

New Market Research

PRODUCT TRENDS IN TIMES OF CRISIS - 2009



After the success of our annual reports on Unit-Linked products Trends and Opportunities in Europe, Milliman is launching a series of country reports on Product Trends in Times of Crisis.

Over the last year, Milliman has worked on numerous product strategy and product development projects for European insurers and bancassurers. Milliman has followed new product trends closely and analysed how European insurers have adjusted their product strategy to respond to the current financial crisis.



Scope of the Report

The current financial crisis has impacted life insurance markets in Europe. Life insurance companies and their customers have been affected by the stock market crash and by the bankruptcy of some major financial players.

This has led European insurers and bancassurers to take marketing initiatives to retain their customers and to adjust their product strategy to offer new solutions meeting their customers' demand for security.

Prepared by Milliman's experienced European Strategy Consulting team, the reports provide essential information on key product trends in times of crisis in the largest life insurance markets in Continental Europe.

Report Contents

Each country report is around 10-12 pages long and includes the following elements:

- Market statistics: what are the market trends in terms of volume and business mix?
- Existing products: how do companies adapt their products to meet customers' demand? What marketing initiatives do they take to retain customers and attract new customers?
- New product types: what are the features of new product types launched and how well do they meet customers' needs? How successful are Variable Annuity products?
- What are the areas for growth in the future?

The reports are available for France (May 2009) and Italy (May 2009). Reports on Germany and Spain will be available in June 2009. Reports on Cross-border markets from Ireland and Luxembourg will be available shortly.

Cost

The price of the reports (excluding VAT) is

- €200 for one country
- €370 for 2 countries
- €500 for 3 countries
- €625 for 4 countries
- €750 for 5 countries

Target Audience

Europe-wide, life insurance markets have been affected by the financial crisis and life insurers have adjusted their product strategy to this environment. Whether you are an active player in European life insurance, analyse it, compete with it, or simply want to understand its dynamics, this report is essential for you and your business.

To order the report or to obtain further details please contact your local Milliman office or:

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Recent Publications:

European Life Bancassurance Review 2008
Published: September 2008 – Cost: €750

Unit-Linked Product Trends and Opportunities in Europe, including a special feature on variable annuities –
Available in English, French and German
Published: January 2008 – Cost: €750

European Assurbanking Review 2007
Published: August 2007 – Cost: €750

European Non- Life Bancassurance Review 2007
Published: March 2007 – Cost: €750

** Note prices shown are exclusive of VAT*

About Milliman

Milliman is one of the world's leading actuarial and strategic consultancy firms, providing services to the Life, Health, General Insurance and Employee Benefits Sectors. We have over 40 offices worldwide, including in the following countries in Continental Europe.

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For more information visit: www.milliman.com/europe