly able to benefit from market competition.
- Natural catastrophe exposures, driven by climate change, typhoons and extreme weather, remain a top concern for insurers in the region.



Q3 Hong Kong Market Dynamics

Overall	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Broader
Automobile	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Broader
Cyber	Soft	-11-20%	Ample	Flexible	Flat	Decreased	Broader
Directors & Officers	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Stable
Property	Soft	-11-20%	Ample	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Hong Kong Market Dynamics

Pricing

Rates continue to decrease across all major product lines, with more favorable pricing now extending to less-preferred risks.

Capacity

Capacity continues to increase, driving intense competition amongst new and established insurers, including both local and international markets.

Underwriting

Generally, underwriting is flexible, especially for insureds with good claims performance and those that can demonstrate strong risk management practices and risk improvement plans.

Limits

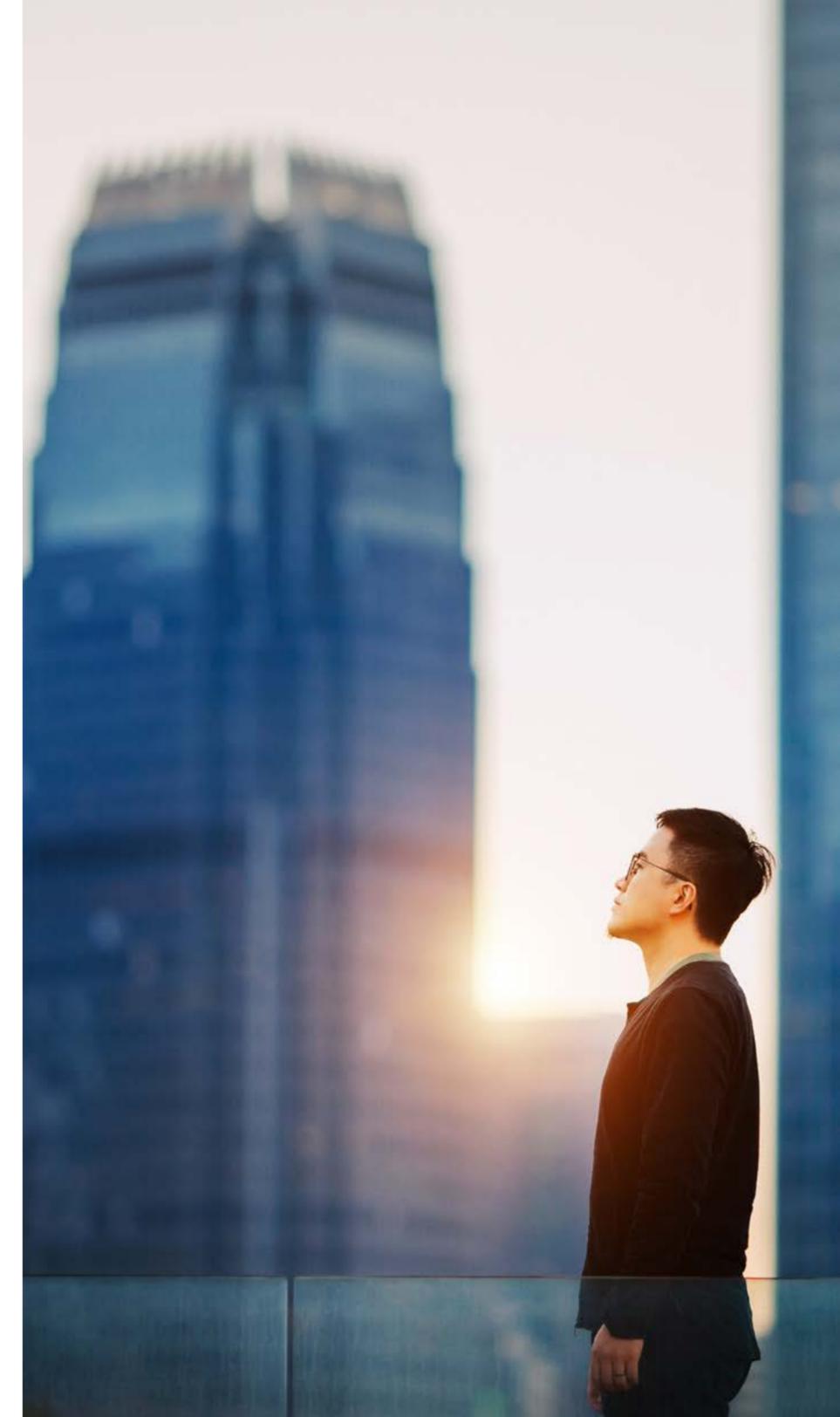
Most placements are renewing with expiring limits, although some insureds are reinvesting premium savings in the purchase of limit increases.

Deductibles

Typically, placements are renewing with expiring deductibles. The main exception is for natural catastrophe exposures like earthquake, where deductibles are coming under pressure.

Coverages

In today's competitive market, insurers are more willing to offer broader coverage and remove certain coverage restrictions.



Q3 Hong Kong Product Trends

Automobile

Despite a limited market for commercial fleet risks, insurers are competing aggressively as they look to retain business and grow. This is resulting in improved pricing for buyers. Better terms are available for large programs with a good claims history, and/or with a higher proportion of new vehicles insured on comprehensive cover. Insurer appetite is lower for special vehicle types, such as those used in the construction sector.

Casualty/Liability

Soft market conditions continue for casualty/liability lines, especially for excess layers, with overcapacity and fierce competition from both established and new markets. Insurers may offer coverage extensions and higher sub-limits in areas targeted for growth. Some insureds are using premium savings to expand coverage, increase limits and reduce deductible levels. Complex risks, as well as those with U.S. exposures, continue to face more challenging conditions. Per- and polyfluoroalkyl substances coverage restrictions are being broadly imposed.

Cyber

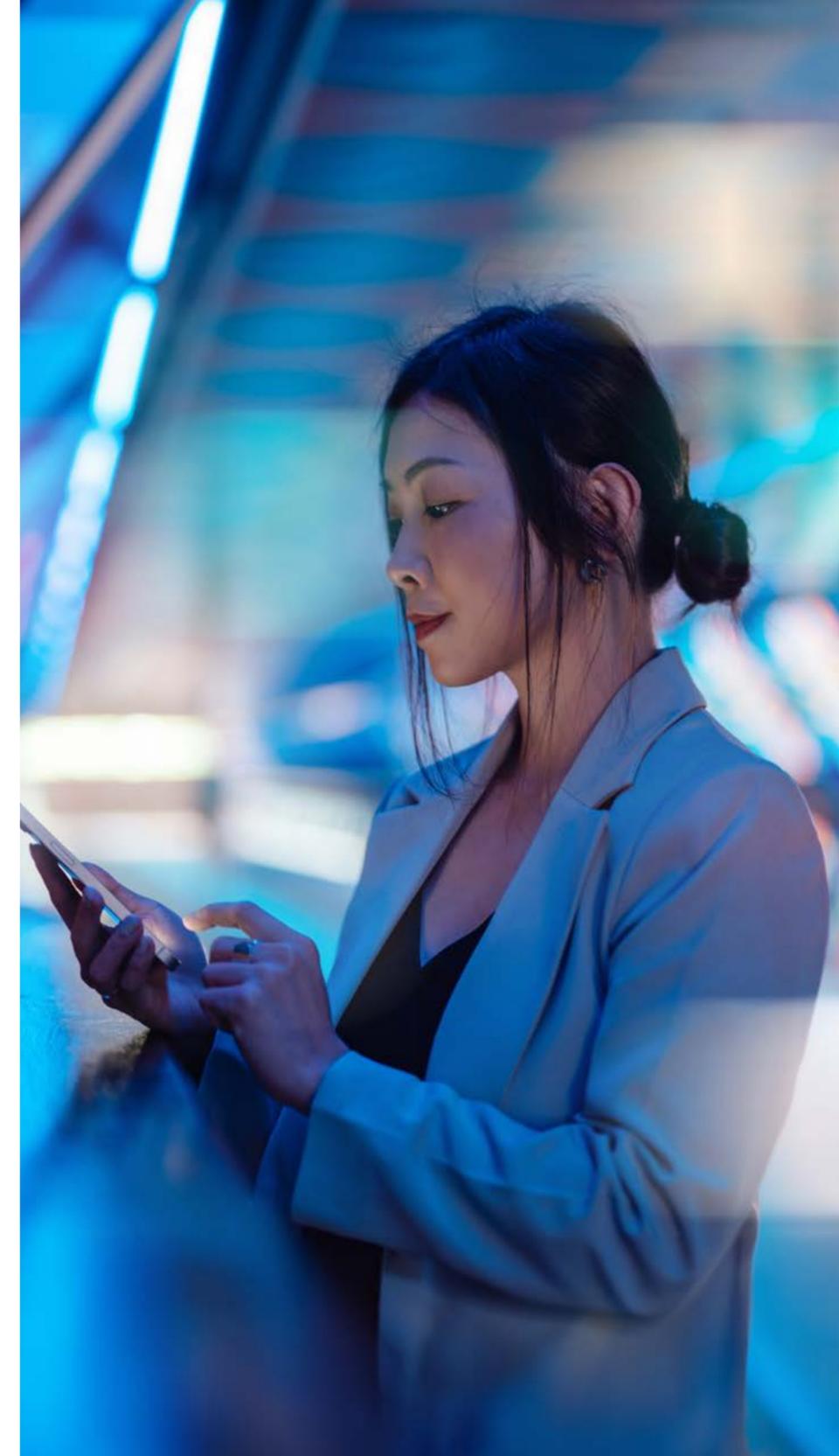
Competitive market conditions continue for cyber, with insurers expanding their risk appetite and becoming more aggressive in their offerings. However, insurer appetite for infrastructure and utilities risks is still limited.

Directors & Officers

Soft market conditions prevail, although risks associated with property development in China as well as U.S. public offerings and listings, are likely to face more limited insurer appetite.

Property

Favorable conditions for property insurance buyers are continuing, with ample capacity leading to pricing reductions, especially for risks with a good claims record and quality underwriting information. Capacity and terms for natural catastrophe exposures remain restricted. Ukraine and Russia exclusions continue to be applied.



Q3 India Market Overview



Overall, the Indian insurance market in 2025 presents a dynamic and fast-growing environment - with strong government backing, technological innovation, and increasing investor interest. This means more choice for buyers. Although global geopolitical tensions and trade disruptions pose risks, India's market fundamentals and digital transformation in insurance distribution are helping to mitigate uncertainty.

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Shantanoo Saxena

Chief Broking Officer
Commerical Risk, Health and Wealth Solutions
India

Executive Summary

- Overall, market conditions are soft, with the notable exceptions of cyber – which is facing rising claims costs but significant growth opportunity – and property, which continues to adapt to changes in insurer pricing methodology, with quasi-tariff rates making it more challenging to secure changes to policy wordings.
- With an influx of new insurers, mergers and acquisitions in the insurance sector, and an increase in foreign reinsurers establishing a presence in India, market capacity is increasing.
- The market is rapidly adopting digital technologies that simplify insurance purchasing and expand access. Significant foreign direct investment (FDI) inflows, recently bolstered as the FDI limit increased to 100%, are fueling competition and innovation.

Q3 India Market Dynamics

Overall	Soft	-1-10%	Ample	Prudent	Increased	Flat	Broader
Automobile	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Broader
Casualty/Liability	Soft	-1-10%	Ample	Prudent	Increased	Flat	Broader
Cyber	Moderate	Flat	Ample	Rigorous	Increased	Increased	Stable
Directors & Officers	Soft	-1-10%	Ample	Prudent	Increased	Flat	Broader
Property	Moderate	+11-20%	Ample	Prudent	Increased	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 India Market Dynamics

Pricing

With ample capacity in the market, pricing is generally flat-to-decreasing in most lines of business. Property is the main exception, with changes to India's rating system resulting in double-digit increases.

Capacity

Capacity is ample across the market, reflecting India's relatively low take-up rates.

Underwriting

Prudent underwriting continues in the Indian market but is more rigorous for cyber where each insurer has their own underwriting criteria and requirements.

Limits

Limits are generally increasing, with local insurers able to provide large limits, particularly across specialty lines.

Deductibles

Deductible levels are typically flat but increasing for cyber due to rising claims trends.

Coverages

Broader coverages are available to meet demand and as insurers look to provide added value to insureds.



Q3 India Product Trends

Automobile

Favorable claims experience is resulting in buyer-friendly pricing, leading many buyers to explore optional automobile damage coverage in addition to compulsory third party liability policies.

Casualty/Liability

Driven by favorable claims experience, capacity is sufficient, resulting in attractive pricing and broader coverage.

Cyber

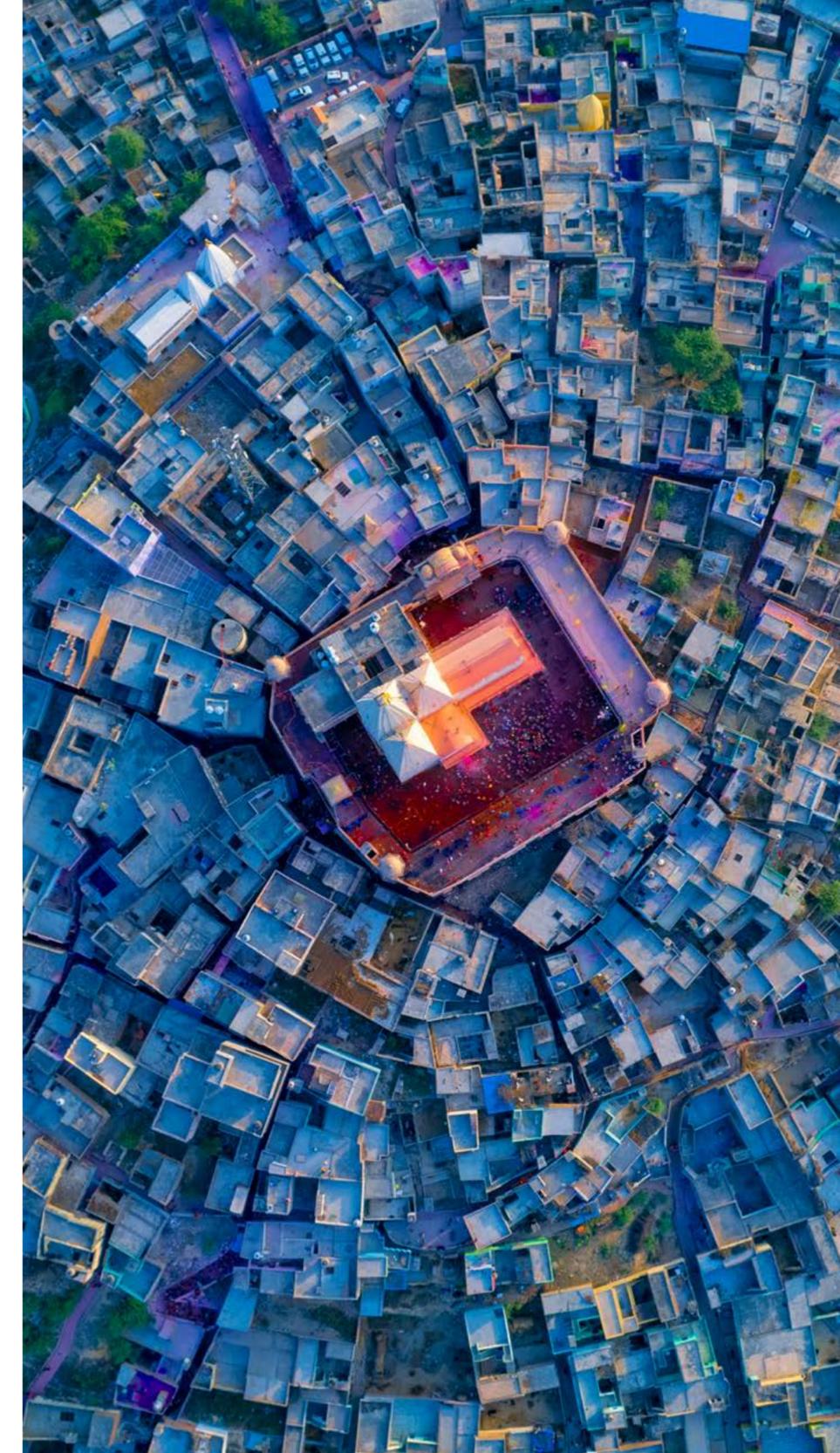
Insurers recognize the potential growth opportunity in India yet are rigorous in their underwriting and mandating deductible increases in some cases due to rising claims costs.

Directors & Officers

The market is soft, with ample capacity, modest price reductions and broader coverage available for most risks. Increased awareness is leading to growing demand for directors and officers insurance in India.

Property

Capacity is ample, yet the market is volatile. Recent changes to India's tariff system, which went into effect on January 1, 2025, have resulted in an inconsistent response by insurers. Generally, the changes are leading to increased premiums, but with new reinsurers entering the local market, buyers have more options.



Q3 Japan Market Overview



Following a shift in underwriting policies by major property/casualty domestic insurers, which account for around 90% of the commercial market, Japan continues to experience a hardening market phase across most lines of business.



Shinichi Kandatsu

Head of Commercial Risk Solutions
Japan

Executive Summary

- Conditions for property and casualty/liability remain challenging for corporate insurance buyers, although property pricing is showing some signs of moderating.
- The shift to profit-oriented underwriting by domestic insurers has materially limited capacity for property and casualty/liability insurance, leading to further increases in pricing during the third quarter.
- Conditions in the cyber insurance market are improving, with flat pricing and some increasing flexibility by international insurers.

Q3 Japan Market Dynamics

Overall	Challenging	+1-10%	Constrained	Rigorous	Decreased	Flat	Stable
Automobile	Moderate	+1-10%	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Challenging	+1-10%	Constrained	Rigorous	Decreased	Flat	More Restrictive
Cyber	Moderate	Flat	Ample	Rigorous	Flat	Flat	Stable
Directors & Officers	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Property	Challenging	+1-10%	Constrained	Rigorous	Decreased	Increased	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Japan Market Dynamics

Pricing

Pricing continues its upward trend, although property rate increases have moderated. Directors and officers is a key exception, where pricing decreased slightly in the quarter. Cyber pricing remains flat.

Capacity

Capacity remains constrained for property and liability but is ample for other lines. Domestic insurers – a source of significant capacity – are reviewing their underwriting approaches for property and liability as they seek to diversify risk.

Underwriting

As domestic insurers focus on underwriting profitability, more detailed underwriting information is required at most renewals.

Limits

Reductions in limits first seen in 2024 are becoming increasingly common for large property and liability placements.

Deductibles

The trend towards increased deductible levels for property placements continues, while other lines remain flat.

Coverages

Some domestic insurers are adding exclusionary wording for punitive damages, terrorism, and earthquake to casualty/liability renewals, leading clients to explore options with foreign insurers.



Q3 Japan Product Trends

Automobile

Overall, the automobile insurance market remains moderate, although property damage rates are rising due to higher repair costs. Risks with good loss records continue to achieve superior terms. In some cases, discounts that were previously applied to large fleets are no longer available, resulting in higher premiums.

Casualty/Liability

Challenging market conditions continue for casualty/liability, although some placements with little or no U.S. exposure can achieve superior terms. Rising premiums have led some buyers to explore options around terms and conditions and deductibles. Limit reductions are being sought by some local insurers that previously offered large capacity for U.S. exposures at relatively low premiums.

Cyber

The cyber insurance market is now moderate, with ample capacity and stable pricing. Underwriting remains rigorous, although international insurers are relaxing their previously strict underwriting stance.

Directors & Officers

The directors and officers market is moderate with ample capacity and modest price reductions for some preferred risks. Placements with U.S. exposures, including publicly listed companies, are experiencing challenges.

Property

Challenging conditions persist in the property market, as insurers continue to implement actions to improve underwriting profitability. Price increases remain the norm, but have generally moderated, and many insurers are reducing their capacity. Placements with modest limits and a good claims record are experiencing more moderate conditions and can achieve superior terms. Renewable risks with high loss frequency (particularly solar power operators) and other industries with higher loss potential, such as chemicals, semiconductors and warehouses, are experiencing challenging market conditions.



Q3 Korea Market Overview



Despite major wildfires and record-breaking heavy rainfall in the first half of the year, competition has intensified among local insurers, accelerating premium reductions. This trend is particularly evident in the property insurance space.



Steve Chang

Chief Broking Officer
Commercial Risk Solutions
Korea

Executive Summary

- Intense competition is driving significant pricing reductions in Korea, potentially impacting insurer profitability.
- Recent high-profile cyber-attacks are driving renewed interest in cyber insurance and leading insurers to update policy wordings.
- Premium rates for petrochemical clients are under downwards pressure as the oil and gas industry faces weak global demand and over-supply. However, efforts to promote the Korean renewable energy sector are expected to generate growing demand for related insurance coverage.

Q3 Korea Market Dynamics

Overall	Soft	-21-30%	Abundant	Flexible	Flat	Flat	Stable
Automobile	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Cyber	Moderate	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Directors & Officers	Soft	-21-30%	Abundant	Flexible	Flat	Flat	Stable
Property	Soft	>-31%	Abundant	Flexible	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Korea Market Dynamics

Pricing

Reductions in commercial insurance pricing have accelerated over recent quarters, driven by heightened competition among insurers and the absence of large natural catastrophe losses in the first half of 2025.

Capacity

Capacity in the Korean insurance market remains abundant, supported by the growth ambitions of international markets and intense competition among domestic insurers.

Underwriting

Underwriting remains flexible across most lines, except cyber and automobile, where insurers are more cautious.

Limits

Most placements are renewing with expiring limits; however, increases are available for some well-performing risks.

Deductibles

Most placements are renewing with expiring deductibles, which are typically lower than international market standards.

Coverages

Most placements are renewing with expiring terms and conditions, although in some cases it may be possible to obtain broader coverage, and with minimal or no additional premium. Insurers are updating cyber insurance wordings to bring them in line with global standards.



Q3 Korea Product Trends

Automobile

Increased claims frequency and higher labor costs continue to affect the automobile insurance market. However, despite an increase in loss ratios, pricing remains under downward pressure due to the expansion of pay-as-you-go insurance and online distribution.

Casualty/Liability

Overall, the casualty/liability market is soft, with the exception of risks with U.S. exposures and/or product liability exposures, which are experiencing challenges as international markets reduce their capacity and push for increased rate.

Cyber

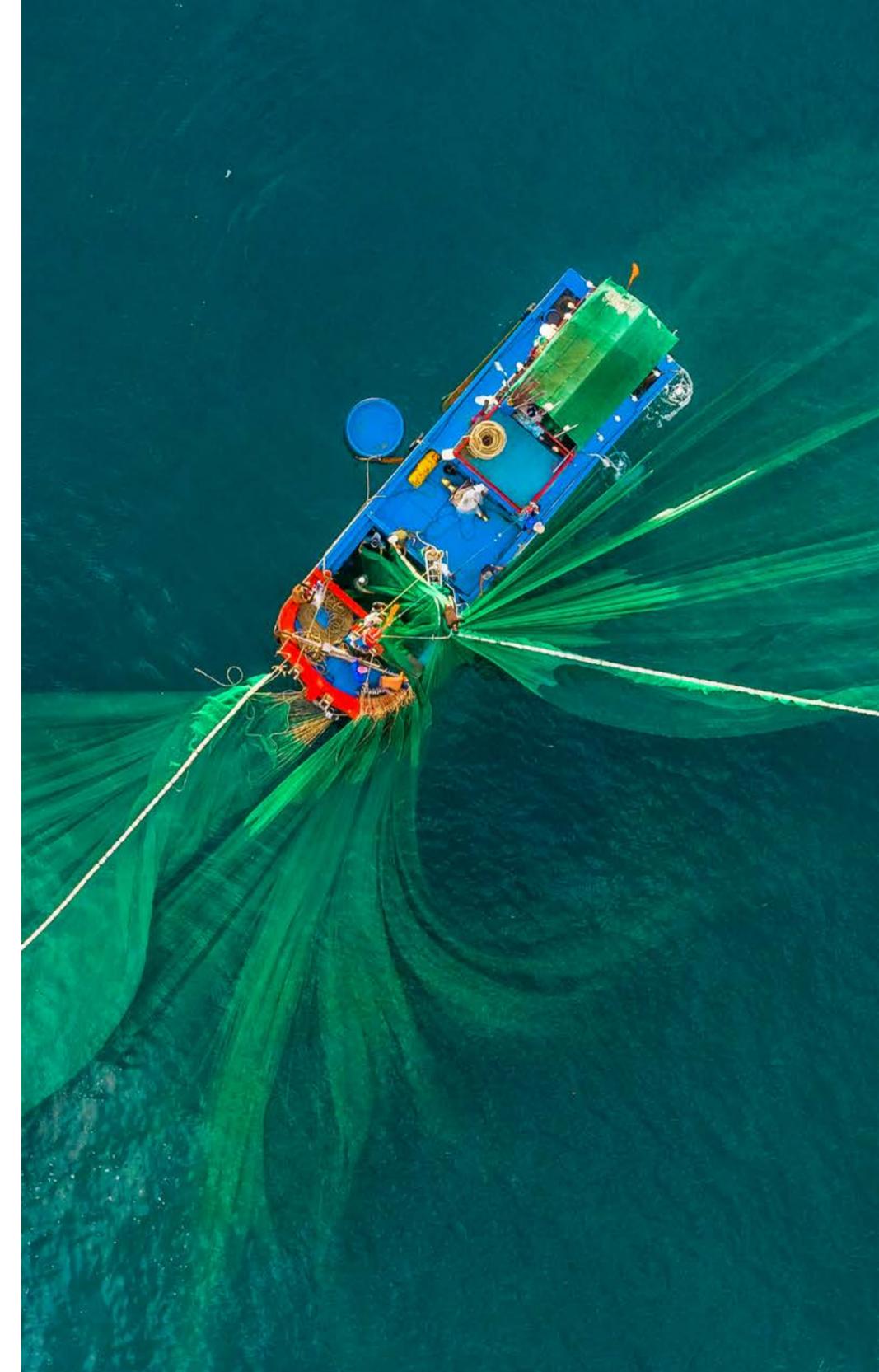
Recent cyberattacks that led to extensive data breaches were a wake-up call for the country's cyber insurance market. Existing and prospective buyers are demonstrating growing interest in the product, with many exploring tailor-made coverages to meet their specific needs. Insurers are updating their policy wordings to align with global standards.

Directors & Officers

The directors and officers market remains soft, characterized by significant premium reductions driven by intense competition among local insurers. Favorable market conditions present opportunities to improve coverage terms and conditions, although Korea remains a largely price-driven market for directors and officers. Placements with exposure to U.S. initial public offerings and those in the cryptocurrency industry tend to face more challenges due to regulatory issues and potential litigation exposures.

Property

The buyers' market for property insurance shows no signs of slowing, reflecting the absence of major loss events in 2025, and following six years of price reductions by domestic insurers. As a result, clients continue to benefit from lower premiums and flexible underwriting.



Q3 Singapore Market Overview



The Singapore insurance landscape continues to offer buyers enhanced flexibility and broader protection, underpinned by strong market competition and expanding capacity. While favorable terms prevail across cyber, directors and officers and other key lines, prudent underwriting and proactive risk management remain essential as the industry evolves to address emerging threats and regulatory changes. Clients who demonstrate robust risk controls and adaptability are best positioned to secure comprehensive and sustainable coverage moving forward.

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Richard Tan

Chief Commercial Officer
Singapore

Executive Summary

- Conditions in the Singapore market are buyer-friendly, with ample capacity, strong competition and flat-to-declining pricing for most lines. Most buyers will see competitive renewal terms with broader coverages.
- Automobile pricing remains under pressure as insurers' underwriting losses extend into 2025.
- Abundant capacity is leading to material price reductions and broader coverage for cyber.

Q3 Singapore Market Dynamics

Overall	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
Automobile	Moderate	+11-20%	Ample	Prudent	Flat	Increased	Stable
Casualty/Liability	Soft	Flat	Ample	Prudent	Flat	Flat	Stable
Cyber	Soft	-11-20%	Abundant	Prudent	Flat	Decreased	Broader
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Property	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Singapore Market Dynamics

Pricing

Overall, conditions remain buyer-friendly with flat or moderately decreasing pricing. Competitive market dynamics, abundant capacity and disciplined underwriting are keeping pricing in check for the majority of renewals. The notable exception is automobile insurance, where premium rates continue to rise in response to underwriting losses.

Capacity

Capacity is ample and expanding, supporting a buyer-friendly market across most segments. Insurers are demonstrating a strong willingness to deploy capital at renewals.

Underwriting

Underwriting remains prudent overall, marked by a disciplined, data-driven approach with a strong emphasis on risk differentiation and claims experience. Insurers continue to target well-performing risks, rewarding them with favorable terms, while selectively tightening underwriting for high-loss or volatile segments.

Limits

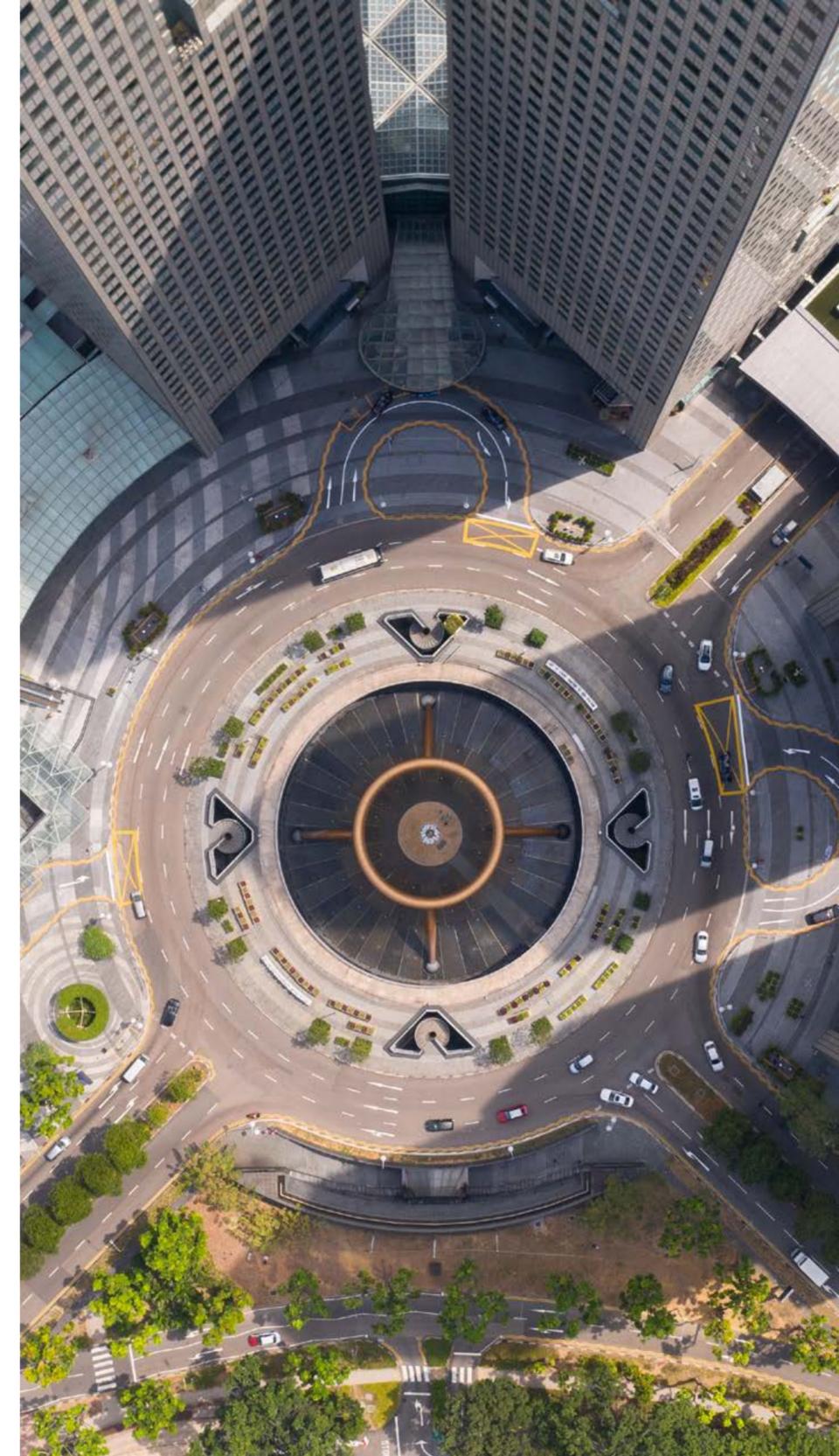
Limits are generally flat to increasing, driven by abundant capacity and competition.

Deductibles

Deductible levels are stable and generally renewing as expiring, with the exception of automobile, where insurers are pushing for higher deductibles in response to loss trends.

Coverages

Coverages are stable to expanding, with competition leading to broader protection and enhancements for many clients.



Q3 Singapore Product Trends

Automobile

Insurers continued to post losses in the first quarter of 2025, following full-year losses in 2024. As a result, conditions in the automobile insurance market are moderate, with material rate increases – even for private vehicles with good claims records – and upwards pressure on deductibles. Poor performing commercial fleets face rigorous underwriting. Major insurers are offering specific policies to address the risks of electric vehicles, which accounted for around 41% of new vehicles sales in the first half of 2025.

Casualty/Liability

Pricing is broadly flat, although competition is driving reductions for preferred risks and those with good claims history and risk management. While growth-focused, underwriting remains prudent. Higher risk industries and those with unfavorable claims experience may experience rate increases. Capacity and insurer appetite is more constrained for certain risk types and sectors, such as life sciences, battery energy saving systems and autonomous vehicles.

Cyber

The cyber market is buyer friendly. Capacity is abundant and insurers are demonstrating a willingness to broaden coverage and reduce deductibles. Pricing continues to decrease, although the rate of reductions has slowed in recent quarters, particularly on primary layers. Despite the positive trend, insurers remain cautious when it comes to high-risk clients, especially those with large exposures to personal identifiable information. As a result, while coverage is expanding for many insureds, stricter underwriting standards persist for higher-risk exposures.

Directors & Officers

Conditions for directors and officers insurance remain favorable, with ample capacity and flexible underwriting. Insurers continue to demonstrate a prudent approach toward U.S. exposures, although underwriters are increasingly willing to offer coverage to nano-cap U.S. listings, broadening access for smaller companies. The expansion of coverage options, especially for small listed companies, highlights the market's overall health and its adaptability to evolving client needs.

Property

The commercial property market in Singapore continues to soften, with rates decreasing in many sectors. Competition is growing, driven by increased capacity and insurers' expanding appetite for new business. Global trade tensions are creating uncertainty in global supply chains, with disruption and trade tariffs expected to inflate rebuilding costs and business interruption exposures. Potential gaps in cover are emerging with increasing adoption of artificial intelligence and automation, giving rise to concern around cyber-related physical damage.

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Q3 EMEA Market Overview



Despite a challenging risk landscape, softening conditions prevail ahead of year-end and 1/1 renewals, especially for well-managed risks with a good claims record. This favorable environment provides insureds with the opportunity to reinvest in risk management and wider sustainable insurance protection with the support of advanced risk analytics and consulting services.

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Erlantz Urbieto

Chief Broking Officer
Commercial Risk Solutions
EMEA

Executive Summary

- Conditions in EMEA are soft with price reductions increasingly available for preferred and well-managed risks across most geographies and lines of business. Exceptions include automobile, higher-risk occupancies in property, and casualty risks with significant U.S. exposure, as well as clients with an adverse loss history or those in higher-risk industries. Directors and officers pricing continues to decrease, but with growing signs of moderation.
- Capacity is abundant, with established local insurers, new entrants and international markets competing for business — even in lead positions — and pursuing ambitious growth targets.
- Growing competition is giving rise to greater underwriting flexibility and creating opportunities for clients to explore higher limits, lower deductibles and enhanced coverages, but disciplined risk selection applies.
- Clients that continue to invest in loss prevention and provide accurate and complete submission information are better able to secure superior terms.
- Global insured natural catastrophe losses [exceeded \\$100bn](#) in the first half of 2025, and while the EMEA region was relatively less impacted, European losses remained above the 10-year average. Government natural catastrophe schemes continue to expand in the region with Italy and Greece being the latest countries to introduce compulsory insurance requirements, while France has seen an increase in the premium levy for natural catastrophes. Clients can mitigate higher pricing and potential restrictions to natural catastrophe coverage with parametric and facultative reinsurance solutions.
- The recent trade agreement between the E.U. and the U.S. may lead to a reassessment of business interruption insurance values in the event of changes to insureds operations, customers and/or suppliers.

Headlines



Positive Developments

- Price softening is expanding to most major lines across EMEA
- Flexible underwriting is leading to enhanced coverage and terms
- Many buyers are looking for insurance program stability via long term agreements



Challenging Developments

- Casualty with U.S. exposure is subject to increased scrutiny and lower limits
- Automobile remains challenging as adverse claims trends prevail
- State solutions and legislation for natural catastrophe coverage continue to evolve

Q3 EMEA Market Dynamics

EMEA	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
D-A-CH	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
France	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Iberia	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Italy	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Middle East	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Netherlands	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Nordics	Soft	-1-10%	Abundant	Prudent	Increased	Flat	Stable
South Africa	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Turkey	Soft	-21-30%	Abundant	Flexible	Increased	Flat	Broader
United Kingdom	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
Overall							
	Pricing		Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 EMEA Market Dynamics

Pricing

Rates are reducing for most major lines and across most geographies in EMEA, driven by highly competitive conditions and an abundance of capacity. However, significant differences can be observed between product lines, with large rate reductions available for well-performing risks in property and cyber. More challenging risks, such as automobile, continue to experience rate increases, and there are signs of price moderation for directors and officers. Long-term agreements are available and can help lock in current pricing.

Capacity

In general, capacity is abundant for most lines, although there are pockets of constraints, such as automobile, U.S. casualty and challenging occupancies in property, where insurers are looking to manage volatility around business interruption and natural catastrophe exposures. In some cases, capacity constraints are being offset by new entrants and insurers ambitious growth targets. The greater use of facultative reinsurance by insurers is also contributing to capacity.

Underwriting

Overall, underwriting is flexible throughout much of the EMEA region, although more prudent for a number of lines of business and markets. While insurers are keen to grow, underwriting discipline remains strong. Insurers remain selective and continue to require complete and up-to-date risk information, as well as investment in risk improvement and loss prevention. Challenging risks and/or industries, such as automobile and U.S.-exposed casualty, continue to face stringent underwriting scrutiny, and in some cases restrictions. The use of analytical tools can make a significant difference for such risks.

Limits

Limits are generally flat for the EMEA region, although some insurers will consider offering increased limits when requested, particularly for non-U.S.-exposed casualty, cyber and directors and officers. Some clients are leveraging favorable market conditions to restore policy limits that had been lost during the hard market. In the casualty market, some insurers are reducing limits for U.S. exposed risks.

Deductibles

Deductibles remain flat, although insurers are increasingly willing to consider reductions, especially for preferred risks, and where justified by loss history. Lower cyber deductibles are available for smaller companies in some markets, while lower attachment points are emerging for U.S. auto excess coverage. While lower deductibles may be available for some property risks, those set by national natural catastrophe schemes are unchanged. Clients with exposed risks or bad loss ratios are increasingly exploring self-insurance options.

Coverages

Competitive market conditions and favorable treaty reinsurance renewals are creating opportunities to obtain enhanced coverage and restore sub-limits reduced during the hard market, especially for cyber and directors and officers. Restrictions continue for high-risk sectors and natural catastrophes in the Middle East, while underwriters continue to apply per- and polyfluoroalkyl substances exclusions for casualty.

Q3 EMEA Product Trends

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EMEA	Challenging	Soft	Soft	Soft	Soft
D-A-CH	Challenging	Soft	Soft	Soft	Soft
France	Challenging	Soft	Soft	Soft	Soft
Iberia	Challenging	Soft	Soft	Soft	Soft
Italy	Challenging	Soft	Moderate	Soft	Moderate
Middle East	Moderate	Moderate	Soft	Soft	Challenging
Netherlands	Challenging	Moderate	Soft	Moderate	Soft
Nordics	Not Applicable	Soft	Soft	Soft	Moderate
South Africa	Moderate	Moderate	Soft	Moderate	Soft
Turkey	Challenging	Soft	Soft	Soft	Soft
United Kingdom	Moderate	Soft	Soft	Moderate	Soft
	Automobile	Casualty/Liability	Cyber	Directors & Officers	Property

Q3 EMEA Product Trends

Automobile

The automobile market in EMEA remains challenging, with capacity constraints and price increases in most geographies. Claims frequency and higher repair costs, especially for electric vehicles, continue to affect insurer profitability, resulting in rigorous underwriting and risk selection, and in some cases, required deductible increases. Favorable terms are available to some clients with a good claims record and effective risk management controls, while large fleets and certain higher risk types – such as public transport, road haulers and short-term rentals - are facing a more challenging environment, including coverage restrictions. Early insurer engagement and a clear strategy are essential for a successful renewal.

Casualty/Liability

Casualty insurers have ambitious growth targets, and new market entrants are serving to intensify competition. As a result, targeted limits are available, and often at improved pricing. Insurers remain selective in their underwriting but are offering favorable rates and terms for most exposures. Key exceptions include clients with large U.S. exposures and complex risks, which continue to face challenges. In addition, underwriters continue to apply underwriting scrutiny and restrictions for per-

and polyfluoroalkyl substances. Aiming to safeguard access to relevant capacity, many clients are taking advantage of current market conditions to optimize terms, pricing and structure.

Cyber

Cyber insurance pricing continues its prolonged softening trend. [Claims frequency is increasing](#), yet the average payment has dropped, and loss ratios have remained stable, implying that insureds' investments in risk management and cyber security controls have improved their cyber resilience. Broader coverage and increased limits are now available in most geographies for risks with robust cyber security controls. Systemic and third-party/supply chain risks are under scrutiny. Clients are encouraged to model the total cyber risk exposure of large-scale systemic events.

Directors & Officers

Year-over-year price decreases for directors and officers persisted in the third quarter, but such decreases continue to decelerate. The market remains buyer-friendly, with strong competition from both new entrants and established seeking to retain business, particularly on lower layers. Automatic follow cover capacity is gaining in popularity, and clients are increasingly seeking long-term agreements to achieve greater budget stability.

Property

The property market is experiencing aggressive competition, with rate reductions and improved terms available for well-managed and preferred risks. However, pricing varies by country, type of risk and specific client situation. For large risks, competitive capacity is available through the London market, helping to reduce the price of local capacity. Some previously challenging risks, such as food and chemicals are becoming less challenged, and there is increasing flexibility around natural catastrophe exposures. Long-term agreements are available.

Q3 EMEA Advice for Navigating the Market Environment

- Assess and quantify emerging risks by regularly evaluating how geopolitical, environmental, economic, social, and technological developments may impact individual risks.
- When transferring risk, it is important to calculate sums insured as accurately as possible, making use of digital tools, such as risk analyzers to quantify exposures.
- Review and challenge current insurance programs. Consider reinvesting premium savings, increasing limits, reducing deductibles and enhancing coverage terms.
- Future-proof insurance programs against changes to market conditions. Consider alternative risk transfer solutions in conjunction with traditional risk transfer methods. Evaluate multi-year agreements to provide an advantage in the next market cycle.



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Q3 EMEA Claims Overview



Natural catastrophe losses, including floods and wildfires, continue to trend well above historical levels. At the same time, geopolitical risks and regional conflicts are straining supply chains and adding costs, while regulatory changes such as the [Product Liability Directive](#) are expected to make it simpler and easier for plaintiffs to bring legal claims against insureds.

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Martin Thomas

Global Lead of Claims Dispute Resolution and Interim EMEA
Head of Claims
Commercial Risk Solutions

Executive Summary

- Storms, floods and wildfires continue to create significant losses for the insurance industry – just four flood events in EMEA in 2024 caused combined insured losses of \$10.7 billion. Wildfires also continue in frequency and severity, especially in Greece and Spain. Wildfires in Spain this summer have cost an estimated €7 billion in firefighting efforts alone, representing almost 0.5% of Spain's GDP.
- Inflation continues to drive up claims costs across all lines; especially, in property and automobile, due to higher repair and labor costs, as well as rising medical costs and plaintiff bar activity. These pressures have increased claims costs across all commercial insurance lines by an average of >15% in the last six months.
- Collective actions and litigation funding are on the rise in several European jurisdictions. The total value of opt-out claims in the U.K., Portugal and Netherlands increased from €18.5 billion in 2020 to €168.2 billion in 2024, according

to law firm [CMS Cameron McKenna](#). The U.K. was found to be the world's second-largest third-party litigation funder market and is forecast to continue to grow 8.7% annually to reach £3.7 billion by 2028. In Ireland, there are signs of a softening stance towards the current prohibition on third-party litigation funding, especially in the context of charitable funding and the enforcement of foreign judgments.

- Reform to the Injuries Resolution Board in Ireland should result in a more efficient and fair personal injury claims process that could bring about a more stable claims environment. Under the changes, the Board can now assess a wider variety of cases, which reduces the need for litigation. There is also a stronger push for mediation, helping resolve disputes more quickly and efficiently.

Headlines



Positive Developments

- In Ireland, the Injuries Resolution Board reform is expected to reduce legal costs, speed up claims processing and counteract inflationary pressure on awards
- Insurers' investments in AI will accelerate claims handling and settlements, especially in low value claims, with increased focus on fraud detection
- Investments in loss prevention are reducing claim frequency in the Middle East

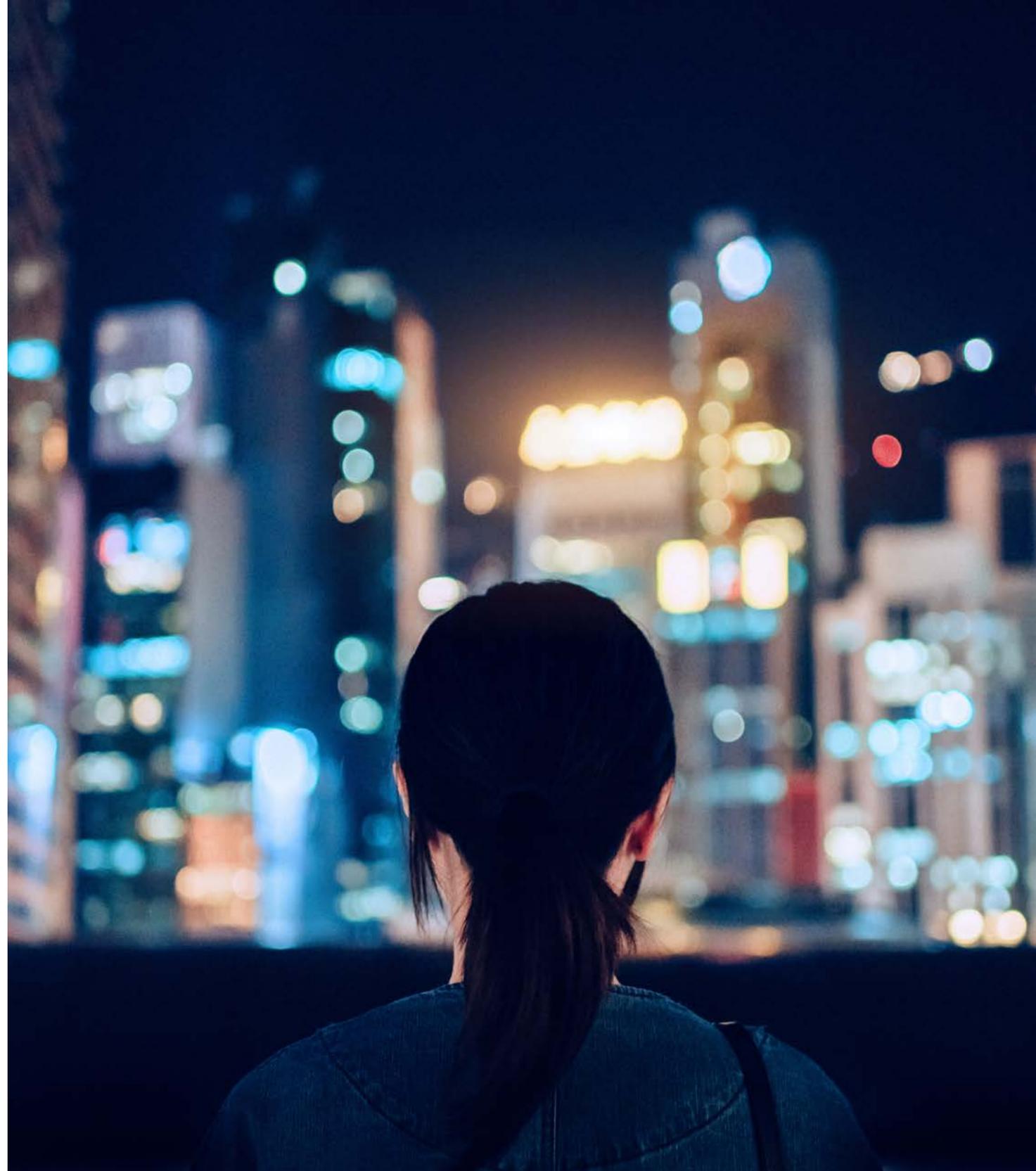


Challenging Developments

- Insurers are adapting to third-party litigation funding and its impacts on claims costs by using new negotiation techniques
- The war on talent is compounding existing pressures on claims resources
- The trend towards some insurers appointing lawyers is leading to coverage disputes and delays making insurer selection more critical

Q3 EMEA Advice for Navigating the Claims Environment

- As rates soften some insurers may harden their approach to claims. Clients should look to build relationships with insurers' claims teams and seek commitments regarding claims performance. Aon's claims professionals can support you in this effort.
- Clients should work with Aon and insurers to identify in advance what is required of them should a loss arise, and determine how the various parties will work together in an optimal manner to ensure a fast and efficient recovery. Policyholders can also agree with insurers upfront on their choice of loss adjusters, forensic accountants and lawyers.
- Evaluate supply chain risks to inform contingent business interruption coverage and limits. Test how policies respond to traditional and emerging risks in different scenarios, identify coverage gaps and take advantage of the favorable market to expand coverage.
- Cyber claims frequency is increasing and cyber-attacks remain a real and critical threat to business. Keep a sharp focus on resilience and the organization's ability to respond and recover quickly.



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D-A-CH Market Overview

Q3 D-A-CH Market Overview



The softening of the D-A-CH market accelerated in Q3 with further price reductions in directors and officers and cyber, and increasingly, for property and casualty. Against a backdrop of some difficult local conditions and increasing economic and political challenges, it remains to be seen how long the softening trend will continue.



Hartmuth Kremer-Jensen

Chief Broking Officer
Commercial Risk Solutions
D-A-CH

Executive Summary

- Client-friendly conditions are expanding in the D-A-CH region, with price reductions now present across most lines of business; however, some risk types and lines, including automobile insurance and casualty placements with large U.S. exposures, continue to face challenging renewals.
- Global trends are impacting local markets. Following recent trade agreements between the U.S. and E.U./Switzerland, clients are advised to reassess insurance values and business interruption coverage, especially when considering changes to sales and procurement strategies.
- Insured losses from natural disasters are expected to exceed [\\$100 billion in the first half of 2025](#). While this year has been relatively benign in Europe, insured losses remain above the ten-year average and discussions on compulsory insurance solutions for natural hazards in Europe continue, with Italy and Greece having implemented compulsory insurance schemes in 2025.

Q3 D-A-CH Market Dynamics

Overall	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Automobile	Challenging	+1-10%	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
Cyber	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Directors & Officers	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Broader
Property	Soft	-11-20%	Abundant	Prudent	Increased	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 D-A-CH Market Dynamics

Pricing

Pricing in the D-A-CH region continues to soften, with double-digit reductions now seen in all lines except automobile. Property and directors and officers have experienced the biggest price reductions.

Capacity

Overall, capacity is ample-to-abundant in D-A-CH. Competition is greatest for well-performing risks with minimal catastrophe exposures. However, capacity remains more limited for less desirable occupancies and placements with an unfavorable loss history. Capacity is somewhat constrained for U.S. exposed casualty.

Underwriting

Broadly, underwriting is increasingly flexible in the D-A-CH region, especially for cyber and directors and officers, but remains disciplined, especially for property and casualty. Scrutiny is heightened for U.S. casualty exposures and emerging liability risks, such as per- and polyfluoroalkyl substances. Appetite is selective for automobile risks. While flexible overall, cyber underwriters are still requiring specific cyber security measures, and remain cautious of certain sectors and risk types.

Limits

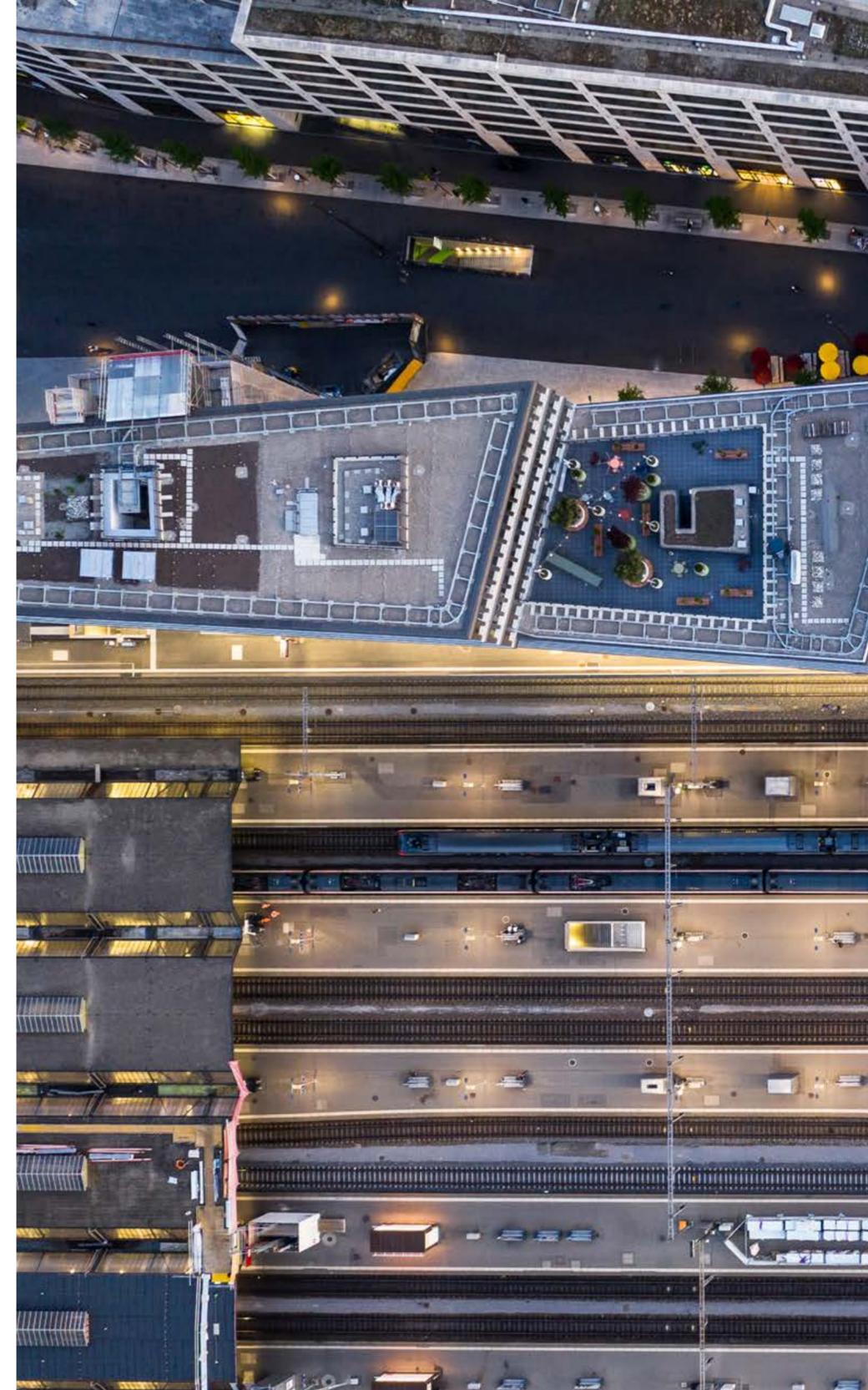
Limits are typically as expiring, although some buyers are using premium savings to increase limits, particularly for cyber and property. Some insurers are reducing limits for large U.S. casualty exposures, especially for excess liability.

Deductibles

Deductibles are generally flat across the D-A-CH region. For some risks, clients are increasingly exploring self-insurance options.

Coverages

Coverage is stable overall, although enhanced coverages and improved terms are available, especially for cyber and directors and officers.



Q3 D-A-CH Product Trends

Automobile

Despite ample capacity, conditions in the automobile insurance market remain challenging across the region, driven by high repair costs and rising claims frequency. Underwriting is prudent and deductibles remain high. Pricing continues to increase at renewals, although some clients with good claims ratios may see small reductions as insurers target the best performing fleets. Large fleets and those with average or poor performance are facing more challenging market conditions.

Cyber

Despite an increase in claims notifications, conditions are favorable for buyers, especially for clients with a robust cyber security posture. For these buyers, there are opportunities to use premium savings to increase limits and expand coverage, in particular, by removing existing sub limits. In addition, Aon wordings are helping clients secure advantageous, innovative and enhanced coverages. Insurers remain cautious of certain risk types and sectors such as airlines, public sector, and crypto risks. Companies that do not meet insurers' minimum underwriting criteria, such as those that lack multifactor authentication, are also facing some challenges in the market.

regulatory pressures, evolving risks and growing concerns around environmental, social, and governance (ESG) factors. Robust insurance solutions that combine traditional protection with emerging risk mitigation strategies will be critical for ensuring resilience in an ever-changing world.

Property

Increasing capacity and insurer growth ambitions are creating soft market conditions for property across the D-A-CH region. Risks in desirable occupancy classes and with favorable historic loss ratios, stable deductibles and without heavy natural catastrophe exposures are experiencing aggressive competition, with double-digit price reductions and increased limits as needed. Less-desirable occupancies are experiencing lower rate reductions while loss-challenged risks continue to be underwritten for profitability. Insurers are increasingly focused on climate-related natural hazards, and clients are advised to invest in loss prevention measures against natural disasters.

Casualty/Liability

Casualty conditions in the D-A-CH region have been moderating over the course of 2025 and are now soft. With ample capacity and healthy, growth-focused insurer appetite, pricing was flat-to-slightly-reducing in Q3 for non-U.S. exposed risks. Placements with significant U.S. exposure, product recall or per- and polyfluoroalkyl substances exposures face more challenging conditions and underwriting scrutiny. Insurers are actively reducing limits for U.S. excess liability. Due to fierce competition from new entrants in the Austrian market, insurer-client relationships – even some that were longstanding – are being disrupted as clients opt to move their placements in favor of better 2025 outcomes.

Directors & Officers

Despite geopolitical and economic challenges, market conditions remain buyer friendly, with abundant capacity and strong competition between insurers resulting in price reductions and coverage extensions for most risks. Buyers with weak financials, large U.S. exposures, and in certain sectors, such as pharma and commodity trading, are likely to experience more challenging conditions. Looking forward, the directors and officers market faces an increasingly complex and dynamic environment, marked by geopolitical instability,

Q3 France Market Overview



The softening trend in the French market is accelerating, with rate decreases now extending into the casualty market. Competition is healthy and new entrants are willing to take lead positions in most lines of business. Automobile remains the key exception, where conditions remain challenging.

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Anne Magnan-Leroy

Chief Broking Officer
Commercial Risk Solutions
France

Executive Summary

- Driven by abundant capacity and strong competition, conditions are broadly soft, creating opportunities for clients to improve coverages and increase limits. Automobile is now the only challenging major market.
- The casualty market in France has become soft, with more aggressive competition in recent quarters leading to price reductions in Q3 for non-U.S. exposed placements.
- Reductions in property pricing accelerated in Q3, even despite concerns related to intensifying climate risk and its impact on claims. Facultative reinsurance and parametric solutions have become helpful levers in addressing such risk. Investments in loss prevention and the maintenance of accurate risk data continued to favorably impact renewal outcomes.
- The increase in the tariff for property damage business interruption will negatively impact our clients.

Q3 France Market Dynamics

Overall	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Automobile	Challenging	+1-10%	Constrained	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Cyber	Soft	-11-20%	Abundant	Flexible	Increased	Decreased	Broader
Directors & Officers	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Stable
Property	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 France Market Dynamics

Pricing

The ongoing softening of the French insurance market resulted in an acceleration of price reductions for property and cyber, with quality risks experiencing significant price reductions. In contrast, pricing for automobile insurance continues to increase in response to rising repair and claims costs and fleets lacking adequate loss prevention measures can experience very significant rate increases.

Capacity

Capacity is abundant across the market, with the notable exception of automobile, where it remains constrained. Established insurers are keen to retain and grow their business, while new players are aggressively competing and increasingly able to take lead positions for primary layers. Insurers are also using facultative reinsurance to take higher shares of programs.

Underwriting

Prudent underwriting has generally given way to a more flexible approach by insurers as competition has increased. However, insurers continue to require quality data and robust loss prevention and risk management. Analytics tools such as Aon's property risk analyzer can increase underwriter confidence and make a difference in renewal outcomes by providing a comprehensive, data-driven view of property risks.

Limits

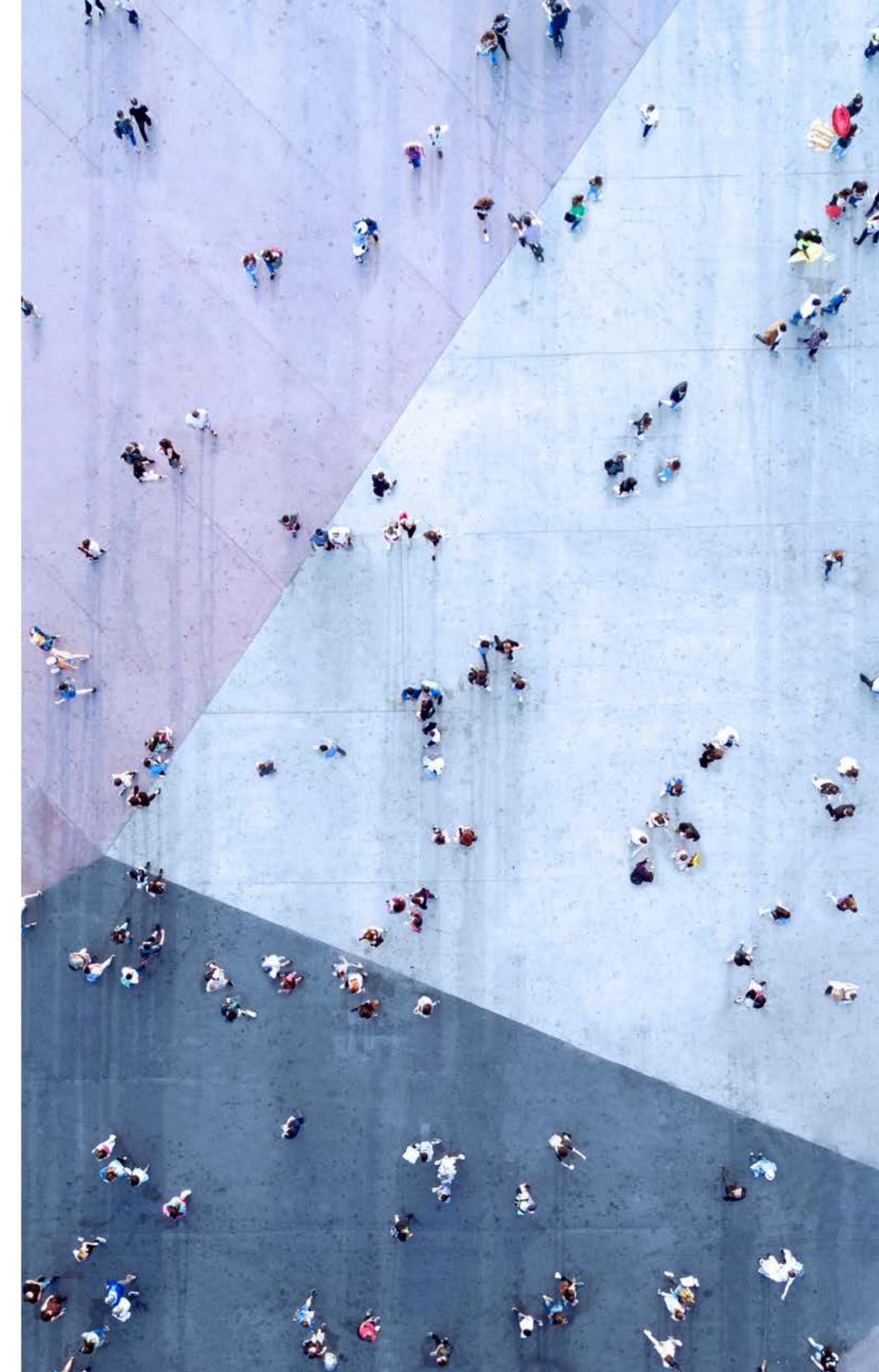
Most placements are renewing with expiring limits, although some clients are using premium savings to purchase increased limits, particularly in cyber and property. In casualty, insurers are looking to reduce limits and raise attachment points for risks with large U.S. exposures.

Deductibles

Despite growing competition, most placements are renewing with expiring coverages, especially where competitive rates are offered. Cyber is the main exception, with lower deductibles available for preferred and well managed risks.

Coverages

Most placements are renewing with expiring coverages, although enhancements are available in the competitive cyber market. Wordings in the French market are typically broad, so the potential to extend coverage is limited compared with some other markets.



Q3 France Product Trends

Automobile

The commercial automobile insurance market remains challenging, especially for certain activities such as short term rental or public transport. Capacity continues to be constrained as some insurers have withdrawn or reduced their participation due to a lack of profitability and the impact of rising repair costs and increased claims frequency.

Casualty/Liability

Conditions in the casualty/liability market continue to improve, shifting to soft over the course of 2025. Abundant capacity and growing insurer appetite for casualty/liability lines is leading to modest pricing reductions at renewal. Placements with significant U.S. exposures remain challenging with insurers pushing for limit decreases and higher attachment points.

Cyber

The softening trend for cyber continued in Q3 with double-digit reductions being common. Favorable conditions are creating opportunities for clients to increase limits, reduce deductibles and secure coverage enhancements. Clients in France are also benefiting from Aon's preferred insurer panel, which provides access to enhanced coverage, and Aon's broking platform (CyQu), which offers faster access to capacity.

Directors & Officers

Conditions for directors and officers remain soft with abundant capacity and healthy appetite from both established insurers and new players. Rate decreases are still the norm, but there are growing signs of market stabilization. Long-term agreements of up to 2-3 years are being offered by insurers.

Property

Rate reductions are now the norm in the increasingly competitive property market, with the most sought-after risks achieving significant reductions. Capacity is abundant, with both established insurers and new entrants targeting growth, resulting in healthy competition, especially for lead positions, and oversubscription. Placements for higher risk sectors, including waste, wood and paper, remain challenging. From January 1, 2025, additional premiums payable under France's state-backed natural catastrophe scheme increased from 12% to 20% for property damage policies. The move was in response to the intensification of climate risks in France, which has prompted growing interest in alternative solutions, such as facultative reinsurance and parametric products.

Q3 Iberia Market Overview



Markets are moving at different speeds but conditions in general are soft. Lines that saw early price reductions are now stabilizing whilst others are now accelerating.



Agustin Espinosa de los Monteros

Chief Broking Officer
Commercial Risk Solutions
Spain



Most lines of business and industry segments continue to soften, with a few exceptions depending on loss history, natural catastrophe and U.S. casualty exposures, as well as the maturity of the client's risk engineering.



Alexandre Tesoni

Chief Broking Officer
Commercial Risk Solutions
Portugal

Executive Summary

- Overall, the market is competitive, with new entrants, international markets and established insurers competing aggressively to expand their participation and/or secure different positions on programs.
- Underwriting is now flexible across almost all lines, leading to broader coverage and improved terms, with the main exception being the challenging automobile market.
- The directors and officers market remains soft, yet stable, with opportunities to enhance cover.

Q3 Iberia Market Dynamics

Overall	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Automobile	Challenging	+1-10%	Constrained	Rigorous	Flat	Flat	More Restrictive
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Cyber	Soft	-1-10%	Abundant	Flexible	Increased	Decreased	Broader
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Property	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Iberia Market Dynamics

Pricing

Price reductions have become the norm across most lines of business, with the notable exception of automobile. Insurers continue to differentiate, and renewal outcomes reflect a client's risk management profile, risk quality, occupancy, and loss history. Price reductions are accelerating in property but slowing in lines of business that have already experienced several years of softening, namely, directors and officers insurance.

Capacity

Capacity is generally abundant, but somewhat constrained for challenging risks, including automobile, large U.S. casualty exposures and higher-risk occupancies with low risk quality and poor claims record.

Underwriting

Underwriting is flexible and insurers are beginning to relax information requirements for clients with good long-term performance

Limits

Limits are trending upwards, with many clients taking advantage of price reductions to restore limits lost during the hard market and/or to increase limits to reflect inflation and investments.

Deductibles

Most placements are renewing with expiring deductibles, although the competitive market for cyber is enabling some clients to reduce deductibles. Some clients are analyzing their total cost of risk, comparing different scenarios, and adapting deductibles accordingly.

Coverages

Favorable market conditions have created a more flexible environment, with underwriters more amenable to removing certain exclusions and to restoring coverages and sub-limits that were restricted during the hard market.



Q3 Iberia Product Trends

Automobile

The automobile market in the Iberia region is challenging, albeit with differing outcomes by market and loss record. Buyers of fleet insurance in Spain are experiencing significant increases at renewals, with placements for large fleets in the transport and public sector facing the biggest challenges. Conditions in Portugal are more moderate with most renewals achieving flat pricing at renewal, while loss impacted placements are subject to low double-digit rate increases.

Casualty/Liability

The casualty market is soft, with high single-digit reductions, on average, available for local risks. Placements with exposure to adverse litigation trends in the U.S. or with a poor loss record face more challenging conditions. In Spain, clients are advised to review the sub-limit per victim following increases in accident compensation guidance.

Cyber

The cyber insurance market remains soft. New capacity is entering the market, both from new players and from established insurers who are expanding their appetite and increasing their line sizes. Given the

abundance of capacity, rate reductions, higher limits, lower deductibles and coverage enhancements are broadly available at renewals, especially for buyers able to demonstrate strong cyber security measures. Underwriting is more flexible, with insurers requiring less underwriting information. Placements with large U.S. data privacy exposures can experience a more challenging environment.

Directors & Officers

Having stabilized over recent quarters, renewals are generally seeing modest reductions in pricing. That said, capacity is abundant, and the environment remains competitive, with more options for buyers and more flexibility from insurers. Favorable conditions present opportunities to broaden coverage wordings and increase limits, based on careful analysis. Conditions are more restrictive for financial institutions and risks with a history of losses. Insurers are carefully monitoring continued increases in the risk environment and claims costs and will continue to adapt their positions in response.

Property

The property market continues to soften, with high single-digit reductions, on average, available for preferred and well-performing risks. Capacity is abundant and new players continue to enter the market, resulting in oversupply for less complex risks with a good loss record. London market insurers, in particular, are looking to expand their participation in Spanish programs. Placements with a poor loss record, weak risk management or high natural catastrophe exposures continue to face more challenging conditions. Insurers are more flexible where insureds demonstrate a commitment to further risk improvements.

Q3 Italy Market Overview



While still moderate overall, the Italian insurance market is becoming more competitive as insurers focus on achieving profitable growth. With increasing levels of competition in the market, there are growing opportunities for clients to optimize their programs, especially for cyber, directors and officers and casualty.



Jacopo Moroni

Chief Broking Officer
Commercial Risk Solutions
Italy

Executive Summary

- Conditions in the Italian insurance market are moderate but generally softening, with increasing competition for casualty, cyber and directors and officers. Automobile and U.S.-exposed casualty risks remain more challenging.
- Portions of the property market are showing signs of softening, with increasing competition and improving terms for well performing risks. Smaller risks and challenging occupancies are still subject to greater underwriting scrutiny.
- From March 31, 2025, Italian companies are required to maintain property insurance for natural catastrophes, including flood and earthquake. A surge in demand for natural catastrophe capacity is expected in the second half of 2025 as many uninsured companies will be subject to the new mandatory coverage requirements.

Q3 Italy Market Dynamics

Overall	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Automobile	Challenging	+21-30%	Ample	Rigorous	Flat	Increased	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Stable
Cyber	Moderate	-1-10%	Ample	Prudent	Increased	Flat	Stable
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Broader
Property	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Italy Market Dynamics

Pricing

Pricing is generally flat-to-decreasing for most lines of business. The main exception is automobile, where claims trends continue to drive significant rate increases. Property pricing is broadly flat, but with signs of softening for well-performing risks. Casualty, directors and officers, and cyber remain competitive, with single-digit rate reductions in Q3.

Capacity

Overall, capacity is ample, but more abundant for directors and officers and non-U.S. exposed casualty. For smaller companies and challenging occupancies, property insurers are actively managing natural catastrophe and business interruption exposures.

Underwriting

Underwriting remains prudent overall but is more flexible for casualty and directors and officers due to increasing competition. More challenging segments, such as automobile and U.S. exposed casualty face more rigorous underwriting.

Limits

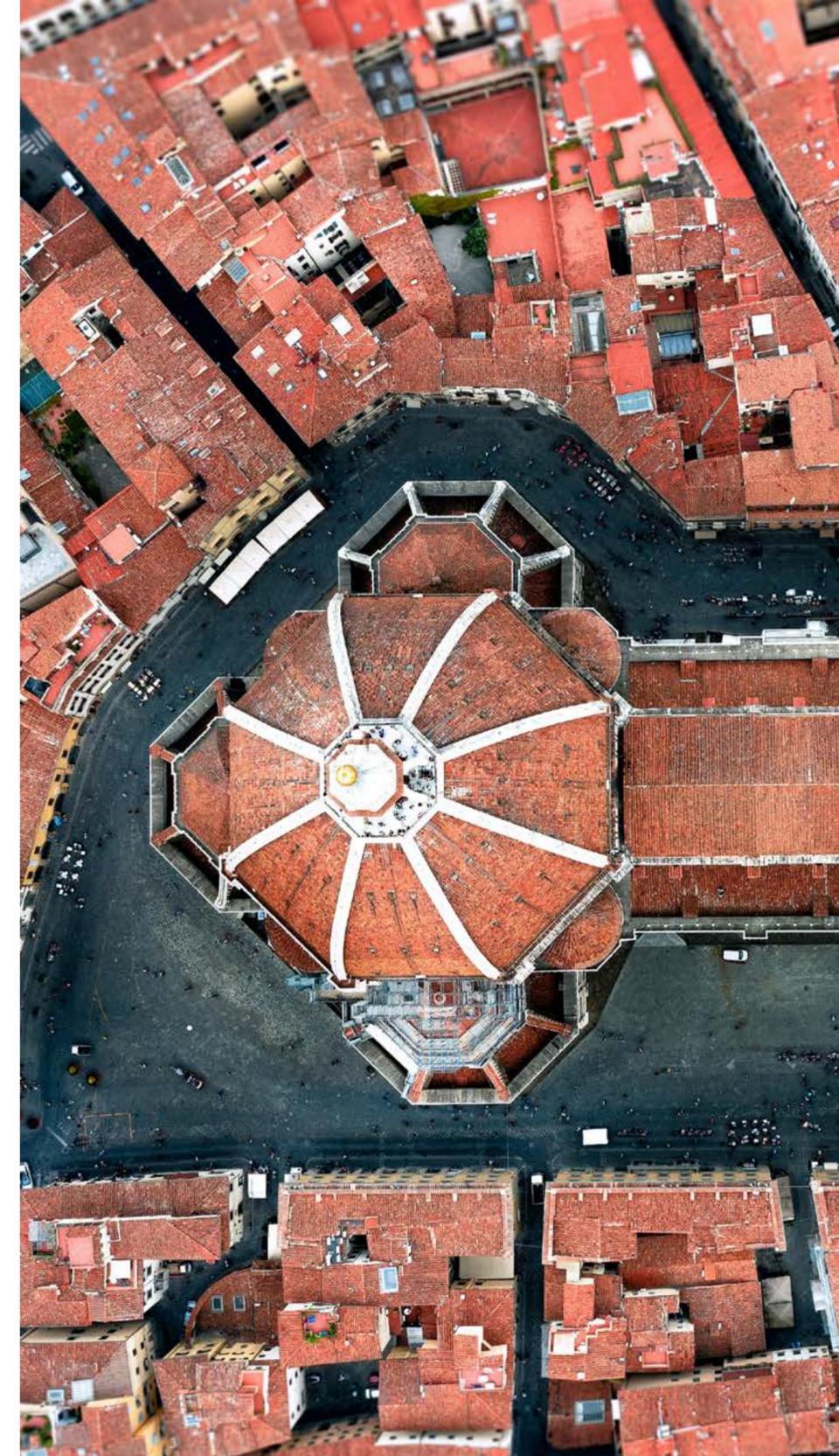
Limits are flat overall, but increasing for competitive lines of business, namely directors and officers and cyber. Higher limits are available for some casualty placements, although for U.S.-exposed casualty risks, some buyers are considering limits options to manage challenging conditions.

Deductibles

Deductibles are flat, with most placements renewing as expiring. The exception is automobile insurance, where higher claims costs and accident frequency are leading insurers to push for higher deductibles.

Coverages

Most placements are renewing with expiring coverages, although competitive market conditions are allowing for some coverage enhancements, particularly in directors and officers. Insurers continue to focus on per- and polyfluoroalkyl substances exposures in casualty, with coverage restrictions now the norm.



Q3 Italy Product Trends

Automobile

Capacity is ample, yet conditions in the automobile market remain challenging. Increased accident frequency and increasing claims costs continue to drive rigorous underwriting and double-digit price increases, as well as higher deductibles. Public transport and road haulers are facing a challenging market, due to poor claims performance.

Casualty/Liability

The casualty market remains soft, with abundant capacity and growing competition leading to further rate reductions and increased underwriting flexibility for non-U.S. exposed risks. Insurers — especially new players that have recently entered the Italian casualty market — are offering competitive terms. Placements with large U.S. exposures are subject to greater scrutiny, in particular, around the attachment points for auto liability under the master policy. Per- and polyfluoroalkyl substances is becoming a standard exclusion.

Cyber

The cyber insurance market remains moderate, with rate reductions available despite the ongoing frequency of claims. Capacity continues to grow and competition is healthy as insurers look to retain business and grow. However, underwriting remains prudent, and risk differentiation remains key. Some insureds are using premium savings to purchase additional limits.

Directors & Officers

Market conditions remain favorable. An abundance of capacity continues to drive price reductions and flexible underwriting. Some insurers are using premium savings to increase limits, while broader coverage is available, especially for mid-market companies where there is no U.S. exposure. Conditions are more challenging for companies in financial distress and crypto firms.

Property

Conditions remain moderate, with ample capacity and prudent underwriting leading to flat pricing. However, there are growing signs that a more competitive environment is emerging, with good performing, well managed risks seeing improved conditions. Capacity and overall market conditions are more rigid in the mid-market space. Insurers are looking to manage their exposures to severe loss scenarios and higher-risk occupancies, such as chemical industry risks.

Q3 Middle East Market Overview



The Middle East insurance market remains buyer friendly, although property remains more challenging due to restrictions on natural catastrophe limits and deductibles.



Mohamad Mourad

Chief Broking Officer
Commercial Risk Solutions
Middle East Cluster

Executive Summary

- Overall, the insurance market in the Middle East is competitive, with flat-to-modestly down pricing across cyber, directors and officers and casualty lines.
- Following major floods in the United Arab Emirates in 2024, the property market has introduced new restrictions to natural catastrophe limits and deductibles, along with modest price increases.



Q3 Middle East Market Dynamics

Overall	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Automobile	Moderate	+1-10%	Abundant	Prudent	Flat	Flat	Stable
Casualty/Liability	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Cyber	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
Directors & Officers	Soft	-1-10%	Ample	Prudent	Increased	Flat	Stable
Property	Challenging	+1-10%	Constrained	Rigorous	Decreased	Increased	More Restrictive
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Middle East Market Dynamics

Pricing

Pricing is generally stable, varies by line of business and risk. Cyber and directors and officers continue to experience most rate reductions at renewals, while auto and property are seeing single-digit increases.

Capacity

Capacity is ample all major lines of business, except property, where it is constrained due to shifting appetites for natural catastrophe exposures following the 2024 floods.

Underwriting

Underwriting is broadly prudent, but more rigorous for property risks. As insurers become more focused on risk quality, robust and accurate underwriting information has taken on increased importance.

Limits

Limits are mostly flat, although property insurers are introducing sub-limits for catastrophe exposures. Increased limits are available for directors and officers in a highly competitive market.

Deductibles

Deductibles remain flat for the majority of placements; however, in the property market, new deductibles continue to be applied for natural catastrophe exposures following the 2024 flooding in the United Arab Emirates.

Coverages

Most placements are renewing with expiring coverages, with the notable exception of property, where various coverage restrictions are being introduced following the 2024 floods. Favorable conditions may allow for coverage enhancements, particularly in directors and officers and cyber.



Q3 Middle East Product Trends

Automobile

The automobile market remains moderate, with single-digit price increases. Claims free placements can achieve superior terms while placements with a poor claims record are experiencing a more challenging environment.

Casualty/Liability

The casualty market is experiencing moderate conditions overall, characterized by ample capacity, flat pricing, and disciplined underwriting. Risk differentiation and loss experience are key factors in determining renewal outcomes.

Cyber

The cyber insurance market is soft, yet stable. Ample capacity is leading to modest pricing reductions, with superior terms available for loss-free risks with robust cyber security controls. Underwriting remains prudent.

Directors & Officers

Buyers of directors and officers insurance continue to benefit from soft market conditions, with decreased pricing and increased limits of available in the market. Placements with poor claims history continue to experience more challenging market conditions.

Property

The property market remains challenging, with constrained capacity and rigorous underwriting. Following major floods in the United Arab Emirates in 2024, which cost the insurance market over [\\$2.5 billion](#), the property market has been applying separate sub-limits and specific deductibles for natural catastrophe risks. Pricing at Q3 renewals continued to increase, although claims free placements can achieve superior terms. Property placements for high-risk occupancies, such as those with cladding, and those with a poor loss record are challenging to place.



Q3 Netherlands Market Overview



The Dutch insurance market is becoming increasingly competitive. Now is the time to enhance your insurance program and build resilience for future market challenges.

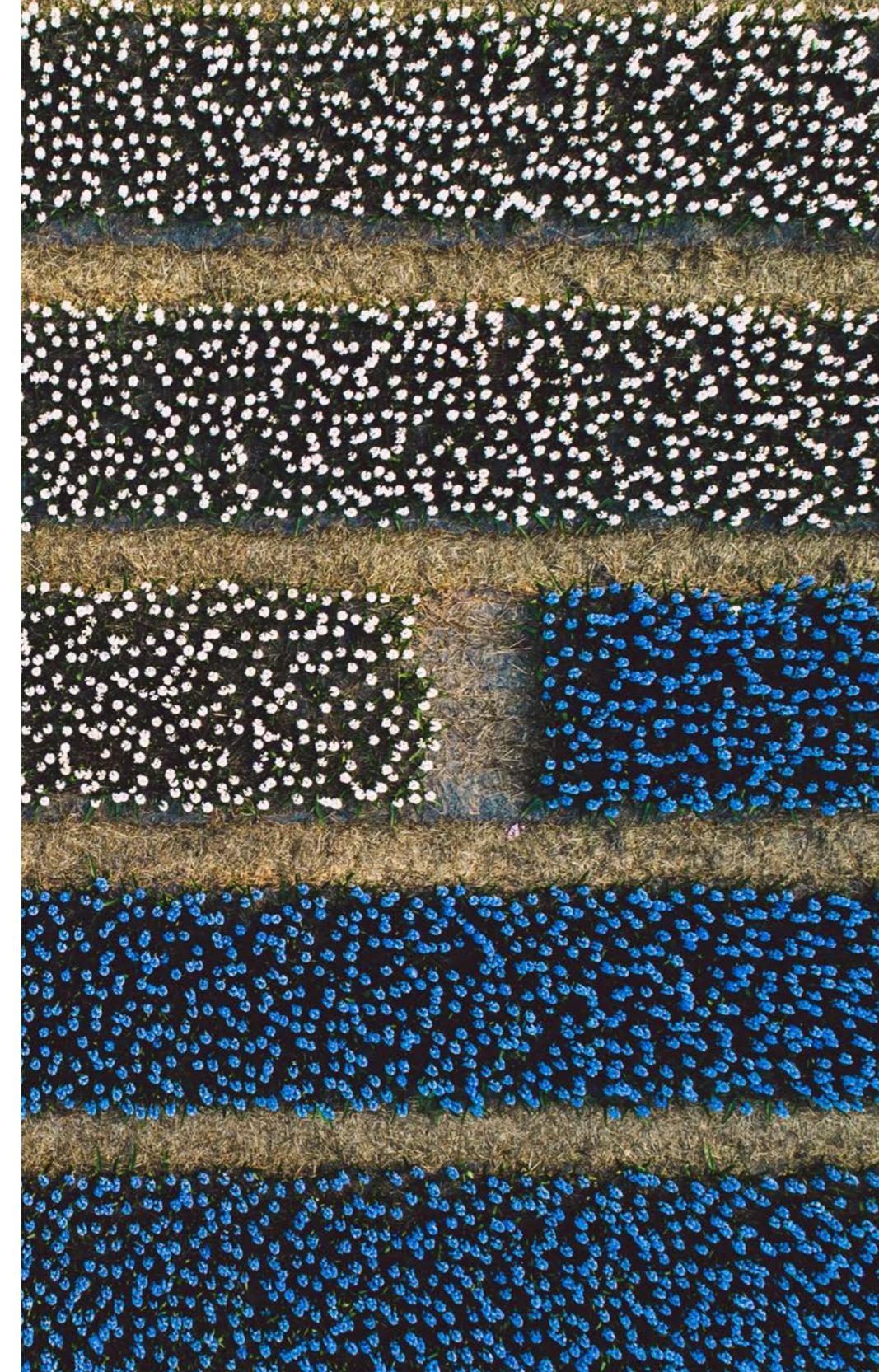


Jochem Kort

Chief Broking Officer
Commercial Risk Solutions
Netherlands

Executive Summary

- Conditions continue to improve, with abundant capacity and insurers' ambitious growth strategies leading to pricing reductions across several parts of the Dutch insurance market.
- Favorable conditions are creating opportunities for buyers to secure better deals, depending on the product, industry and individual client situation.



Q3 Netherlands Market Dynamics

Overall	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Automobile	Challenging	+1-10%	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Cyber	Soft	-1-10%	Abundant	Flexible	Increased	Decreased	Broader
Directors & Officers	Moderate	Flat	Abundant	Prudent	Flat	Flat	Stable
Property	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Netherlands Market Dynamics

Pricing

Overall, prices are modestly decreasing, with the notable exception of automobile insurance, where increases are common. Preferred risks with a good claims record are seeing pricing reductions in most product lines. Risks with a less favorable claims record, or which are in more challenging sectors, such as food and waste, and U.S. exposed casualty are generally experiencing price increases.

Capacity

Overall, capacity is abundant. New market entrants and established insurers are placing strong emphasis on achieving ambitious growth targets, with many insurers willing to take larger shares on programs.

Underwriting

Despite a softening market, underwriting remains prudent, with a focus on technical underwriting and profitability. Insurers continue to differentiate and are requiring up-to-date and complete risk information.

Limits

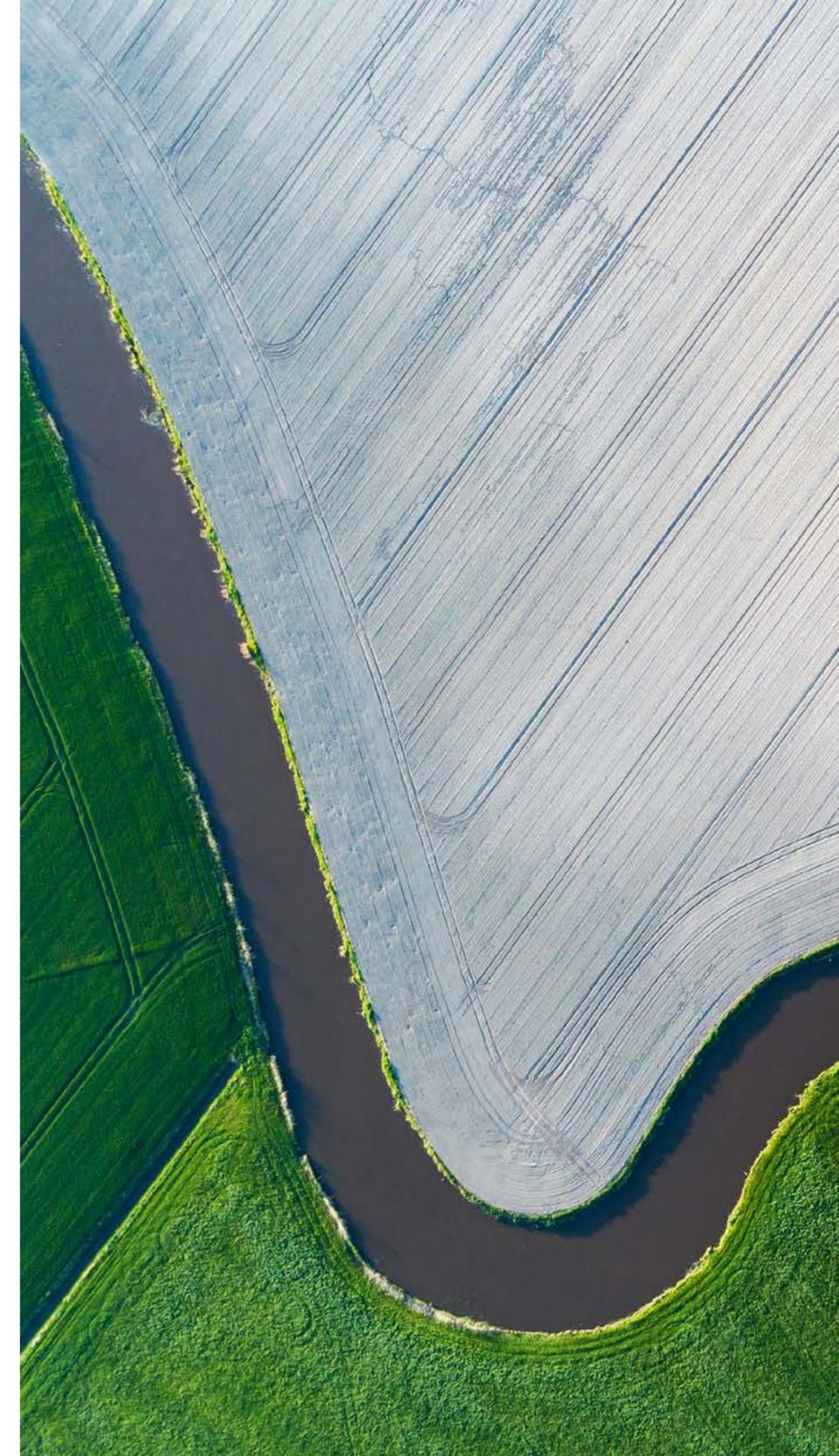
Limits are broadly flat, although insurers are open to potential increases. On cyber placements, many insureds are reinvesting their premium savings to increase policy limits.

Deductibles

Deductibles remain broadly unchanged, although insurers are more open to discussing modifications when requested, and where justified by claims history.

Coverages

Most placements are renewing with expiring coverage terms and conditions. Insurers are open to long-term agreements. Coverage enhancements are available for well-managed cyber risks.



Q3 Netherlands Product Trends

Automobile

The automobile insurance market remains challenging due to adverse claims trends, resulting in disciplined underwriting and modest price increases. Larger fleets with a good claims history can achieve more favorable terms, while large leasing fleets are experiencing more challenging market conditions.

Casualty/Liability

The market is moderate overall, but renewal outcomes continue to reflect specific risk type and the extent of U.S. exposure. Placements with no U.S. exposure and a good claims record can achieve improved terms, especially when they were not remarketed in the last 3 to 5 years. Clients with complex casualty risks, material U.S. exposures and less favorable claims records are likely to experience challenges at renewals.

Cyber

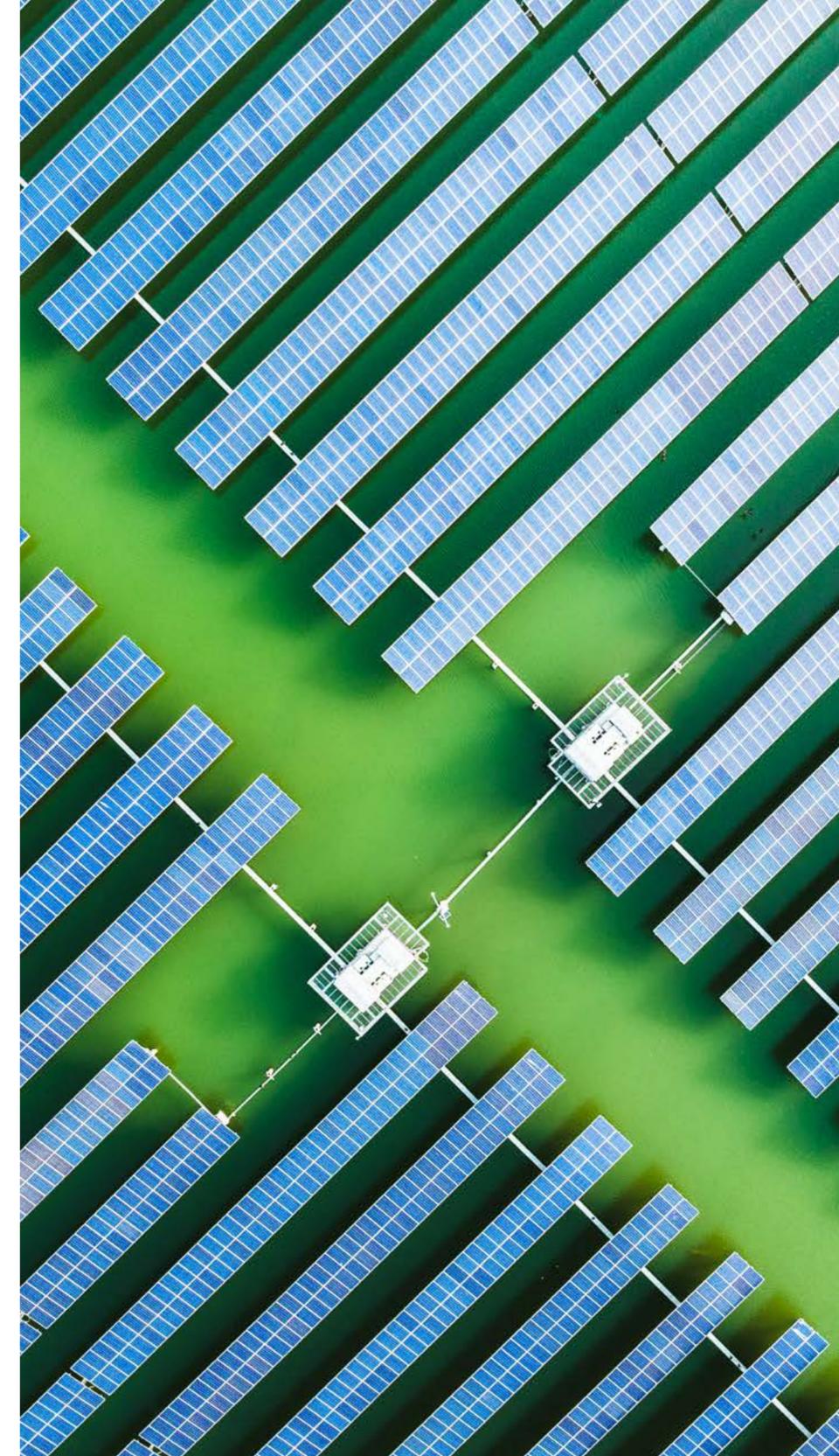
Abundant capacity and increasing competition are leading to further rate reductions, as well as opportunities to enhance coverage and increase limits. Clients with insufficient cyber security controls may experience challenges.

Directors & Officers

Pricing is generally flat despite abundant capacity. Attractive larger programs may be able to achieve improved pricing and terms.

Property

The property market is more flexible, driven by abundant capacity and insurer growth ambitions. Rate reductions are generally available for preferred risks with strong risk management controls and robust underwriting information. Certain sectors, such as food and waste, remain challenging as such risks face limited insurer appetite.



Q3 Nordics Market Overview



With increased capacity and competition driving a more favorable Nordic insurance market, buyers can explore ways to bolster their insurance programs, secure higher limits and access broader coverage—provided they can demonstrate strong risk management and a solid risk profile.



Malin Fredriksson

Head of Nordic Broking Center
Commercial Risk Solutions
Nordics

Executive Summary

- Soft conditions in the Nordic insurance market have broadened, driven by abundant capacity and the growing presence of foreign and international insurers, which is resulting in strong competition across most insurance lines.
- Insurance buyers with strong risk management, a good claims history and minimal exposure to high-risk occupancies are benefiting from premium reductions, broader coverage, and greater flexibility.
- Risks with significant U.S. casualty exposure or a poor loss record, as well as historically challenging risk types, continue to face greater underwriting scrutiny and less favorable terms.

Q3 Nordics Market Dynamics

Overall	Soft	-1-10%	Abundant	Prudent	Increased	Flat	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Cyber	Soft	-1-10%	Abundant	Prudent	Increased	Decreased	Broader
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Stable
Property	Moderate	Flat	Abundant	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Nordics Market Dynamics

Pricing

The market is experiencing a buyer-friendly pricing environment, with premiums either remaining flat or decreasing across most lines, particularly for clients with strong risk management and attractive risk profiles. However, challenging risks where there is limited insurer appetite may still encounter firmer pricing.

Capacity

Capacity is abundant, supported by strong interest from both local and international insurers seeking to expand their participation. Even more challenging risks are experiencing adequate capacity, with only the upper corporate segment and certain high-risk profiles facing more selective deployment by insurers.

Underwriting

Underwriting remains prudent, with insurers placing value on up-to-date risk information and strong risk management practices. Casualty and directors and officers' insurers are showing greater flexibility, although underwriting remains largely disciplined. Challenging risks and industries continue to face more stringent underwriting scrutiny and requirements in all lines of business.

Limits

Higher limits are generally available when requested, in particular, for cyber and directors and officers.

Deductibles

Deductibles in the Nordic market are generally flat, with the exception of cyber insurance, where reductions are available for smaller companies. There are also emerging signs that attachment points for U.S. auto excess coverage are stabilizing, or even slightly softening.

Coverages

Coverage is stable overall, although enhancements may be available for certain risks, especially in the cyber market. High-risk sectors may still face more restrictive terms.



Q3 Nordics Market Product Trends

Casualty/Liability

With abundant capacity and growing interest from foreign insurers in the Nordic region, the casualty market is now soft, especially for risks with limited U.S. exposure. Placements with significant U.S. exposure or adverse loss experience remain challenging. Attachment points for U.S. auto excess coverage are stabilizing, with possible signs of slight softening, reversing the trend of increases seen in recent years.

Cyber

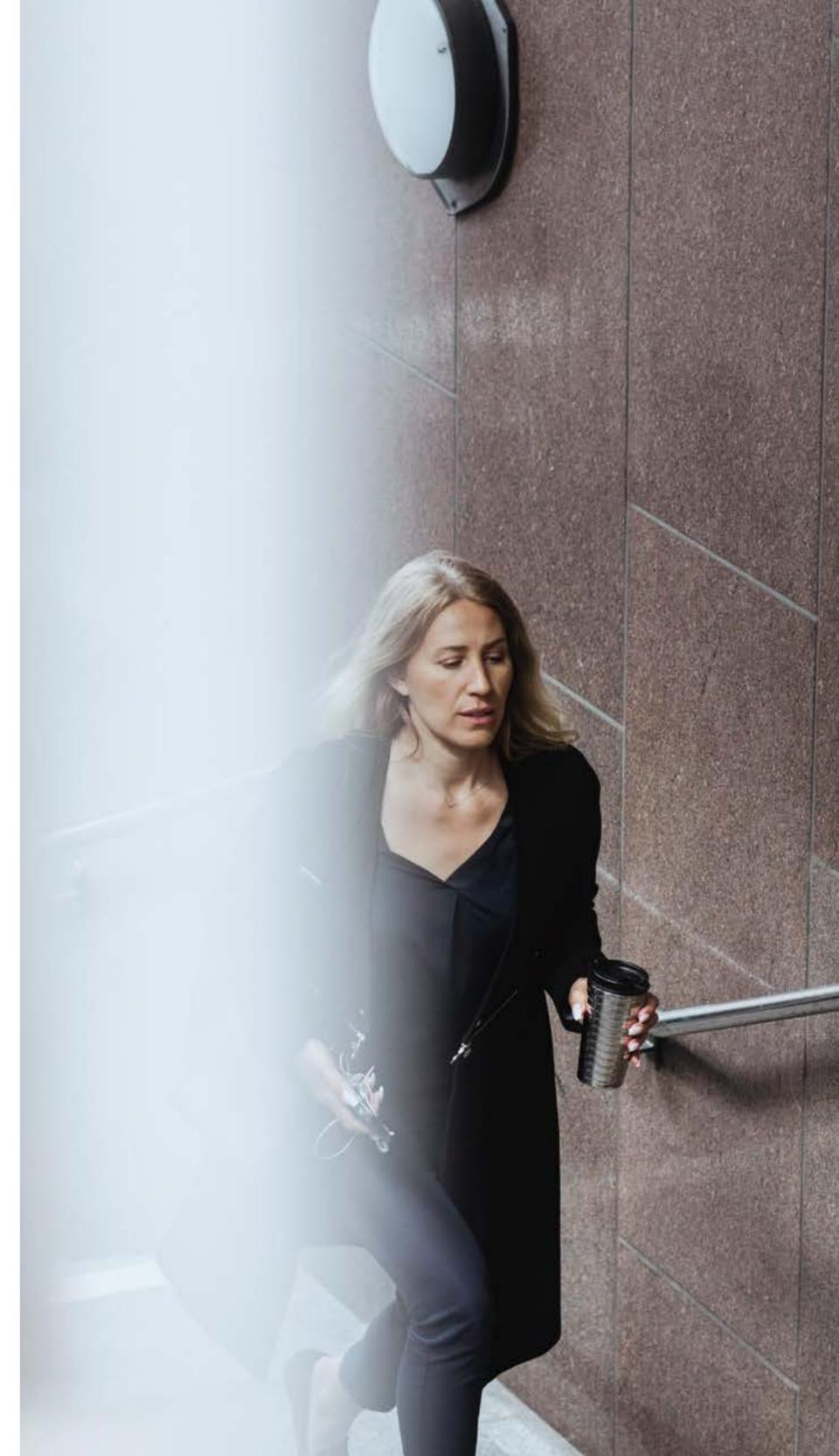
The cyber market remains soft, with single-digit rate reductions and broader coverage available. Coverage extensions that were previously added through endorsements on a case-by-case basis are now included in insurers' standard policies. Many buyers are reinvesting their premium savings in the purchase of increased limits. Retentions for large and complex companies are stable, but reductions are available for smaller companies. Underwriting remains prudent, meaning companies lacking key risk controls may struggle to obtain good terms and pricing. Specific high-risks, such as small complex technology firms and critical infrastructure, and industries that have traditionally been difficult to insure—such as gambling or medical technology firms—continue to face challenges in the market.

Directors & Officers

The directors and officers market remains soft, with abundant capacity and an expanded risk appetite from insurers. High performing clients with a stable outlook are seeing further premium reductions at renewal, with sizeable discounts achievable when a placement is tested in the market at renewal. Financial underperformance, poor loss history, large U.S. exposures, and certain industries subject to high ESG scrutiny such as crypto and arms manufacturing/defense, remain challenging and face underwriting scrutiny.

Property

The portfolio re-underwriting process by Nordic insurers appears to be nearing a conclusion. At the same time, interest from London-based and international insurers remains strong, with many seeking to enter or expand their presence in the region. As a result, the property market remains moderate but continues to soften as additional capacity enters the region. Overall, pricing is flat, but reductions are available for preferred risks and industries. However, risks in the upper mid-market segment continue to encounter challenging conditions. Underwriting remains prudent, and insurers continue to focus on natural catastrophe exposures and contingent business interruption limits.



Q3 South Africa Market Overview



Despite some headwinds, the South African insurance market remains resilient, with insurers focusing on digital transformation to drive growth and improve customer experience, while at the same time adapting to regulatory changes and heightened natural catastrophe exposures.



Angela Jack

Executive Head: Specialty, Broking
and Risk Consulting
Commercial Risk Solutions
South Africa

Executive Summary

- Underpinned by strong results, insurer growth ambitions and an improving reinsurance environment, the insurance market in South Africa is increasingly favorable, with pricing reductions available in property, cyber and directors and officers at Q3 renewals.
- Despite signs of softening in the market relative to price and capacity, underwriting remains prudent overall, and renewal outcomes remain highly dependent on risk quality and claims history.
- Market conditions present an opportunity for clients to proactively review program structures relative to sums insured and limits of indemnity, reducing deductible levels and introducing coverage enhancements.

Q3 South Africa Market Dynamics

Overall	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Automobile	Moderate	Flat	Ample	Prudent	Increased	Flat	Stable
Casualty/Liability	Moderate	Flat	Constrained	Prudent	Flat	Increased	Stable
Cyber	Soft	-1-10%	Ample	Prudent	Flat	Flat	Broader
Directors & Officers	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Property	Soft	-11-20%	Ample	Prudent	Increased	Increased	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 South Africa Market Dynamics

Pricing

The trend towards more favorable pricing has accelerated in the South African insurance market, with double-digit-reductions available for property at Q3 renewals. Price reductions are most pronounced for large corporate property risks, driven by increased capacity and healthy competition. Other lines are attracting flat pricing to moderate decreases. Long-term agreements are available and can help clients extend favorable outcomes.

Capacity

With the exception of casualty/liability, capacity remains ample with a robust local market and competition from international insurers. Capacity in the casualty market is still constrained for more challenging risks. Additional capacity is now available for preferred and well-performing risks in the directors and officers market. Capacity is also increasing for some preferred property risks.

Underwriting

Faced with ongoing economic pressures and heightened risks, insurers in South Africa continue to take a prudent approach to underwriting, reflected in stricter risk selection, tighter policy terms and careful claims

management. By maintaining disciplined underwriting, insurers manage volatility, protect solvency and ensure sustainable profitability.

Limits

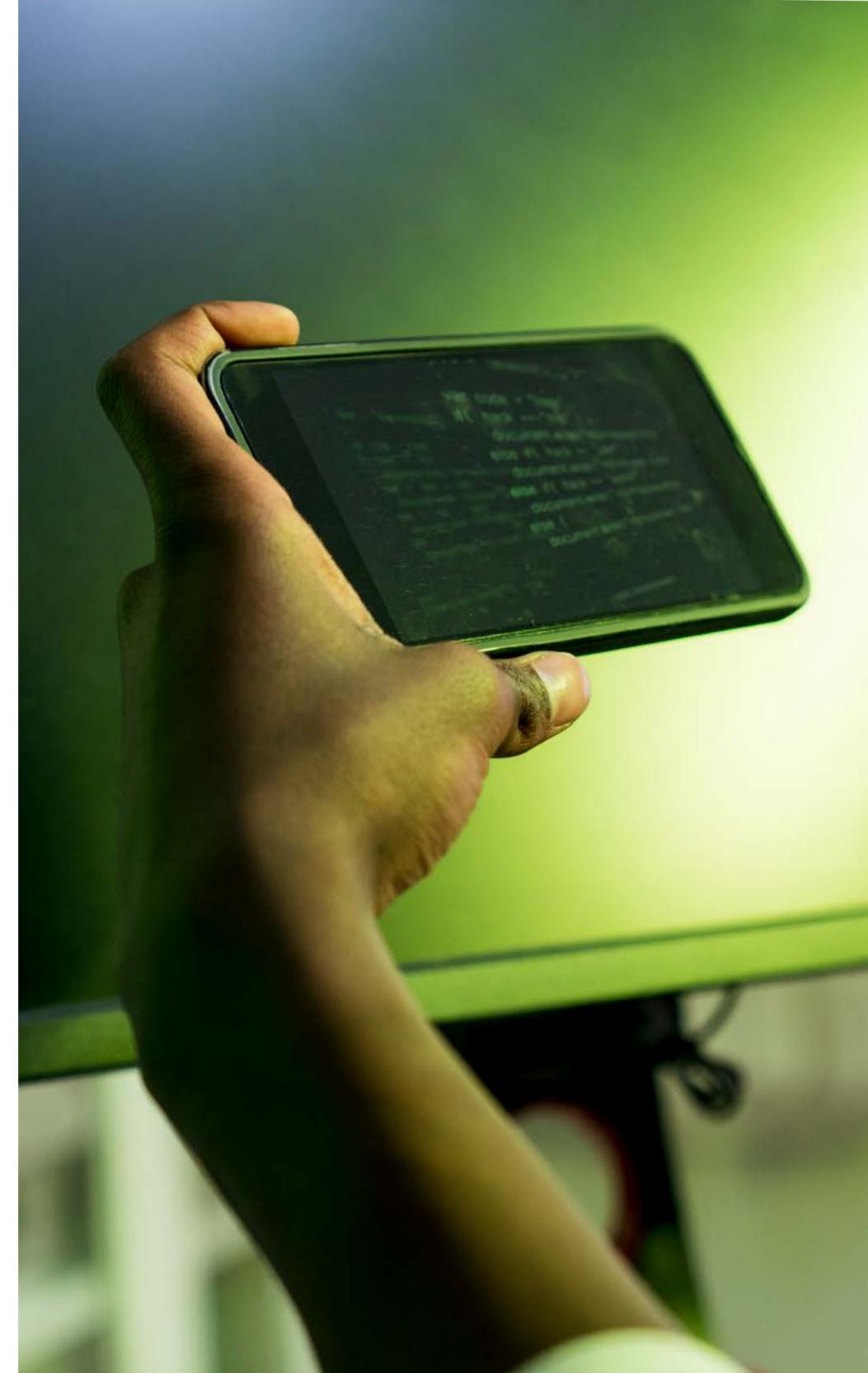
Reflecting a cautious, yet stable, approach to capacity deployment by insurers, limits are broadly flat, with most underwriters maintaining limits offered to clients at current levels. The main exceptions are automobile and property risks, where increased limits are available.

Deductibles

Overall, deductible levels are flat, but rising for certain casualty risks, namely mining, tailings risks, product guarantee and product recall. Deductibles are also increasing for property, in particular, high-hazard risks and in areas prone to natural catastrophes.

Coverages

Overall, while some targeted adjustments may occur in response to emerging risks or claims, there was no significant tightening or broadening of coverage in Q3. Some coverage enhancements are available for cyber, while the directors and officers' market is applying insolvency exclusions for distressed risks.



Q3 South Africa Product Trends

Automobile

The automobile insurance market is moderate, with pricing dependent on claims history and risk controls. Superior terms can be achieved for placements with effective risk management processes, such as tracking devices and driver behavior monitoring. Trucking and bus operators, and clients with a poor loss history, high-theft risks and/or electric vehicles, continue to experience a challenging market.

Casualty/Liability

Overall, casualty market conditions remain stable, despite some capacity constraints. Well-managed risks with a good claims record can achieve superior terms. Mining and tailings risks, product guarantee and product recall are facing more challenging conditions, owing to limited appetite and capacity in the local market for these risks.

Cyber

Conditions in the cyber insurance market are soft, with ample capacity. Insurers in South Africa continue to offer improved terms to compete with those offered by global markets and to address the local needs of insureds, such as providing cover for theft of funds.

While conditions are favorable, underwriting remains prudent and appetite is focused on good risks. Robust security controls are paramount when looking to achieve a superior renewal outcome.

Directors & Officers

Conditions in the directors and officers market continue to moderate, with modest decreases achievable for well performing risks. Additional capacity is available to support primary layers and simplify complex placements. Clients with strong financial results, good governance and risk management, and with clear, in-depth underwriting information, are attracting favorable terms. Insureds showing signs of financial distress are likely to face exclusions for insolvency. Higher-risk categories, such as mining, financial services and insureds with M&A activity, continue to experience capacity constraints and rigorous underwriting.

Property

The property market continues to soften, with double-digit pricing reductions available for preferred risks. Some risks are experiencing increased capacity and strong competition. Placements with a good claims record, and insureds who can provide detailed risk information and proof of risk improvements can achieve superior terms. Higher-hazard risks and occupancies, and those in areas prone to natural catastrophes, are experiencing more challenging conditions.

Q3 Turkey Market Overview



Turkey, with its developing economy and increasingly young and educated population, is a promising market for insurers. In 2024, premiums rose by 73.4%, a growth rate far exceeding inflation. Expectations for 2025 suggest that this aggressive expansion will continue. In pursuit of a larger share of the growing market, insurance companies are demonstrating generous capacity offerings and bold pricing strategies.

Executive Summary

- Pricing continues to soften due to intense competition and abundant capacity in the market.
- Insurers are deploying additional capacity for property, fueling double-digit rate decreases at renewals.
- Enhanced coverages and increased limits are available, especially for cyber and property.

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Tevfik Erdengi

Chief Broking Officer and
Head of Corporate Clients Division
Commercial Risk Solutions
Turkey

Q3 Turkey Market Dynamics

Overall	Soft	-21-30%	Abundant	Flexible	Increased	Flat	Broader
Automobile	Challenging	+21-30%	Ample	Rigorous	Flat	Flat	More Restrictive
Casualty/Liability	Soft	-11-20%	Ample	Flexible	Increased	Decreased	Stable
Cyber	Soft	-21-30%	Abundant	Flexible	Increased	Flat	Broader
Directors & Officers	Soft	-21-30%	Abundant	Flexible	Increased	Flat	Stable
Property	Soft	-21-30%	Ample	Flexible	Increased	Decreased	Broader
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Turkey Market Dynamics

Pricing

Amid intense competition, pricing continues to decrease for most major lines of business, with double-digit reductions now commonplace. A key exception is compulsory motor third-party liability insurance, where significant rate increases are being applied in response to adverse claims trends.

Capacity

Overall, capacity is ample-to-abundant across the major lines. Insurers are looking to deploy more capacity as they seek to grow.

Underwriting

Underwriting is flexible, although insurers continue to focus on technical underwriting and profitability. Some growth-focused insurers are competing aggressively.

Limits

Increased limits are broadly available, with the key exception of automobile insurance, where they are unchanged.

Deductibles

Typically, deductibles are flat, although insurers may be prepared to reduce deductibles to win or retain business, especially on attractive property and casualty risks. Earthquake insurance deductibles, which are determined by tariffs, are unaffected by this trend.

Coverages

Coverage enhancements and extensions are available for preferred risks, supported by positive treaty reinsurance market conditions.



Q3 Turkey Product Trends

Automobile

Automobile insurance lines – both compulsory motor liability and motor damage insurance – are experiencing significant price increases in response to increased claims. Underwriting remains rigorous, and coverage under motor damage policies is narrowing. Long-term insurer relationships and good loss history can result in superior terms, while loss-impacted placements remain challenging.

Casualty/Liability

With intense competition in the casualty market, rates are decreasing, and broader coverages are often available. Loss-impacted risks and those lacking mature risk controls may experience a more challenging market environment.

Cyber

The market for cyber insurance is soft, with significant rate reductions and broader coverage generally available. Large risks with robust cyber security are particularly competitive, while insurer appetite is increasing for mid-market clients. Some buyers are reinvesting premium savings in the purchase of increased limits. Deductibles are generally stable.

Directors & Officers

As a result of intense competition in the market, rates are decreasing, and broader coverage is generally available. Clients with long-term insurer relationships, and loss-free risks, attracted the most competition. Loss-impacted risks and those unable to demonstrate adequate risk controls are experiencing a more challenging environment.

Property

The competitive property market, the largest source of premium for Turkey's insurers, is now soft, with double-digit price reductions, increased limits and broader coverage widely available at renewals. Standard tariff rates continue to apply for earthquake risks. Placements with large quake exposure in high-risk zones can experience a challenging market.



Q3 United Kingdom Market Overview



Current favorable market conditions provide a great opportunity for insurance buyers to take a fresh look at their insurance programs and future-proof their coverage, while taking advantage of alternative risk transfer solutions like parametrics to reduce market volatility.



Michelle Beverley

Chief Broking Officer
Commercial Risk Solutions
United Kingdom

Executive Summary

- Abundant capacity and insurers' growth ambitions are driving a highly competitive market, including frequent instances of newer market entrants challenging traditional lead markets.
- The soft market is creating an opportunity for clients to enhance their insurance programs through broader coverage and higher limits.
- Conditions in the automobile insurance market are beginning to improve with increased competition.
- The directors and officers market has stabilized amid geopolitical and economic uncertainty.

Q3 United Kingdom Market Dynamics

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Overall	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
Automobile	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
Cyber	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Directors & Officers	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Property	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 United Kingdom Market Dynamics

Pricing

Soft market conditions continue to result in rate reductions across major lines of business, with property, casualty and cyber seeing double-digit reductions at Q3 renewals. In automobile, greater competition is leading to pricing relief and reductions are now common.

Capacity

Capacity is ample-to-abundant across major lines of business. For the most competitive risks, insurers are offering larger line sizes and actively seeking to lead programs.

Underwriting

While insurers are generally more flexible in the current market, they are not relaxing underwriting standards to any significant extent. Risk differentiation remains a top priority. Well-performing and well-managed risks continue to achieve superior renewal outcomes. Underwriting remains prudent for automobile and cyber. Insurers are cautious of supply chain and contingent business interruption exposures.

Limits

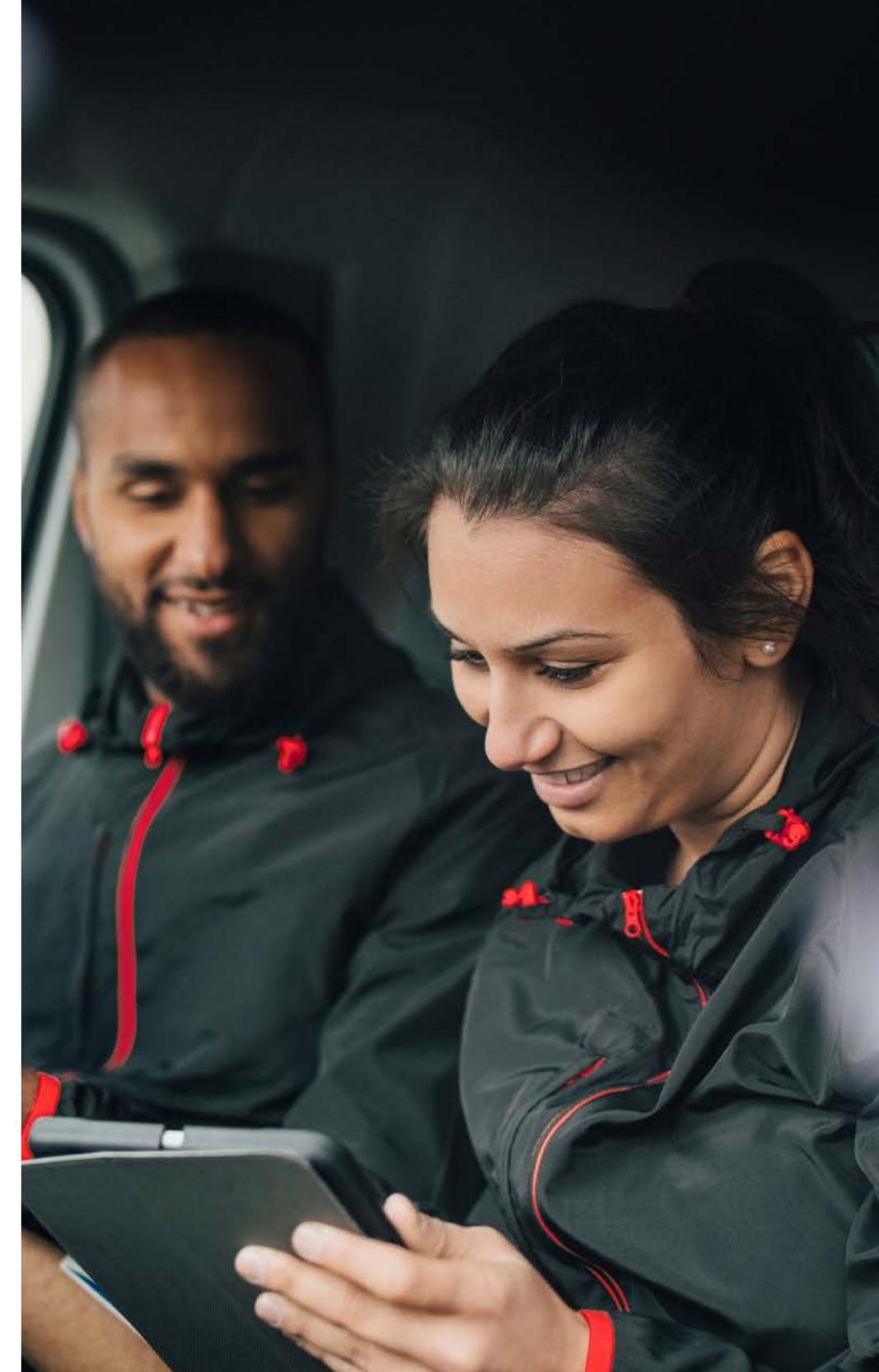
Limits are increasing for property, casualty and cyber as buyers reinvest premium savings in the purchase of higher limits / restoring limits that were reduced in the hard market.

Deductibles

Deductibles are flat for the majority of placements across major lines.

Coverages

Broader coverages are available for property and casualty lines as competitive market conditions enable buyers to restore coverage levels that were previously reduced in the hard market. Automobile, directors and officers and cyber coverages are generally renewing as expiring. Casualty underwriters continue to restrict coverage for per- and polyfluoroalkyl substances exposures.



Q3 United Kingdom Product Trends

Automobile

The automobile insurance market in the U.K. remains moderate, driven by claims inflation and general damages. However, pricing improved in Q3 as insurer growth plans increased competition. Renewal outcomes remain dependent on claims experience and quality of risk. Superior terms are available where buyers have a clear strategy and can demonstrate strong risk management controls and where technology enables the availability of vehicle data to better understand trends and challenges. One area of insurer attention is electric vehicles, where damage claims are up to 25% more expensive due to the higher cost of repairs.

Casualty/Liability

The casualty market is soft, with non-U.S. exposure risks achieving premium savings in excess of 20% when marketed at renewal. U.S. exposures continue to attract higher rates due to insurer concerns around adverse litigation trends and litigation funding, while per- and polyfluoroalkyl substances exclusionary language is becoming the norm. Insurers continue to focus on risk differentiation, and early engagement and quality risk information typically result in optimal renewal outcomes.

Cyber

The cyber insurance market remains competitive, despite high profile cyberattacks in the U.K and insurer concerns around systemic events and aggregation issues. Capacity is abundant and underwriting flexible, leading to double-digit reductions at renewals in Q3. Superior terms are available where clients can demonstrate robust cyber security and incident response, as well as thorough assessments of third-party vendors. Ransomware, supply chain risk and dependent business interruption are among the top concerns for insurers.

Directors & Officers

The directors and officers market remains competitive, with abundant capacity and a continued lack of new premium opportunities supporting moderate conditions in Q3, despite global geopolitical and economic uncertainty. Loss-affected risks and placements with a heightened exposure to emerging risks, insolvency, ESG issues, AI and cyber events face more challenging conditions. For optimal renewal outcomes, buyers should engage with insurers early and have a clear strategy, as well as demonstrate robust risk management practices and a plan for emerging risks.

Property

The property market is undergoing sustained softening, fueled by insurers' positive results and growth strategies. Capacity is abundant, with insurers looking to take larger shares of programs, supporting increased limits and driving down premiums. Buyers should assess their total cost of risk as the balance of retained and transferred risk is likely to shift at renewals. Pockets of challenging risk remain, including specific sectors like waste, loss affected risks, and those perceived as having poor risk management. However, some of these pressures are reducing.

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Q3 Latin America Market Overview



Latin America's insurance market is marked by abundant capacity, with competitive pricing and underwriting flexibility for well-managed risks. However, high-risk sectors, complex placements, and clients lacking robust risk management continue to face challenges in securing optimal terms.



Natalia Char

Head of Commercial Risk Solutions
Latin America

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Executive Summary

- Driven by abundant capacity and insurer growth focus, competition is strong and soft market conditions continue.
- Economic recovery in Argentina is providing new investment opportunities and additional risk transfer options.
- Political and regulatory changes in Mexico and Chile may impact market conditions and investment decisions.

Headlines



Positive Developments

- New entrants and heightened competition are driving innovation
- Enhanced coverage and terms are increasingly available
- Reinsurance market is deploying more capacity in Latin America



Challenging Developments

- Pockets of challenging risk are facing limited market appetite
- Loss impacted risks and those without strong risk management are seeing less flexibility
- Cyber and property risks must meet underwriting criteria for optimal terms

Q3 Latin America Market Dynamics

Latin America	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
Argentina	Soft	-11-20%	Ample	Flexible	Flat	Flat	Stable
Brazil	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Chile	Soft	-11-20%	Ample	Flexible	Flat	Flat	Stable
Colombia	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Mexico	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Latin America Market Dynamics

Pricing

Pricing is generally decreasing across the region, especially for well-performing and large corporate risks. Argentina, Chile and Colombia are seeing double-digit decreases on average, while Brazil and Mexico are experiencing modestly down to flat pricing.

Capacity

Capacity is ample overall and abundant in Brazil, Colombia, and Mexico, supporting competitive pricing and broader coverage options. Competition is healthy for most risks, driven by new market entrants and increased appetite from established local and international insurers. Reinsurers are also providing additional capacity in Latin America, especially for corporate risks and placements with large limits.

Underwriting

Underwriting is generally prudent, but more flexible for preferred lines of business, including directors and officers and property, in Argentina, Chile and Colombia. Insurers are more open to negotiating terms, especially for clients with strong risk management and favorable loss histories. For high-risk sectors such as hospitality, mining, pharmaceuticals, and under-performing risks, as well as those with sizable U.S. or catastrophe exposures,

underwriting remains rigorous, and appetite is more limited. Complex risks, such as coastal property and electric vehicles, may be subject to coverage restrictions or less favorable terms.

Limits

Most placements are renewing with expiring limits, although increased limits may be available for well-managed risks.

Deductibles

Most placements are renewing with expiring deductibles as current levels are generally considered appropriate based on claims frequency and severity. Some clients are considering deductible options as a way to manage premiums, but changes are generally not being required by insurers.

Coverages

Coverages are stable across the region, although some insurers are willing to negotiate broader terms for clients with strong risk profiles. High-hazard risks and those with poor loss histories may experience coverage restrictions. Insurers are tending to renew as is rather than consider requests for custom wordings.



Q3 Latin America Product Trends

Latin America	Soft	Moderate	Soft	Soft	Soft
Argentina	Soft	Moderate	Moderate	Soft	Soft
Brazil	Soft	Soft	Soft	Soft	Soft
Chile	Soft	Soft	Soft	Soft	Soft
Colombia	Soft	Soft	Soft	Soft	Soft
Mexico	Soft	Soft	Moderate	Soft	Moderate
	Automobile	Casualty/Liability	Cyber	Directors & Officers	Property

Q3 Latin America Product Trends

Automobile

The automobile insurance market is soft across the region. Competition is strong and new market entrants are driving innovation and broader coverage options for buyers. Heavy vehicles and electric vehicles are facing more challenging market conditions.

Casualty/Liability

The market is soft-to-moderate across the region. Overall, capacity is ample-to-abundant, driving double-digit price reductions in most of Latin America. Underwriting is prudent overall, but increasingly flexible in Chile and Columbia. High-risk sectors and exposures, such as hospitality, mining and pharmaceuticals are likely to experience more rigorous underwriting scrutiny.

Cyber

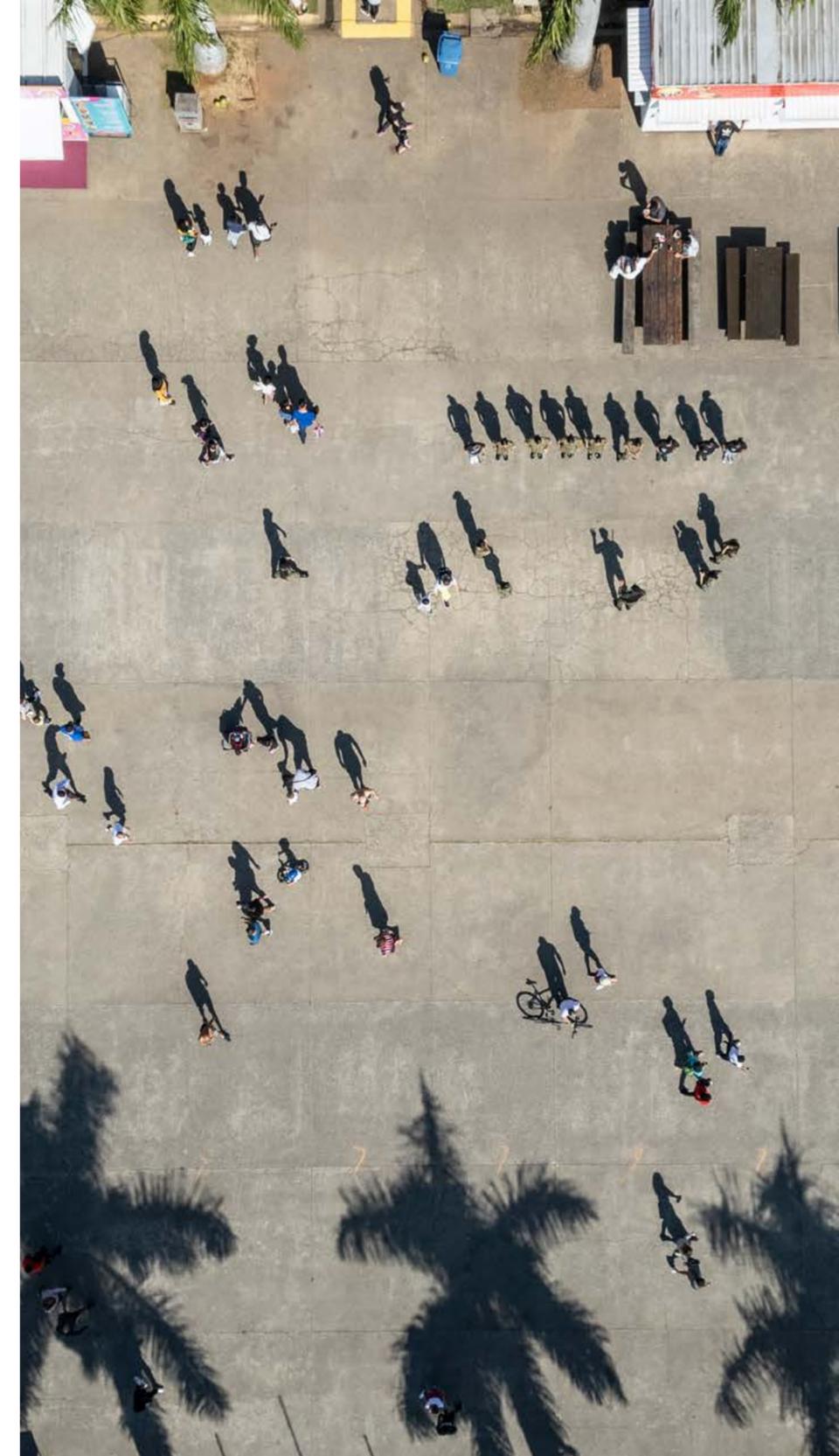
Cyber insurance is generally soft, but moderate in Argentina and Mexico. Capacity is increasing as reinsurers are supporting Latin American insurers with additional capacity, and as local underwriters are granted more authority. Underwriting remains disciplined, but insurers are generally willing to negotiate broader coverage and higher limits for clients with strong cyber security and risk management.

Directors & Officers

Conditions are soft across the region, with significant price reductions – particularly in Chile and Colombia – and increased limits available for well-managed risks. Underwriting is flexible, but more cautious for insureds in financial distress or undergoing judicial reorganization. Longer-term policies and coverage enhancements are being explored to future-proof policies against potential market changes.

Property

The property market is soft overall, with significant rate reductions and flexible terms available for well-managed risks, especially in Argentina, Chile and Colombia. The property market in Mexico is moderate, with recent natural catastrophe losses leading to rigorous underwriting and flat pricing. Recent losses from Hurricane Melissa – one of the strongest Atlantic hurricanes on record – will likely cause a shift in Caribbean local and regional market conditions but are not on a scale that we believe would force a broad near-term shift in market pricing or capacity.



Q3 Latin America Advice for Navigating the Market Environment

- Clients with strong risk management, a favorable loss history and proactive engagement with insurers can achieve superior terms. Risk differentiation that is based on data is increasingly important in Latin America.
- Challenges are concentrated on high-risk sectors, poor-performing risks and risks with unique exposures or inadequate controls.
- Innovation and competition are driving improvements, but disciplined underwriting remains for complex or high-hazard placements.



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Q3 Latin America Claims Overview



Claims in Latin America are increasingly shaped by climate change, cyber threats and security concerns. Our teams are working hand-in-hand with clients to help them prepare for these challenges by strengthening resilience, anticipating risks and navigating the evolving landscape.

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Enrique Morata

Head of Claims
Commercial Risk Solutions
Latin America

Executive Summary

- Natural catastrophe claims are expected to increase as a result of climate change and developments in hurricane exposures. In Latin America, the region's vulnerability to extreme weather events is becoming more pronounced as global temperatures rise. Countries along the Caribbean and Atlantic coasts, such as Mexico, Central America, and northern parts of South America, are seeing a higher frequency and intensity of hurricanes, floods, and droughts.
- The frequency of cyber-attacks continues to increase globally and Latin America is no exception. The rapid digitalization of financial services, retail, and public administration across Latin America has exposed businesses and individuals to heightened cyber risks. Ransomware, data breaches, and phishing attacks are becoming widespread, affecting organizations of all sizes. The lack of robust cybersecurity infrastructure and limited awareness among users further exacerbate the risks. As a result, insurance claims related to cyber incidents are on the rise.
- Theft claims are increasing due to organized crime and deterioration of security in some countries. Factors such as economic instability, unemployment, and insufficient law enforcement resources have contributed to rising incidents of burglary, vehicle theft, cargo theft, and armed robbery.
- The number of liability cases and size of court awards are growing. In Latin America, legal systems are evolving, and there is a growing awareness of consumer rights and corporate accountability. As a result, companies face an increasing number of liability claims, ranging from workplace accidents and product defects to environmental damage and professional negligence. The courts in several countries are awarding larger settlements and damages, reflecting a trend toward higher compensation for claimants.

Headlines



Positive Developments

- The insurance industry continues to invest in digitalization
- Cyber-risk awareness and knowledge is increasing
- AI is helping to drive innovation and efficiencies in insurance processes



Challenging Developments

- The new insurance law in Brazil will have important implications for claims as insurers face the potential for increased litigiousness
- The increase in natural catastrophe claims may affect capacity in some markets
- A reliance on courts to settle claims adds costs and delays

Q3 Latin America Advice for Navigating the Claims Environment

- Review and update insurance policies regularly and ensure coverages reflect current risks, exposures and values across.
- Invest in prevention and resilience. Implement measures to mitigate damage – including protection systems and business continuity plans – and document property assets and contents.
- Keep clear and complete records of incidents to refer to during the claims process to avoid delays.
- Use digital platforms and self-management tools to report and track the progress of claims.
- In the event of complex claims or litigation, seek professional support from specialists in claims handling to maximize protection and accelerate resolution.



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Q3 Argentina Market Overview



We are currently operating in a soft market, with new and relevant capacity emerging from both insurance and reinsurance markets. Underwriters are more aggressive in pursuing new business and are showing greater flexibility, offering discounts on placements where they have strong interest.

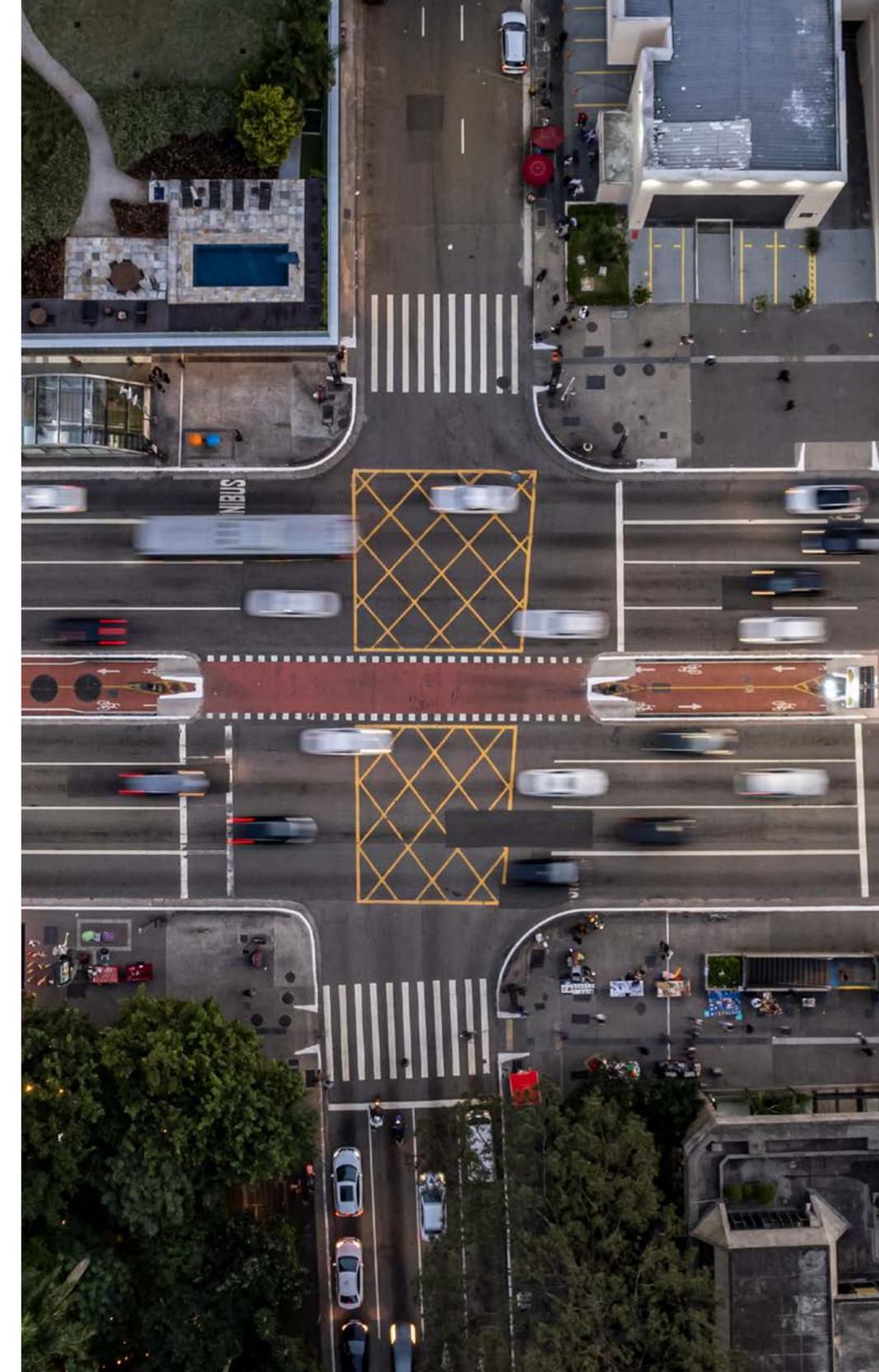


Daniela Florencia Beliera

Broking Leader
Commercial Risk Solutions
Argentina

Executive Summary

- Reinsurance capacity is helping drive a soft market and large limits.
- Economic recovery is fueling new investment and risk transfer options.
- Underwriting is becoming more flexible for automobile, directors & officers, and property.



Q3 Argentina Market Dynamics

Overall	Soft	-11-20%	Ample	Flexible	Flat	Flat	Stable
Automobile	Soft	-1-10%	Ample	Flexible	Flat	Flat	Stable
Casualty/Liability	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Cyber	Moderate	-1-10%	Ample	Prudent	Flat	Flat	Stable
Directors & Officers	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Property	Soft	-21-30%	Abundant	Flexible	Increased	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Argentina Market Dynamics

Pricing

Rate reductions are being seen across all lines of business, with double-digit discounts available on property and directors and officers. The main exceptions are poor-performing risks with substantial losses, as well as high-hazard accounts where there is limited market appetite.

Capacity

Capacity is ample for most lines of business, and abundant for property and directors and officers. Increasing capacity is being supported by renewed interest from reinsurance markets, and new players and capital in the local market are contributing to soft market conditions.

Underwriting

Underwriting is flexible overall, as insurers and reinsurers are competing more aggressively, leading to an easing of terms and conditions. For cyber and casualty, underwriting remains prudent.

Limits

Limits are flat overall, although higher limits are available for well-performing risks, especially for property and directors and officers.

Deductibles

Most placements renewed with expiring deductibles, but reductions were available for some preferred risks.

Coverages

Coverages are stable, with many insureds continuing to prioritize pricing over coverage enhancements.



Q3 Argentina Product Trends

Automobile

The market is soft, with ample capacity, new market entrants, and innovations in coverage including assistance services, vehicle replacement, and discounts on car dealer services. Corporate risks with a favorable loss ratio and strong market demand can achieve superior terms. Clients with high loss ratios or inadequate risk management may experience challenges.

Casualty/Liability

Given the nature of casualty/liability exposures in Argentina, underwriting continues to be prudent, although there is greater flexibility in pricing in Q3. Well managed corporate risks – even those that are large and complex – with a favorable claims history can achieve superior terms, although client take-up of enhancements to terms and conditions is generally balanced against the desire for discounts. Clients with a poor claims record, insufficient risk management and/or those requiring specialized coverage such as product recall or contamination are exceptions to current soft market conditions.

Cyber

Conditions are moderate, with ample capacity, prudent underwriting and modest rate reductions in Q3. With Argentina's improving macroeconomic environment, reinsurers are deploying additional capacity for cyber, while maintaining a cautious underwriting approach. Corporate risks with a favorable claims record and effective cyber security and risk management can achieve superior terms. Clients with high loss ratios or inadequate risk management may experience challenges.

Directors & Officers

The market remains soft, with abundant capacity leading to double-digit rate reductions and more flexible underwriting in Q3. Terms and conditions are competitive, but clients with high loss ratios or inadequate risk management may experience more challenging conditions.

Property

With abundant capacity, the property market in Argentina is soft. Premium rates continue to soften, with material price decreases for preferred risks sometime up to 30% in Q3. Underwriting is more flexible and terms and conditions are very competitive. Renewals remain challenging for clients with a poor claims history and/or high hazard risks where market appetite is limited.

Q3 Brazil Market Overview



The Brazilian insurance market is experiencing increased demand for major lines, including property, automobile and cargo insurance. Despite economic and political volatility, the market is resilient and increasingly sophisticated, with insurers adopting digital technologies, improving customer experiences and expanding product offerings.



Mateus Angelo

Broking Leader
Commercial Risk Solutions
Brazil

Executive Summary

- The property market is growing, supported by increasing demand from businesses seeking protection, and as economic conditions and urban development drive higher insurance penetration for commercial and industrial risks.
- Recent catastrophe loss events have raised awareness of risk and the importance of insurance, driving increased demand for property and catastrophe coverage, while also prompting insurers to refine risk models and pricing.
- Abundant capacity for directors and officers and cyber is leading to more comprehensive and competitive options for clients.

Q3 Brazil Market Dynamics

Overall	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Automobile	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-11-20%	Abundant	Prudent	Flat	Flat	Stable
Cyber	Soft	-11-20%	Abundant	Prudent	Increased	Flat	Broader
Directors & Officers	Soft	-11-20%	Abundant	Flexible	Flat	Flat	Broader
Property	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Brazil Market Dynamics

Pricing

Conditions across the Brazilian insurance market are soft, with price reductions available in all major lines. Modest decreases were seen for automobile and property in Q3, while double-digit reductions were achieved in casualty, cyber and directors and officers.

Capacity

Capacity is abundant in the market with increased appetite from established insurers and with new market entrants, which is helping to drive more competitive pricing and flexible underwriting. New insurers and managing general agents are attracted to the directors and officers market. Reinsurers are increasing their support for the local cyber insurance market.

Underwriting

With abundant capacity and growing competition, insurers are becoming more flexible in their approaches, most notably, for property and directors and officers, but also for non-U.S. exposed casualty. That said, underwriting in general remains prudent as insurers seek to maintain profitability across their portfolios. Risk differentiation remains a top priority, with underwriters increasingly relying on data, insights and modeling to support their decision-making.

Limits

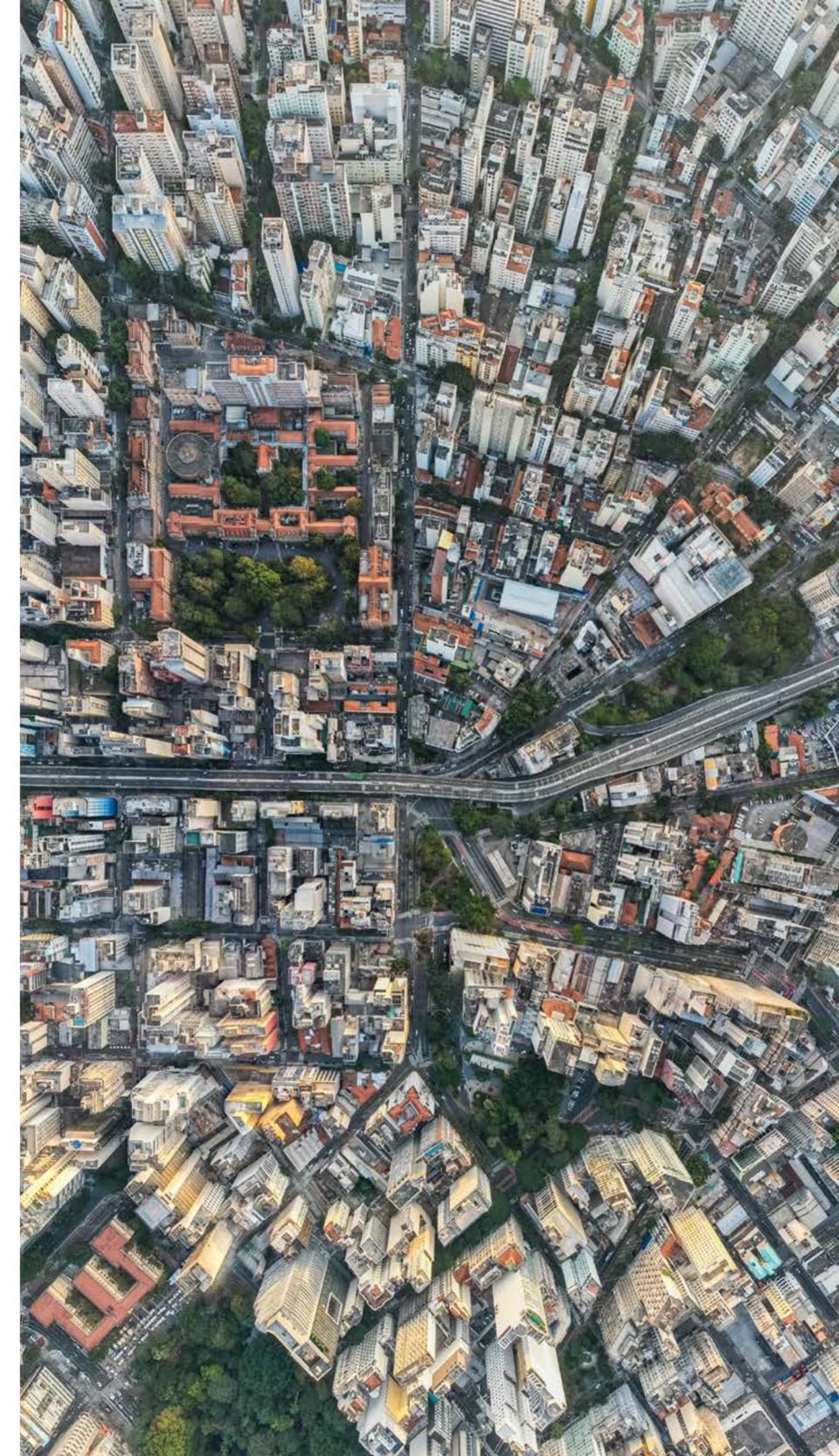
Limits remain broadly flat, although some buyers are taking advantage of favorable market conditions to increase limits, particularly for cyber.

Deductibles

Deductibles are flat, with most placements renewing as expiring; however, reductions are available for preferred risks.

Coverages

While most placements renewed with expiring coverages, insurers demonstrated flexibility on risks where their appetite for growth is strongest. Broader coverage is available for directors and officers as insurers compete on coverage terms and seek to avoid steep price reductions. Improvements in cyber security and risk management lead to superior cyber market outcomes.



Q3 Brazil Product Trends

Automobile

Following low premium growth in 2024, the automobile insurance market is forecast to post double-digit growth in 2025, which is helping to drive competition among insurers. Overall, the market in Q3 is soft, with abundant capacity leading to modest pricing reductions. However, underwriting remains prudent, and restrictions continue to be applied for heavy vehicles and some industries and segments.

Casualty/Liability

As insurers continue to enter the casualty market, conditions continue to soften. Double-digit rate reductions were available in Q3, although poor-performing risks and U.S. exposures continue to face greater underwriting scrutiny. Underwriting remains prudent, but with growing signs of flexibility.

Cyber

The cyber insurance market is increasingly competitive as insurers search for attractive risks beyond the U.S. and Europe. Capacity is abundant, and while underwriting remains prudent, good risks, including those with mature cyber security controls, continued to see significant reductions combined with improved coverage terms.

Many buyers are taking advantage of market conditions to expand coverages and limits, leading to more complex placements.

Directors & Officers

Marked by intense competition, the directors and officers market remains soft. Capacity is abundant, driven by an influx of new financial lines markets, including insurers, reinsurers and managing general agents. This excess capacity is driving competition and contributing to pricing pressure. Longer policy terms and broader coverages are being leveraged by insurers as a strategy to avoid steep price reductions, providing greater stability for both insurers and insureds. Going forward, the market is expected to moderate. The increasing number of companies undergoing judicial reorganization and in financial distress is prompting a more cautious approach from insurers, particularly in high-risk sectors.

Property

The property market is softening, following moderate conditions at the start of the year related to large fire and natural catastrophe losses in 2024. The market is well capitalized and highly competitive, resulting in modest price reductions in Q3. Underwriting is now more flexible, although limits, deductibles and coverages are largely unchanged. Superior terms are available for placements with a good loss history, strong risk management and limited natural catastrophe exposures. Placements experiencing challenges include those with a history of claims and poor risk management, as well as higher-risk occupancies, such as the power industry and new technologies.

Q3 Chile Market Overview



Chile is now in a soft market cycle across all product lines. New capacity is flowing into the market, primarily from reinsurers, while insurers are actively pursuing growth, resulting in greater underwriting flexibility and premium discounts, particularly for preferred risks.



Ariel Vera

Broking Leader
Commercial Risk Solutions
Chile

Executive Summary

- The market is soft across all major lines of business, reflecting relatively benign losses and aggressive competition from the reinsurance market.
- Underwriting is flexible for all major lines of business, with significant price reductions available, especially for clients with a good loss history and proactive risk management strategies.
- Ahead of presidential elections next year, political uncertainty is heightened. Yet insurance markets continue to offer capacity and competitive terms and conditions, particularly for programs with larger limits and corporate clients.

Q3 Chile Market Dynamics

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Overall	Soft	-11-20%	Ample	Flexible	Flat	Flat	Stable
Automobile	Soft	-1-10%	Ample	Flexible	Flat	Flat	Stable
Casualty/Liability	Soft	>-31%	Abundant	Flexible	Increased	Flat	Stable
Cyber	Soft	-1-10%	Ample	Flexible	Flat	Flat	Stable
Directors & Officers	Soft	-21-30%	Abundant	Flexible	Increased	Decreased	Stable
Property	Soft	-21-30%	Ample	Flexible	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Chile Market Dynamics

Pricing

Rate reductions are available across all major lines of business, with double-digit discounts for property, casualty and directors and officers. The main exceptions are risks with an unfavorable loss history, those that are considered high-hazard, and those for which there is limited insurer appetite.

Capacity

Capacity is abundant for casualty/liability and directors and officers and sufficient across the rest of the market. New capacity continues to flow into the Chilean market in the form of reinsurance, as well as from local insurers actively pursuing growth strategies.

Underwriting

Underwriting is now flexible across all major lines of business. Many insurers and reinsurers, focused on growth, are taking a more aggressive stance, demonstrating greater flexibility in their risk appetite and relaxing terms and conditions.

Limits

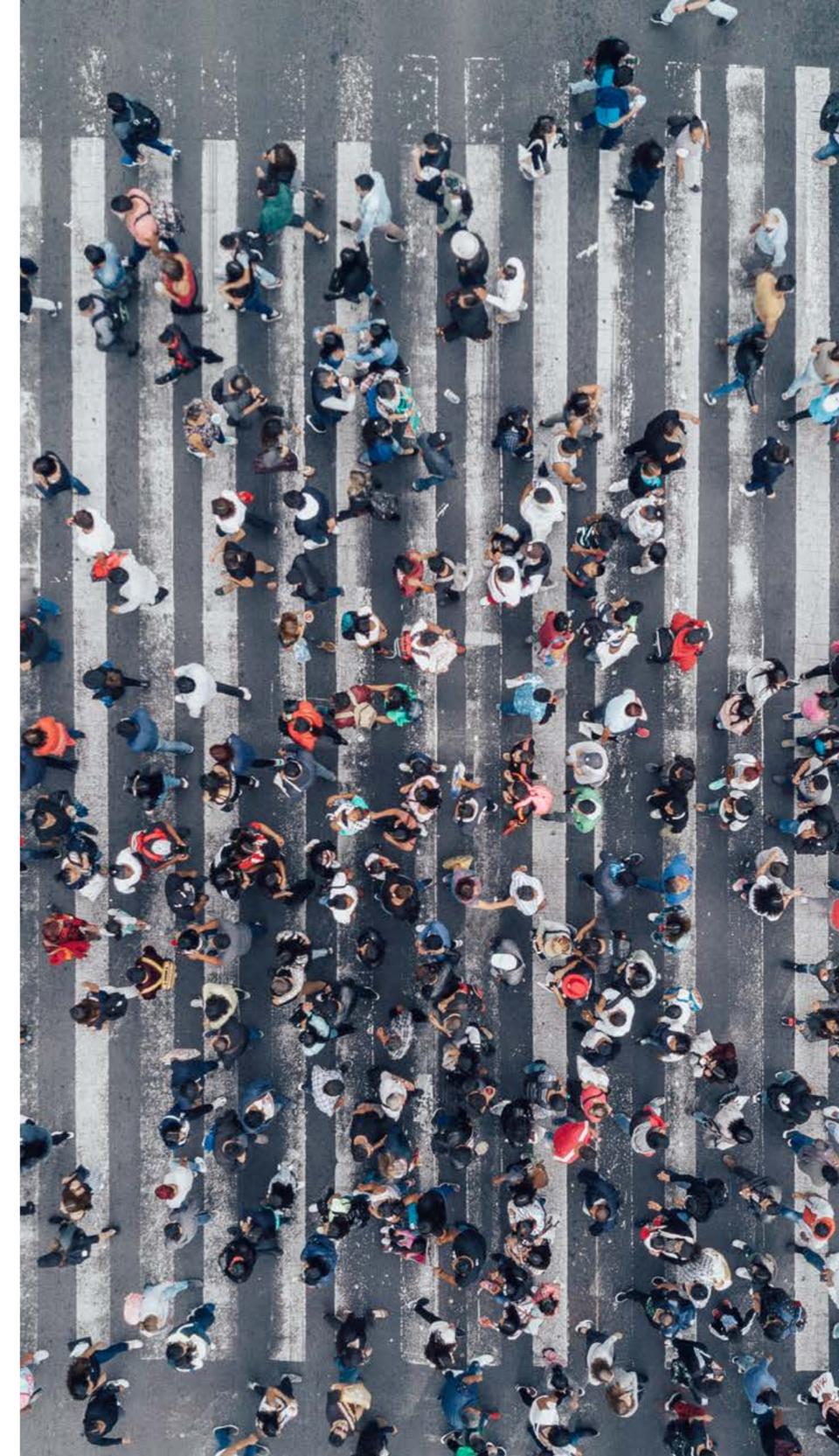
Limits are broadly flat, although improved terms and coverage limits are available, especially for casualty/liability and directors and officers.

Deductibles

Deductibles are generally flat with the notable exception of directors and officers, where insureds are taking advantage of current market conditions to reduce their deductibles.

Coverages

Coverages are stable as most buyers are prioritizing price reductions over coverage enhancements.



Q3 Chile Product Trends

Automobile

The market is soft, with ample capacity and new entrants leading to modest pricing reductions in Q3. Terms and conditions are generally competitive, and coverage innovations are now being introduced to the market. Placements with a poor claims history and/or inadequate risk management are more likely to experience challenges.

Casualty/Liability

With abundant capacity, the market remains soft. Terms and conditions are very competitive, with pricing reductions in excess of 30% available for some Q3 renewals. Exceptions to the soft market conditions include placements with a poor claims record and insufficient risk management, or those requiring specialized coverage such as product recall or product contamination.

Cyber

The cyber insurance market remains soft, with flexible underwriting and competitive terms and conditions. Placements with a good claims record and adequate cyber security are able to achieve rate improvements at renewals. Clients in higher-risk sectors, and those with losses and/or poor cyber hygiene can experience challenges.

Directors & Officers

The market is soft, with abundant capacity and flexible underwriting. Most placements are experiencing significant rate reductions, although clients with high loss ratios or inadequate risk management may experience challenges. Increased limits and lower deductibles are also available as underwriters look at alternatives to rate discounts.

Property

Following a period of relatively benign large loss activity in 2025, and as a result of an influx of reinsurance capacity, the property insurance market is now softening. Capacity is now ample and underwriting is flexible. Price softening has accelerated, with double-digit reductions available in the Q3 market. Pockets of more challenging risks remain, including placements with high loss ratios, inadequate risk management or high hazards/large natural catastrophe exposures where market appetite is limited.

Q3 Colombia Market Overview



The softening of the Colombian insurance market has accelerated over the course of 2025. New insurance and reinsurance capacity continues to enter the market, with insurers now offering significant discounts to clients that have a good claims record and that can demonstrate proactive efforts to managing their risks.



Monica Camacho

Head of Commercial Risk Solutions
Andean Region

Executive Summary

- Conditions in Colombia are soft across all lines of business, driven by favorable losses and the aggressive growth strategies of local insurers.
- Capacity continues to expand as reinsurers and international markets show renewed interest in the Colombian insurance market.
- Demand for cyber insurance is increasing, while insurers and reinsurers are demonstrating growing appetite for this line of business.

Q3 Colombia Market Dynamics

Overall	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Automobile	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Casualty/Liability	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Cyber	Soft	-1-10%	Ample	Flexible	Increased	Flat	Stable
Directors & Officers	Soft	-21-30%	Abundant	Flexible	Increased	Decreased	Stable
Property	Soft	-21-30%	Abundant	Flexible	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Colombia Market Dynamics

Pricing

Pricing has continued to soften in recent quarters, with significant reductions now available across all lines of business, and particularly for property and directors and officers. The main exception continues to be placements with substantial losses, as well as high-hazard risks attracting limited market appetite.

Capacity

With growing interest in the Colombia insurance market, capacity is abundant for almost all lines of business. Increased capacity is being driven by both local insurers, reinsurers, and regional/international markets, such as those in Bogota and London.

Underwriting

Most insurers and reinsurers are demonstrating increased flexibility in their risk appetite and offering improved terms and conditions.

Limits

Insurers are offering increased limits, although many buyers are opting to take advantage of premium savings rather than investing in higher limits.

Deductibles

While deductible reductions are available in some cases, deductible levels are generally flat as insurers are competing more on pricing than deductible decreases.

Coverages

While broader coverages are available in some cases, coverages are generally stable across all lines of business as buyers prioritize price reductions over coverage enhancements.



Q3 Colombia Product Trends

Automobile

The market is soft, with abundant capacity and strong appetite from established insurers and new market entrants. Insurers are competing on pricing, as well as terms and conditions. With a wide range of assistance and general liability coverages included in all-risk policies, current market conditions present a significant opportunity for clients to expand their assistance services and increase their limits. Some placements continue to experience challenges, including fleets in certain geographies, as well as risks with a poor claims history and/or inadequate risk management.

Casualty/Liability

Driven by abundant capacity, the market is soft. Significant reductions in premium rates are available at renewals, although some clients are prioritizing cost savings over limit increases. Underwriting is generally flexible. Superior terms are available for large corporate risks with a favorable claims history. More challenging placements include those with high loss ratios and inadequate risk management, as well as risks with significant hazards related to contamination or natural resources.

Cyber

Capacity continues to increase with growing interest in this line of business from both local insurers and reinsurers. Demand is also growing as companies increasingly recognize the importance and value of cyber coverage. Clients that clearly understand their cyber exposures and that have robust mitigation and recovery plans in place can attract superior terms and pricing. Insurers typically have less appetite for financial institutions, infrastructure projects and natural resources-related risks. Placements with high loss ratios or insufficient risk controls may also face challenges securing coverage.

Directors & Officers

The directors and officers market remains soft, with abundant capacity giving rise to more flexible underwriting and double-digit rate reductions. Overall, the market is highly competitive for most risks, especially those with strong risk management and governance. However, placements with a history of significant losses may face restrictions on capacity and less competitive terms and conditions.

Property

The property market remains soft, with significant rate reductions available. With abundant capacity and increased underwriting flexibility, it is possible to secure additional capacity and more favorable terms, including for higher hazard risks and those where insurers previously lacked appetite. Superior terms are typically available for large corporate risks and highly protected risks with low loss ratios and high insurable values that call for more complex, structured reinsurance programs involving multiple markets.

Q3 Mexico Market Overview



The soft market trend is evidenced by more flexible underwriting conditions, increasing competition among insurers, lower rates and expanded coverage - all driven by expanded capacity and insurers' pursuit of growth. Overall, insurers are taking less restrictive stances, although conditions in property remain moderate following catastrophe losses in recent years.

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Lorena Gutierrez

Head of Commercial Risk Solutions
Mexico, Central America and
the Caribbean

Executive Summary

- The insurance market in Mexico continues to soften, with reductions available for most lines. Property pricing, however, remains flat as insurers remain focused on the region's significant natural catastrophe exposures.
- Clients are looking to manage insurance budgets to offset the impact of U.S. tariffs, which are affecting sales, asset values and headcounts.
- Judicial reform in Mexico will have implications for the litigation landscape and may impact investor confidence in infrastructure projects.

Q3 Mexico Market Dynamics

Overall	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Automobile	Soft	-1-10%	Ample	Flexible	Flat	Flat	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
Cyber	Moderate	-1-10%	Ample	Rigorous	Flat	Flat	Stable
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Property	Moderate	Flat	Abundant	Rigorous	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Mexico Market Dynamics

Pricing

Overall, moderate price reductions can be observed in the Mexican insurance market. The main exception is property, where insurers continue to recover from the natural catastrophe losses of recent years.

Capacity

Driven largely by new market entrants, capacity has increased for casualty, property, and directors and officers. Capacity for cyber and automobile remains stable.

Underwriting

Underwriting for property and cyber is rigorous, reflecting the nature and magnitude of the risks. Driven by soft market conditions, automobile and directors and officers underwriting is flexible, with competitive terms and conditions.

Limits

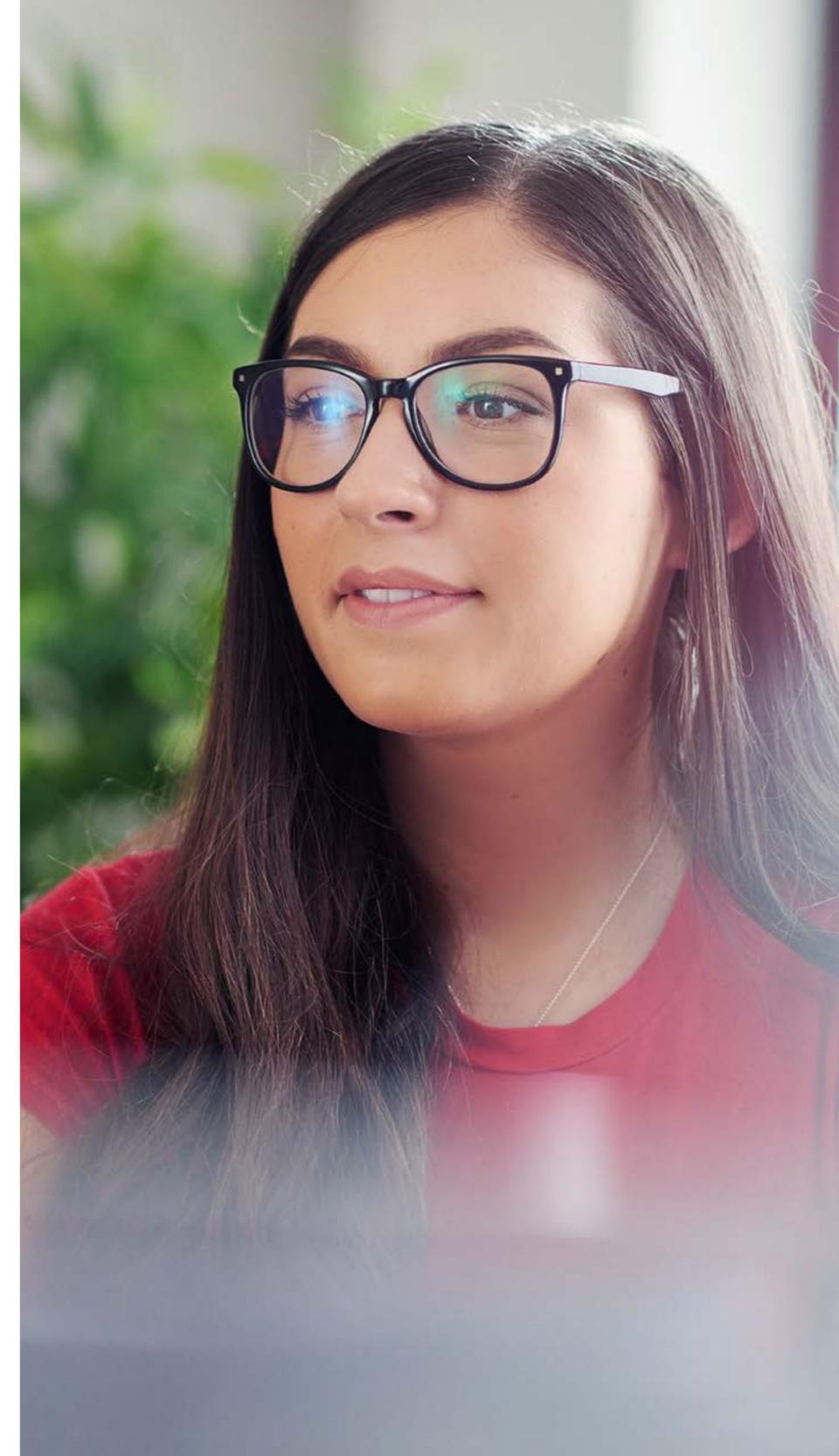
Limits are flat overall; however, limit increases are available in some cases; especially, on directors and officers policies.

Deductibles

Deductibles are flat, with current levels deemed appropriate based on claims frequency and severity. Some multinational clients are exploring alternative solutions, such as captive insurance, as a cost savings mechanism.

Coverages

Most policies are renewing with expiring coverages; however, enhancements are available in some cases; especially for directors and officers.



Q3 Mexico Product Trends

Automobile

Competition in the automobile insurance market is strong, helping to drive innovation and more favorable pricing in Q3. The sector has undergone a significant improvement in profitability and is showing sustained growth. Overall, pricing is declining by single-digits, although insurance of Chinese-made and electric vehicles is seeing rate increases due to a shortage of spare parts, as well as vehicle theft and accident trends.

Casualty/Liability

Capacity for casualty/liability is abundant, leading to some significant discounts at Q3 renewals. Preferred risks with a favorable claims history are achieving improved terms, conditions and pricing. In the general liability market, risks associated with hospitality, exports, mining and pharmaceuticals are still written only by a limited number of insurers and remain subject to rigorous scrutiny.

Cyber

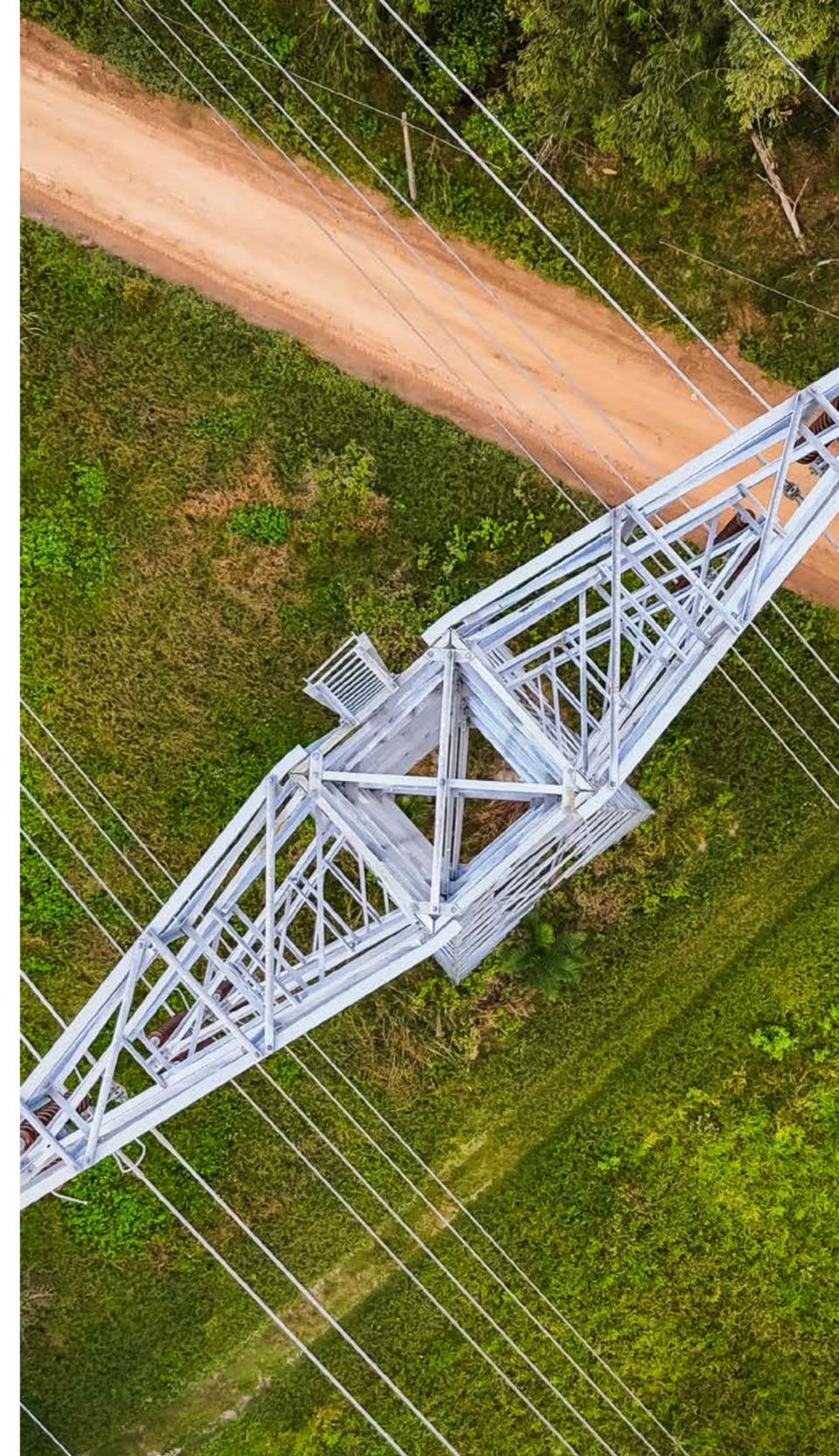
Conditions in the cyber market are moderate, although premium discounts, coverage enhancements and increased sub limits are available for some preferred risks. Placements perceived as higher-risk or with a history of claims may see increases.

Directors & Officers

Driven by an influx of capital, market conditions are soft. Buyers are taking advantage of current favorable conditions to obtain increased limits, sub-limits and broader coverages. Some sectors continue to face challenges, such as natural resources, which require an ESG program to attract adequate capacity.

Property

The property market remains moderate as insurers continue to digest large natural catastrophe losses from 2024 and 2023. Underwriting remains rigorous, yet capacity has increased and is now abundant. Rates are flat, but discounts may be available for preferred risks with a favorable claims history and responsive follow-up to engineering reports. Complex risks and those with certain natural catastrophe exposures — such as coastal property — are experiencing challenges.



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I'm fortunate to work with some of the brightest minds in the industry – an exceptional Aon team whose collective brilliance doesn't just meet client expectations but redefines what's possible and turns ambition into measurable results.



Brian Wanat

Head of Commercial Risk Solutions
North America



A key message for clients is the importance of building insurance programs that are resilient across market cycles – designed to perform reliably in both hard and soft market environments. As competition intensifies and new capacity emerges, Aon's expertise is more valuable than ever. We deliver insights that empower informed decisions, supporting both immediate needs and long-term strategic goals.



Russ Quilley

Head of Commercial Risk and Chief
Broking Officer
Canada

Headlines



Positive Developments

- Expanding capacity is creating more choice for buyers
- Insurer growth ambitions are driving coverage enhancements
- Reinsurance market remains stable



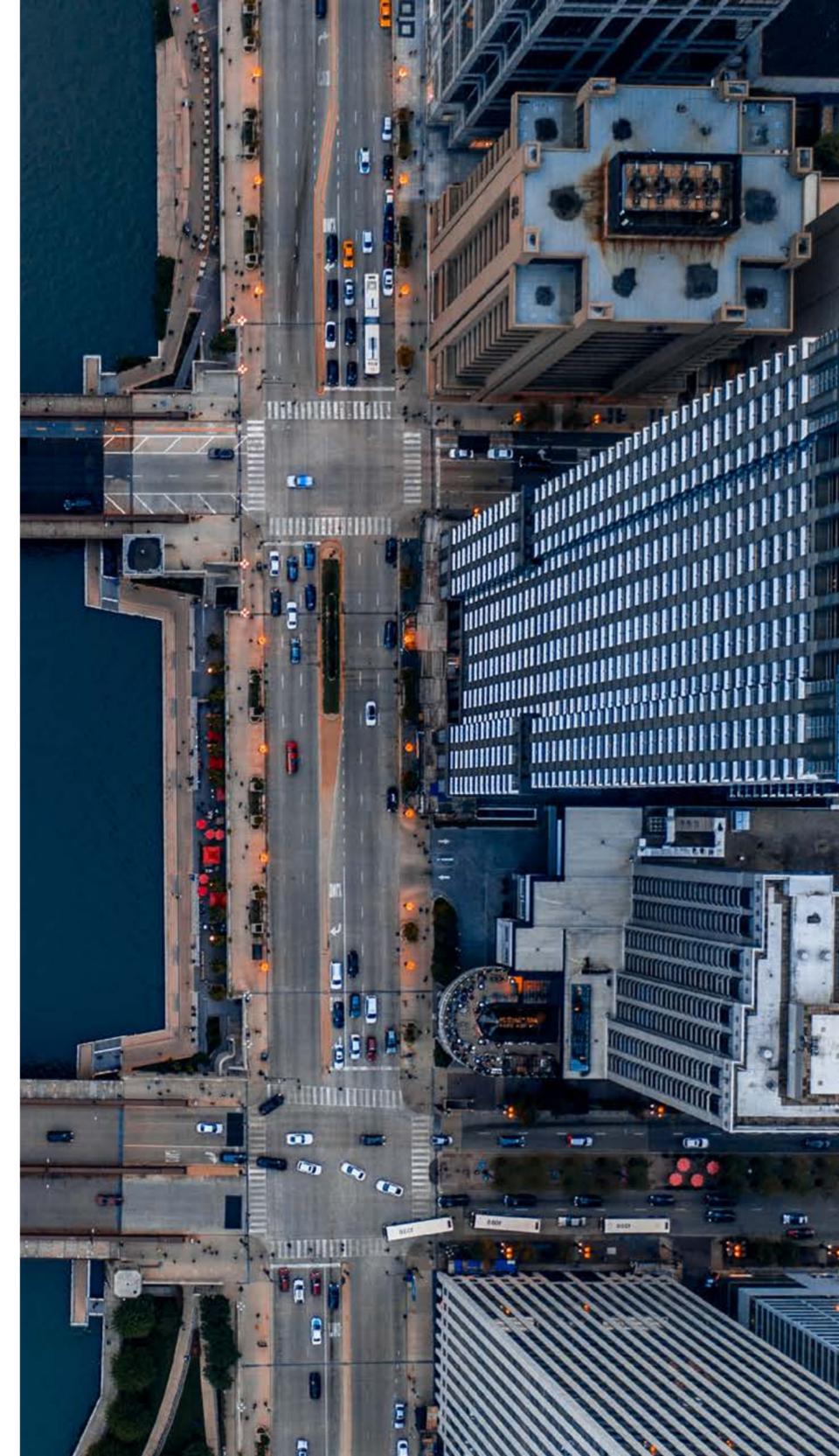
Challenging Developments

- Tariffs are creating uncertainty around inflation and supply chains and leading to higher claims costs
- Natural catastrophe losses reached [\\$100bn in H1](#)
- D&O price reductions are decelerating due to sustainability concerns and continued frequency of cyber events

Q3 North America Market Overview

Executive Summary

- Insurer growth ambitions are leading to improved pricing, broader coverage and higher limits for property.
- Insurers remain cautious of risks with high loss potential, notably U.S. casualty, cyber and catastrophe exposures in property.
- In the current favorable environment, clients should consider reinvesting premium savings to build resilient programs that align with risk tolerance and protect against changes in the market cycle.



Q3 North America Market Dynamics

North America	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Canada	Soft	-1-10%	Abundant	Prudent	Flat	Flat	Stable
United States	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 North America Market Dynamics

Pricing

Overall, conditions in North America are moderate, with price reductions available in most major lines, with the notable exceptions of U.S. casualty and automobile. The favorable trend in U.S. property pricing has accelerated, with many placements achieving double-digit reductions in Q3. In contrast, U.S. automobile, general liability and umbrella/excess continue to experience rate increases as insurers respond to adverse claims trends. Pricing continues to be competitive for workers' compensation, cyber and directors and officers, although the pace of rate reductions for the directors and officers is slowing. In Canada, pricing continues its steady decline across all major lines in what is an increasingly competitive market.

Capacity

Overall, capacity is ample for most risks in North America, but increasingly abundant for property and cyber. Insurers continue to target growth in property, resulting in oversubscription for the majority of programs. In contrast, capacity for U.S. excess liability remains constrained as insurers manage their exposure to nuclear verdicts and adverse litigation trends.

Underwriting

Underwriting remains prudent, although insurers are growing more flexible in highly competitive lines of business, such as property, cyber and directors and officers. Insurers remain more cautious in casualty, requesting more detailed information for challenging risk types and lines of business, such as U.S. automobile and excess casualty. Underwriting scrutiny is also elevated for catastrophe-exposed property in Canada.

Limits

Limits are broadly flat, although some buyers are taking advantage of market conditions to increase limits for cyber, directors and officers and property insurance. Insurers, however, are more conservative about providing high limits for certain property catastrophe risks, as well as for U.S. excess casualty, where additional insurers may be required to complete towers.

Deductibles

For most placements, deductibles are renewing as expiring, although reductions may be available for preferred products and risk types. Deductibles are

under pressure where insurers are looking to control exposures, such as catastrophe exposed property risks in Canada and U.S. casualty programs with low deductibles or attachment points. However, such changes can often be mitigated through structured and alternative solutions.

Coverages

Overall, coverage terms are stable. Increasing competition in property is creating opportunities to secure enhanced coverage and the removal of non-concurrent terms from the previous hard market cycle. Restrictions continue to apply in the casualty market for emerging risks like per- and polyfluoroalkyl substances, while catastrophe-exposed property placements in Canada may face some limitations where the potential for losses is elevated.

Q3 North America Product Trends

North America	Moderate	Moderate	Soft	Soft	Soft
Canada	Moderate	Soft	Soft	Soft	Soft
United States	Moderate	Moderate	Soft	Soft	Soft
	Automobile	Casualty/Liability	Cyber	Directors & Officers	Property

Q3 North America Product Trends

Automobile

Conditions in the automobile insurance market are generally moderate, characterized by ample capacity, prudent underwriting and ongoing risk differentiation. Market conditions remain more challenging in the U.S., where adverse loss trends continue to drive rate increases and underwriting scrutiny. Insureds continue to explore alternative risk solutions, captives and increased risk retentions to mitigate challenges in the market.

Casualty/Liability

The market in North America continues to be shaped by adverse litigation trends, driving rate increases for U.S. automobile and general liability as well as umbrella and excess casualty. In contrast, U.S. workers' compensation remains highly competitive, resulting in further rate reductions in Q3. The casualty market in Canada is relatively soft, with growing competition in excess layers and the displacement of capacity from managing general agents by direct insurers.

Cyber

Despite an increase in claims frequency and poor loss development on prior year claims, the cyber insurance market in North America remains favorable. Competition is healthy and capacity is abundant, although limits are deployed carefully for catastrophe-exposed risks. Single-digit rate reductions are common and there are also opportunities to secure higher limits and enhance coverage. Underwriting remains prudent. Distressed risks and those lacking critical cyber security controls are facing a challenging environment.

Directors & Officers

The directors and officers market remains competitive, but the focus on sustainable pricing is becoming more prevalent. Rate reductions continue to decelerate. Insurers continue to pay close attention to geopolitical and macroeconomic issues, U.S. litigation trends and emerging risks, such as artificial intelligence and cyber security disclosure.

Property

The property market in North America continues to soften, with double-digit rate reductions now the norm for well-managed U.S. risks. Capacity is abundant, and in Canada in particular, is resulting in oversubscription and the displacement of managing general agents by insurers. The competitive market is leading to a broadening of coverage terms and increasing availability of risk management bursaries. Catastrophe-exposed placements in Canada may face some coverage restrictions and adjustments to deductibles. Global insured losses from natural disasters are expected to reach at least [\\$100 billion in H1 2025](#), the second-highest first-half figure on record, driven by U.S. convective storms and wildfires. Amidst a generally buyer friendly market recent losses from Hurricane Melissa — one of the strongest Atlantic hurricanes on record — will likely cause a shift in Caribbean local and regional market conditions but are not on a scale that we believe would force a broad near-term shift in market pricing or capacity.

Q3 North America Advice for Navigating the Market Environment

- Today's dynamic environment offers opportunities for clients to expand and strengthen their relationships with insurers. While meeting your short-term financial goals is important, consider also the stability of longer-term relationships with insurers and the ability of insurers to deliver robust claims services when needed.
- Use data and insights to shape and sharpen decision-making and use favorable market conditions to invest in long-term risk management and resiliency measures.
- Clients are advised to commence marketing efforts early while continuing to meet with insurers. Direct engagement with underwriters can positively influence the terms and conditions achieved.



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North America Claims Overview

Q3 North America Claims Overview



As the frequency and complexity of very large claims has continued to increase across many lines of insurance, so too has the value and importance of proactively establishing collaborative relationships and good lines of communication with insurers' claims personnel to prepare in advance for optimal claims handling and resolution. Aon is working with its clients to lay these foundations.



Mike Merlo

Chief Claims Officer
Commercial Risk Solutions
United States and Bermuda



Many insurers remain conservative in their approach to adjudicating claims. There continues to be increased scrutiny on the selection of counsel and approval of legal fees. Many insurers have also seemingly clawed back the authority of frontline claims personnel and are much quicker to engage outside counsel for claims that previously were handled in-house. These factors often lead to a slower claims resolution process. Aon continues to develop processes and strategies to mitigate the impact of these factors.



Brian Rosenbaum

Chief Claims Officer
Commercial Risk Solutions
Canada

Headlines



Positive Developments

- AI is being used to accelerate claims settlement and reduce costs
- There is momentum on tort reforms and industry collaboration to counter litigation abuse
- Investments in detection and response are reducing the impact of cyber claims



Challenging Developments

- Construction claims have been impacted by rising costs, tariffs and supply chain delays
- Higher repair costs have shined a light on property policy limits
- Claims professionals are in short supply as experienced handlers leave industry

Q3 North America Claims Overview

Executive Summary

- There is an increased frequency of large claims across multiple lines due to myriad factors, including social inflation, third party litigation funding, plaintiffs' bar sophistication and tactics, cyber threats, supply chain challenges, geopolitical instability and extreme weather events.
- Nuclear verdicts remain pervasive in the U.S., particularly in personal injury and wrongful death lawsuits involving product liability, premises liability, auto accidents and medical malpractice liability. Commercial automobile claims continue to increase in frequency and severity, with higher repair costs, a shortage of experienced drivers and the proliferation of distracted driver issues, as well as from verdict and settlement inflation.
- There has been a significant rise in reverse discrimination claims under employment practices liability insurance (EPLI), driven by increased governmental scrutiny of diversity, equity and inclusion programs, and recent legal developments, such as the U.S. Supreme Court's recent ruling in [Ames v. Ohio Department of Youth Services](#), which have made it easier to bring such claims in the United States.
- Wildfire claims remain an issue due to climate change and human factors, such as building maintenance and historical building construction practices.



Q3 North America Advice for Navigating the Claims Environment

- With your broker, work to proactively develop positive relationships with claims personnel to establish open lines of communication and claims management protocols before potential claims arise.
- Discuss claims coverage expectations and any limitations with underwriters during the placement process, and coordinate with your broker and legal counsel to assure all claims-related policy conditions are understood and adhered to.
- Ensure all property and equipment is scheduled and properly valued.
- Understand the claims handling process and your role in it.



North America Geographic Trends

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Q3 Canada Market Overview



The Canadian insurance market continues to demonstrate resilience and adaptability, even in the face of emerging risks and evolving client needs. Aon's specialty teams are committed to leveraging market innovation and deep expertise to deliver tailored solutions that help clients navigate today's dynamic risk landscape with confidence.

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Denise Hall

Managing Director
Specialty Broking Leader
Commercial Risk Solutions
Canada

Executive Summary

- Driven by increased capacity, strong underwriting performance and heightened competition, the Canadian market continues to soften, resulting in more favorable terms and some broader coverage options for clients.
- In property, MGAs are starting to be displaced by direct insurers. Clarity and transparency around insurance capital is more important than ever, and prioritizing direct capacity enhances the reliability of coverage.
- In current conditions, organizations that invest in risk management and provide transparent, comprehensive submissions are best positioned to achieve reduced rates, improved terms, and enhanced coverage.

Q3 Canada Market Dynamics

Overall	Soft	-1-10%	Abundant	Prudent	Increased	Flat	Stable
Automobile	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Casualty/Liability	Soft	-1-10%	Ample	Prudent	Increased	Flat	Stable
Cyber	Soft	-11-20%	Abundant	Flexible	Increased	Decreased	Stable
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Property	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Canada Market Dynamics

Pricing

The pricing environment continued its steady decline in Q3, marking the sixth consecutive quarter of rate decreases for Canada's insurance market. This is a clear sign of a competitive market.

Capacity

Capacity is generally abundant and expanding in many areas. Following several years of strong profitability, most insurers are now focusing on driving growth and retaining high-quality business. Increased competition from the London market is also influencing dynamics in the Canadian insurance market.

Underwriting

Overall, the underwriting environment remains disciplined, although increasingly flexible as insurers compete to grow and retain business. While insurers are showing greater flexibility for well-managed risks, underwriting scrutiny is elevated for catastrophe-exposed property and complex casualty placements, with a strong emphasis on risk differentiation and loss history.

Limits

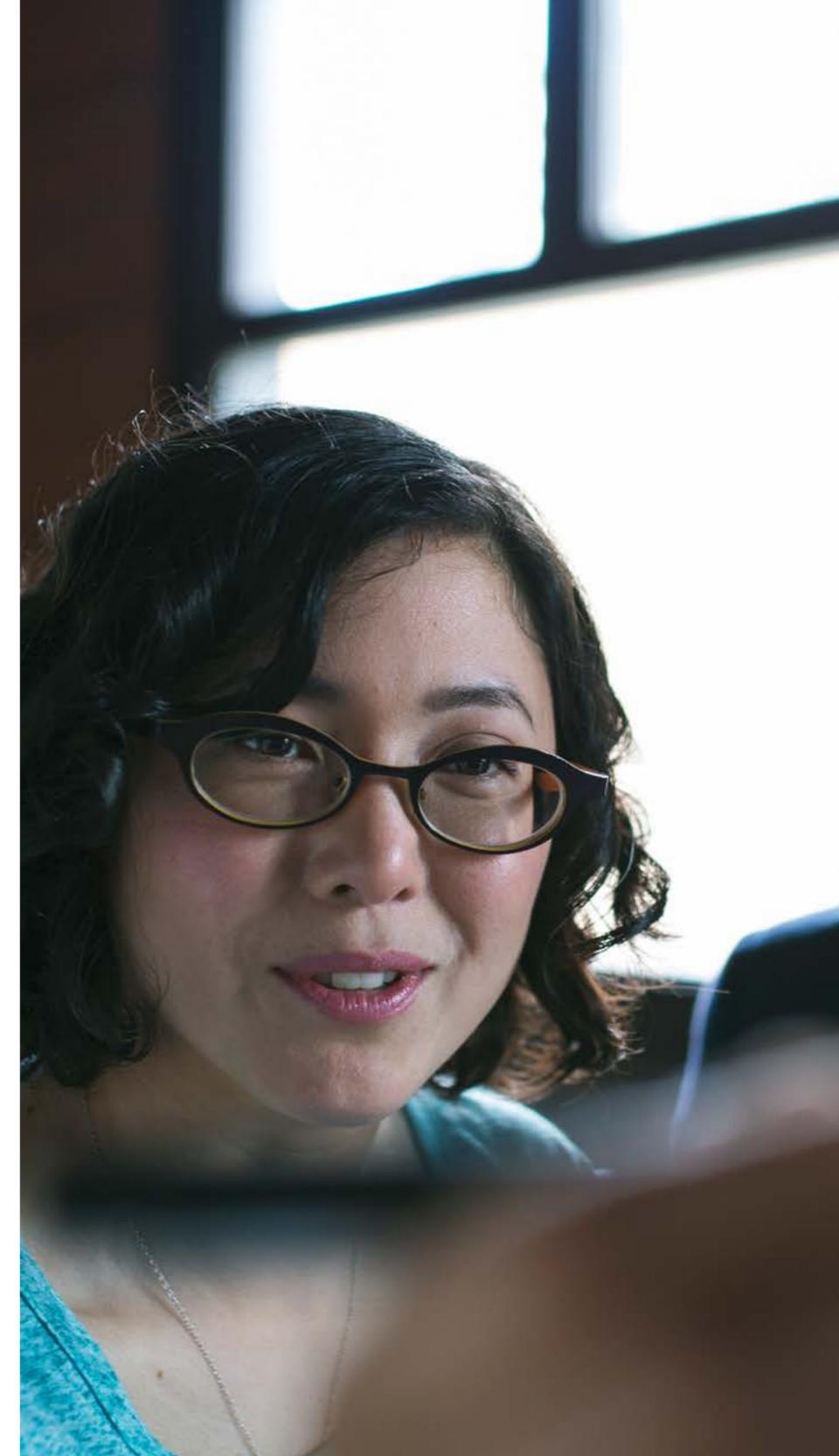
Limits are typically stable or increasing for well-managed risks. However, insurers remain cautious in offering higher limits for catastrophe-exposed property where volatility and loss history continue to influence underwriting decisions. Buyers are electing higher limits using newly developed Aon proprietary analytics tools such as the Cyber Risk Analyzer to help quantify exposures.

Deductibles

For the majority of placements, deductibles are renewing as expiring. However, insurers are increasingly using higher deductibles as a tool to manage their exposure, particularly for catastrophe-exposed or high-frequency loss accounts.

Coverages

Coverage terms are generally stable or broadening for well-managed risks, particularly in property. Insurers continue to apply more restrictive terms for catastrophe-exposed property where risk complexity and loss potential remain elevated.



Q3 Canada Product Trends

Automobile

The market is broadly stable. Capacity is ample and pricing generally flat, albeit with minor rate increases in some areas impacted by higher claim frequency. Underwriting remains prudent, and insurers continue to differentiate; risks with a poor claims record and/or weaker controls face stricter underwriting and higher premiums, while those with strong driver hiring practices and good claims experience benefit from more favorable terms.

Casualty/Liability

Conditions are soft, with ample capacity and modest price reductions. Competition is increasing on excess layers. Both new entrants and established players are offering greater capacity, higher limits, and a wider appetite for a range of risks. This shift is creating more choice and competitive pricing, especially in the primary casualty segment, where clients are seeing expanded coverage options and improved terms. Capacity from managing general agents is being displaced by traditional direct markets. Umbrella and excess towers with underlying transportation and U.S. exposures are experiencing more challenging conditions.

Cyber

Buyer-friendly conditions continue, supported by a well-capitalized and competitive marketplace. Given global trends and claims developments, there is anticipation that rate reductions may have climaxed. While favorable conditions persist, buyers are encouraged to continue taking advantage of analytics and availability of capacity to build insurance programs aligned with risk tolerance and resilience goals. Challenging conditions are mostly limited to clients with gaps in critical cyber security controls, and/or with distressed loss experience. Knowing that market conditions can change quickly, and higher levels of underwriting scrutiny may return, clients are advised to bring insurers along on their risk journey and to provide strong, detailed underwriting information.

Directors & Officers

The market remains soft, although signs of moderation and greater predictability are emerging as insurers price for sustainability. Most placements renewed with expiring limits, deductibles and coverages, although improvements were available in some cases.

Property

The property market has demonstrated remarkable resilience (even after experiencing record-setting catastrophic losses in 2024) and continues to soften as insurer competition strengthens. Capacity is now abundant and many complex/layered placements are oversubscribed. Established insurers and new market entrants are broadening their appetite for risks, including exposures and layers that were previously out of scope. This environment enables insureds to access broader coverage options and more favorable pricing. Capacity from managing general agents is being displaced by insurers. Facing intense competition, insurers have become more flexible in offering coverage enhancements. There are opportunities to include risk control bursaries as part of negotiation agreements. Risks with a poor loss history continue to face more challenging market conditions, and catastrophe-exposed placements face some coverage restrictions and adjustments to deductibles.

Q3 United States Market Overview



While the commercial property insurance market is currently providing pricing relief, organizations should consider reinvesting premium savings to ensure their programs align with risk tolerance and are resilient to future changes in the market cycle. Clients can leverage Aon's Property data and analytics to fully evaluate their options and make informed decisions.



Vincent Flood

National Property Practice Leader
Commercial Risk Solutions
United States



Flat-to-slightly down is the new normal as rates in the executive liability market continue to moderate.



Timothy Fletcher

Chief Executive Officer
Financial Services Group
Commercial Risk Solutions
United States

Executive Summary

- Overall, the U.S. market continues to moderate, although adverse litigation and loss development trends pose continued challenges for the casualty market.
- The topic of climate losses continues to be a headline for commercial property. Global insured losses from natural disasters are expected to reach at least [\\$100 billion in H1 2025](#), the second-highest first-half figure on record and well above the 21st-century average of \$41 billion.
- Geopolitical conditions remain unstable, with tariffs having potential knock-on impacts on price and availability of products, as well as supply chains.

Q3 United States Market Dynamics

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Overall	Moderate	Flat	Ample	Prudent	Flat	Flat	Stable
Automobile	Moderate	+1-10%	Ample	Prudent	Flat	Flat	Stable
General Liability	Moderate	+1-10%	Ample	Prudent	Flat	Flat	Stable
Workers' Compensation	Soft	-1-10%	Ample	Flexible	Flat	Flat	Stable
Umbrella/Excess	Challenging	+11-20%	Constrained	Prudent	Flat	Flat	Stable
Cyber	Soft	-1-10%	Abundant	Prudent	Increased	Flat	Stable
Directors & Officers	Soft	-1-10%	Ample	Prudent	Flat	Flat	Stable
Property	Soft	-11-20%	Abundant	Prudent	Flat	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 United States Market Dynamics

Pricing

Overall, pricing conditions in the U.S. market are moderate, with reductions for most lines of business, except automobile, general liability and umbrella/excess, where rates continue to increase. In contrast to other liability lines, workers compensation has maintained its downward pricing trend. Directors and officers remains competitive, although the pace of rate reductions in both primary and excess layers has slowed as insurers focus on achieving sustainable pricing. In the property market, rate reductions have been accelerating, with reductions expected to continue for most shared and layered programs, as well as some less-challenged single insurer placements.

Capacity

Capacity is ample for most U.S. risks, and abundant for property and cyber. Property insurers are increasing line sizes and demonstrating a strong appetite for writing new business, resulting in oversubscription for the majority of programs. Capacity for cyber and directors and officers is ample-to-abundant, with new players continuing to enter the market. In contrast, capacity for excess liability has tightened as insurers continue to limit their exposure to large losses from nuclear verdicts and adverse litigation trends.

Underwriting

Underwriting is predominantly prudent, but with signs of growing flexibility in more competitive lines of business. Property insurers, for example, are more willing to quote risks they may have previously declined to achieve their growth targets. Underwriters continue to request more detailed information for more challenging risk types and lines of business, such as automobile and excess casualty.

Limits

Limits are mostly stable, although some clients are using premium savings to purchase higher limits, particularly for cyber, directors and officers and property insurance. For excess casualty, buyers are still able to maintain limits, although more insurers may be required to complete towers.

Deductibles

Deductibles are typically flat, although reductions may be available on preferred products and risk types. Casualty programs with low deductibles or attachment points have come under pressure, although these changes can often be mitigated through structured solutions and corridors.

Coverages

Overall, coverages are stable, although property insurers are more flexible in their approaches to stay competitive, resulting in expanded coverage and the removal of non-concurrent terms which arose during the previous hard market cycle. The casualty market continues to apply restrictions for per- and polyfluoroalkyl substances and biometrics.

Q3 United States Product Trends

Automobile

Capacity is ample, yet market conditions are moderate-to-challenging. Adverse loss trends continue to drive rate increases and underwriting scrutiny, especially for large fleets and those with significant hired/non-owned or contingent exposures. Insureds continue to explore alternative risk solutions, captives and increased risk retentions to mitigate market conditions.

General Liability

While conditions overall remain moderate, the U.S. general liability market continues to be affected by adverse litigation trends and claims severity, resulting in modest price increases for Q3 renewals. Certain risk classes and programs with adverse loss experience or low deductibles or attachment points continue to experience significant challenges.

Workers' Compensation / Employer's Liability

Workers' compensation remains highly competitive, particularly where placements are actively marketed, which often results in further rate reductions. Premium adequacy and the ability of workers' compensation to offset deterioration on other casualty lines continue to be monitored.

Umbrella/Excess Liability

Insurers continue to evaluate and adjust attachment points, where needed, often because of high-hazard

risk characteristics or large loss experience. Changes that are made to umbrella attachment points can put additional pricing pressure on primary placements. Umbrella capacity on an unsupported basis remains limited, and supply issues continue in excess layers as insurers restrict capacity deployment. As excess insurers manage capacity and volatility by reducing limits offered, additional insurers are required to complete towers.

Cyber

Capacity is abundant, resulting in low single-digit rate reductions on average, despite an increase in claims frequency and poor loss development on prior year claims for some insurers and in certain industry segments. Many insureds are using premium savings to purchase additional limits or expand coverage. The cyber market is expected to stabilize later in 2026, driven by upward claims trends and recent rate reductions.

Directors & Officers

The market remains soft, although rate reductions in both primary and excess layers continue to slow. Insurers continue to monitor the impact of macroeconomic trends and litigation trends as derivative lawsuit settlements rise in frequency and severity ([13 of the 18](#) historical shareholder derivative settlements over \$100 million have settled in the last five years). Underwriters are also focusing on emerging risks such

as artificial intelligence and cyber security disclosure. There has been an uptick in insurer M&A activity, with more expected – a trend that Aon is monitoring.

Property

The market continues to soften after several years of premium increases and volatility. Most placements are experiencing double-digit rate reductions, with shared and layered placements yielding the most significant decreases. Increased capital and heightened competition are also contributing to the expansion of coverage terms. Amidst these otherwise buyer friendly trends, recent losses from Hurricane Melissa – one of the strongest Atlantic hurricanes on record – will likely cause a shift in Caribbean local and regional market conditions but are not on a scale that we believe would force a broad near-term shift in market pricing or capacity.

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Q3 Pacific Market Overview



Pacific buyers continue to benefit from competitive market conditions — now is the time to strengthen risk transfer programs to improve future resilience.



Tracy Riddell

Head of Product and Platforms
Commercial Risk Solutions
Australia

Executive Summary

- Regulatory changes and contingency-fee litigation are making it easier for plaintiffs to file lawsuits, driving a significant uptick in both the frequency and severity of liability claims in Australia.
- Inflationary pressures are increasing the costs of defending directors and officers claims, eroding policy limits.
- Buyer-friendly conditions persist for cyber, despite increased claims frequency and concerns around evolving ransomware tactics, supply chain risk and the use of artificial intelligence by hackers.

Headlines



Positive Developments

- A strongly capitalized market is leading to expanded buyer-friendly conditions
- Insurers are looking to diversify and grow, fueling increased competition
- Coverage is broadening with greater alignment of terms and conditions



Challenging Developments

- Natural catastrophe and high-risk occupancies remain challenging
- ‘Worker-to-worker’ claims add complexity and risk to liability insurance placements
- Claims settlement controls and deductibles are under scrutiny as rates fall

Q3 Pacific Market Dynamics

Pacific	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
Australia	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
New Zealand	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Stable
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Pacific Market Dynamics

Pricing

Pricing continues to soften for all lines except automobile, where insurers continue to push for moderate increases in response to elevated claims costs and parts shortages, especially for certain brands of hybrid and electric vehicles. Overseas insurers are offering competitive rates in New Zealand, helping to drive down pricing for local capacity.

Capacity

Capacity is abundant across the board as insurers look to grow and diversify their portfolios, and with increasing competition from overseas and London market insurers. Automobile and U.S.-exposed liability - where capacity is available but subject to greater scrutiny - are notable exceptions.

Underwriting

Underwriting is flexible as insurers compete to retain and win business yet remains broadly disciplined. Local underwriters are increasingly granted greater autonomy and are more willing to write non-core business to achieve growth targets. U.S. casualty exposures, natural catastrophe property risks and distressed directors and officers risks are likely to come under greater underwriting scrutiny.

Limits

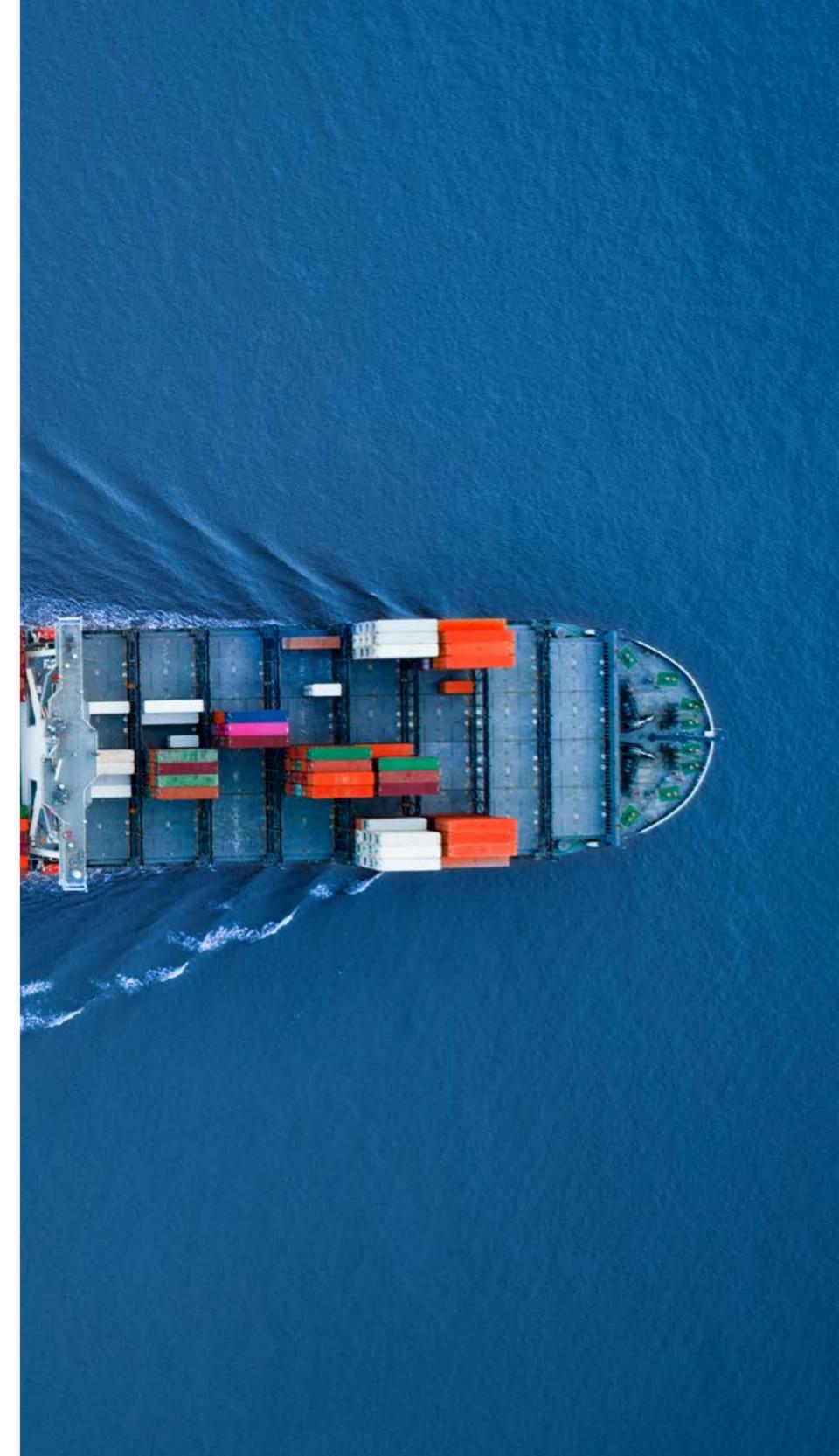
Overall, increased limits are available for most lines of business and insurers are more willing to deploy larger limits to offset premium erosion and maintain or increase market share. Limits are flat for automobile and casualty/liability, as well as directors and officers in New Zealand.

Deductibles

Deductibles are flat across most lines as insurers look to uphold remedial underwriting actions taken during the hard market, and as they continue to manage natural catastrophe exposures in property and rising 'worker-to-worker' claims in casualty/liability. The main exception is automobile insurance in Australia, where insurers are applying higher deductibles in response to claims experience and increased repair costs.

Coverages

In a positive development for buyers, insurers have demonstrated an increased willingness to broaden coverages across all lines and to follow lead terms. In property, non-damage business interruption coverage such as communicable disease is increasingly available.



Q3 Pacific Product Trends

Pacific	Moderate	Soft	Soft	Soft	Soft
Australia	Moderate	Soft	Soft	Soft	Soft
New Zealand	Soft	Soft	Soft	Soft	Soft
	Automobile	Casualty/Liability	Cyber	Directors & Officers	Property

Q3 Pacific Product Trends

Automobile

Conditions in the commercial automobile market remain moderate as insurers continue to focus on loss ratios, claims records and driver behavior to assess adequacy of premiums. Claims inflation has begun to stabilize in recent months, although certain electric and hybrid vehicles are experiencing shortages of key component parts. Insureds with a positive claims record and increased vehicle count are attracting more competition and can achieve superior terms. Placements with low deductibles and those with claims severity remain more challenging.

Casualty/Liability

The liability market is softening, supported by strong investment results and as insurers pursue growth to support other product lines. Workers' compensation losses are increasing in Australia due to rising 'worker-to-worker' claims while the combination of regulatory changes and contingency-fee litigation is driving a significant uptick in the frequency and severity of casualty/liability claims. Placements with U.S. exposures are challenging.

Cyber

The cyber insurance market is soft, with strong competition fueled by abundant capacity from new entrants and existing insurers. The favorable market is creating opportunities for buyers to tailor and enhance their coverage, as well as increase limits. Renewal outcomes reflect industry class, cyber risk controls and claims history.

Directors & Officers

Abundant capacity and strong insurer appetite is leading to a competitive market for directors and officers, despite an active claims environment. Most insurers are seeking growth or keen to deploy larger limits to offset premium erosion. Superior terms are available for insureds with strong balance sheets, while those with financial challenges are likely to face more difficult renewals, including potential coverage restrictions. A number of insureds elected higher retentions, reduced limits and / or self-insured for Side C during the hardening market and these actions are now being revisited as pricing has begun to moderate.

Property

Competitive pressures continue to intensify in the property market with insurers looking to retain existing business and grow. Local underwriters are being granted more authority and there is a greater willingness to write non-core business to achieve growth targets. Soft conditions are leading to modest price reductions, as well as opportunities for insureds to secure enhanced coverage and increased limits, particularly for well-managed risks. While more flexible in their approaches, underwriting remains disciplined. Placements for challenging occupancies, natural catastrophe exposures and those with a poor claims record remain more challenging.

Q3 Pacific Advice for Navigating the Market Environment

- The availability of new risk analytic tools provides an opportunity to review the adequacy of limits and reinvest premium savings in higher limits that take into account inflationary trends, supply chain complexity and geopolitical and economic uncertainty. Investments in long-term risk management and risk financing strategies using data and analytics can also help clients adapt to future changes in market conditions.
- Securities class actions generally allege a breach of disclosure obligations or misleading and deceptive conduct. As such it is important for insureds to demonstrate the resilience of their governance protocols to insurers. The use of AI in the business and appropriate guardrails also needs to be highlighted.
- Take time to explore alternative solutions and consider using premium savings to invest in expanded risk transfer programs and additional covers. Consider long term agreements that offer an opportunity to lock in favorable pricing and conditions.
- Start the renewal process early and provide robust risk management information to differentiate from other insureds and to maximize results in a softer market environment. Focus on providing quality risk management information and demonstrate investment in risk improvements.



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Pacific Claims Overview

Q3 Pacific Claims Overview



Natural catastrophe claims in the Pacific region were relatively benign in the first half, resulting in low levels of claims activity across-the-board. Leading into Q4, above average tropical cyclone activity is expected in the northern regions of Australia with the prospect of a transition into La Nina conditions.

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Mark Ronan

Chief Claims Officer
Commercial Risk Solutions
Pacific

Executive Summary

- Despite an active cyclone season in the first half of 2025, catastrophe claims have been benign with relatively few large weather events in both Australia and New Zealand.
- Workers' compensation losses are deteriorating in Australia due to rising 'worker-to-worker' claims while changing societal dynamics, such as growing awareness of mental health, are driving new types of losses.
- A combination of regulatory changes and contingency-fee litigation is driving a significant uptick in the frequency and severity of casualty/liability claims in Australia.
- Artificial intelligence is helping drive the frequency and sophistication of malicious cyber incidents, elevating the potential for cyber insurance claims. However, AI also brings significant cyber security benefits through the timely identification and quarantining of system breaches.
- The cost of repair for electric and hybrid vehicles remains elevated as certain brands experience shortages of key component parts.

Headlines



Positive Developments

- Claims inflation in automobile is beginning to stabilize
- Cyclone Alfred provides stress test for Australia's Cyclone Reinsurance Pool
- Technology is helping insurers accelerate claims processing and response



Challenging Developments

- Defense costs are rising for directors and officers' claims
- Industry continues to monitor outcomes of securities class action litigation
- Insurers focus on claims settlement controls and deductibles as rates soften

Q3 Pacific Advice for Navigating the Claims Environment

- Work with your broker to develop positive relationships with claims personnel. This will help establish open lines of communication and claims management protocols, as well as identify in advance what is required should a loss arise.
- Be proactive in identifying emerging risks. Soft market conditions are creating opportunities for buyers to consider loss scenarios, identify potential gaps in protection, and explore options for enhanced coverage and alternative solutions.
- New risk analytic tools provide an opportunity to review the adequacy of limits for property damage and business interruption exposures, taking into account inflationary trends, supply chain complexity and geopolitical and economic uncertainty.



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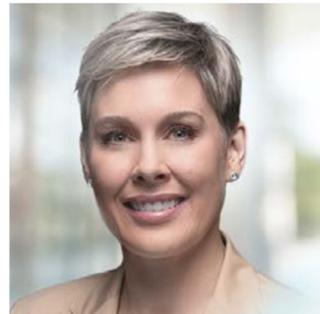
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Q3 Australia Market Overview



Insurer growth ambitions and recent strong performance, together with a period of benign natural catastrophe losses, continue to drive competitive market conditions for buyers in Australia.



Tracy Riddell

Head of Product and Platforms
Commercial Risk Solutions
Australia

Executive Summary

- Conditions remain soft across major lines of insurance except for automobile where conditions are moderate, and more challenging pockets, such as natural catastrophe property and U.S.-exposed casualty/liability.
- Directors and officers' insurers remain focused on the potential impact of geopolitical and economic uncertainty, cyber, AI and ESG exposures.
- Plaintiffs have been unsuccessful in securing damages in all six securities class actions in Australia that have reached a court judgement. However, one of these remains before the full federal court, and its outcome will be instructive to future securities class action activity.
- After a year of good investment results, the liability market is softening. 'Worker-to-worker' recoveries are increasing significantly as workers' compensation claims deteriorate and social dynamics such as mental health awareness give rise to new types of losses.

Q3 Australia Market Dynamics

Overall	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
Automobile	Moderate	+1-10%	Ample	Flexible	Flat	Increased	Stable
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Broader
Cyber	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Directors & Officers	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Stable
Property	Soft	-11-20%	Abundant	Flexible	Increased	Flat	Broader
	Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages

Q3 Australia Market Dynamics

Pricing

Market pricing continues to soften, with property and directors and officers achieving double-digit reductions. The key exception is commercial fleet automobile, where claims severity and higher repair costs are impacting insurer profitability.

Capacity

Overall, capacity is abundant, with established insurers and new entrants competing to retain business and grow.

Underwriting

Underwriting is flexible across the board as insurers look to differentiate themselves and attract business. Underwriters are increasingly granted more autonomy and are demonstrating a greater willingness to write non-core business to achieve growth targets.

Limits

Limits are increasing for most lines of insurance, driven by insurers' willingness to add value in a competitive market. The main exceptions are automobile and casualty/liability where limits remain flat. For directors and officers, some insurers are deploying larger limits to offset premium erosion.

Deductibles

Deductibles remain flat as insurers look to manage loss frequency from natural catastrophe claims in property and 'worker-to-worker' claims in casualty/liability. Automobile deductibles are increasing as insurers seek to mitigate increased claims costs.

Coverages

Coverage is broadening across most lines of insurance, except automobile and directors and officers, where most placements are renewing with expiring coverage. Insurers are demonstrating an increasing willingness to follow lead terms, which is a positive development for buyers. In property, non-damage business interruption coverage such as communicable disease is increasingly available.



Q3 Australia Product Trends

Automobile

Conditions in the commercial automobile market are moderate, as insurers look to counter higher claims cost with rate increases and higher deductibles. There is competition for well-performing fleets, and placements with a good claims history and increased vehicle count can achieve superior terms. Those with low deductibles and claims severity continue to experience more challenging renewals. Spare parts inflation has been stabilizing; however, there are shortages of key component parts for certain electric and hybrid vehicles.

Casualty/Liability

The casualty/liability market continues to soften, following a year of strong investment returns and as insurers look to offset the impact of premium reductions on other lines of insurance. In contrast to the start of the year, insurers are aggressively targeting new business, proactively offering value-add covers to differentiate themselves. However, the sector is experiencing a number of negative claims trends; 'worker-to-worker' claims are rising, while regulatory changes and contingency-fee litigation is driving a significant uptick in the frequency and severity of claims. Placements with large U.S. exposure remain challenging, as do those with exposure to sexual abuse claims.

Cyber

The cyber insurance market remains buyer friendly, underpinned by abundant capacity and strong competition. New entrants are creating competitive tension while existing insurers are keen to retain current business. These favorable conditions provide an opportunity for clients to significantly expand and tailor coverage, including higher limits and enhanced terms. Placement outcomes, however, still reflect industry class, investment in cyber controls and claims record.

Directors & Officers

The directors and officers market remains soft, despite an active claims environment. Increased capacity and healthy insurer appetite are fueling competition, with many insurers looking to grow or deploy larger limits to offset premium erosion. Very few placements can be described as challenging in the current market. A number of insureds elected higher retentions, reduced limits and/or self-insured for Side C during the hardening market and these actions are now being revisited as pricing has begun to moderate.

Property

The property market remains highly competitive, resulting in significant pricing reductions and broader coverage at renewals, particularly for well-managed risks. Local underwriters have more authority and are more willing to write non-core business to achieve growth targets. Insurers are also more willing to follow lead terms. Non-damage business interruption coverage such as communicable disease is increasingly available. Despite the softening rate environment, underwriting remains disciplined, albeit more flexible. Challenging occupancies, natural catastrophe exposures and ESG-relevant risks continue to be more challenging to place. However, buyers with higher-risk occupancies that are able to improve disclosure information and clearly articulate their risk management strategy are outperforming peers.

Q3 New Zealand Market Overview



The New Zealand market is competitive across all classes and segments, driven by insurer profitability on the back of a favorable claims environment.



Angus McCullough

Head of Commercial Risk Solutions
New Zealand

Executive Summary

- The New Zealand insurance market is now soft across-the-board, with price reductions in all lines of business and underwriters displaying healthy appetites.
- Local insurers delivered strong results in the first half of 2025 on the back of competitive reinsurance renewals and a benign claims environment.
- Growing interest from overseas insurers, in particular, those based in the London market, is increasing competition in the corporate risk segment, most noticeably for property.

Q3 New Zealand Market Dynamics

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Overall	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Stable
Automobile	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Broader
Casualty/Liability	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Cyber	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Directors & Officers	Soft	-1-10%	Abundant	Flexible	Flat	Flat	Stable
Property	Soft	-1-10%	Abundant	Flexible	Increased	Flat	Broader
Overall	Pricing	Capacity	Underwriting	Limits	Deductibles	Coverages	

Q3 New Zealand Market Dynamics

Pricing

Over the course of 2025, pricing has moderated, resulting in modest reductions across all lines in Q3. Conditions are increasingly favorable, driven by abundant capacity, positive results and insurer focus on growth.

Capacity

Capacity is abundant in all classes and is expected to increase further as new capacity flows into the market from overseas insurers on a non-admitted basis or via newly established managing general agents.

Underwriting

Underwriting is flexible as competition to retain and attract new business increases across all lines.

Limits

Limits are increasing for property and cyber, but stable for all other classes of business. Given current economic conditions in New Zealand, some clients are taking premium savings rather than investing in increased limits at present.

Deductibles

Deductibles are flat across all segments with the key exception being poorly performing risks, where deductible increases may be required by insurers to address loss frequency.

Coverages

Broader coverages are available for property, cyber and automobile, but are stable for casualty/liability and directors and officers. For automobile, post-loss roadside assistance cover is now available in the market.



Q3 New Zealand Product Trends

Automobile

With abundant capacity and a competitive market, conditions in the automobile insurance market are soft. Claims costs have stabilized and the higher cost of repairing modern vehicles is now largely priced into premiums. Post-loss roadside assistance cover is now available in the market.

Casualty/Liability

Conditions in the casualty/liability market continue to improve, with single-digit rate reductions available at Q3 renewals. Clients are able to purchase required limits with ease in what is a competitive marketplace. Competition is somewhat more limited for placements with U.S. casualty exposures, although careful consideration of coverage and constructive negotiation with insurers can result in some pricing relief.

Cyber

The cyber market remains competitive and well capitalized, resulting in modest price reductions at Q3 renewals. There are also opportunities for buyers with attractive risk profiles to obtain increased limits and broader coverage. Despite the overall soft market conditions, insurers remain disciplined when underwriting clients in riskier occupations.

Directors & Officers

The directors and officers market remains soft. Insurers are flexible in their approach to underwriting and pricing quality risks, particularly when under competition. Companies facing financial challenges are likely to experience more challenging renewals, with increased underwriting scrutiny and potential coverage restrictions.

Property

The property market is experiencing some of the most competitive conditions seen for several years. Soft conditions are leading to modest price reductions and more flexible terms for preferred risks; deductibles, however, generally remain unchanged. Competition is increasing as overseas insurers, in particular, London market players, offer favorable pricing for corporate risks. Smaller, lower-quality risks with significant earthquake or flood exposures benefit less from increasing competitiveness.



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Registered Office: The Aon Centre
The Leadenhall Building, 122 Leadenhall Street, London EC3V 4AN
Tel: +44 0 20 7623 5500

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For Report Inquiries

Joe Peiser

Chief Executive Officer
Commercial Risk Solutions
joe.peiser@aon.com

Cynthia Beveridge

Global Chief Broking Officer
Commercial Risk Solutions
cynthia.beveridge@aon.com

Rhonda Jenn

Global Head of Broking Strategy and Execution
Commercial Risk Solutions
rhonda.jenn@aon.com

