

Insurance Shops Market: Key Research Findings 2014

◆ Research Outline

Yano Research Institute has conducted a study on the domestic insurance shops market with the following conditions:

1. Research period: From February to March 2014
2. Research targets: Insurance shops operators and Insurance companies
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone/email

What are Insurance Shops?

The insurance shops in this research indicate the insurance agencies that closed agency agreements with multiple insurance companies. Size of the insurance shops market is calculated based on the annualized premium of insurance products that have newly contracted during a fiscal year of each of the businesses.

◆ Key Findings

■ **Insurance Shops Market Size in FY2013 Projected to Attain 133.8 Billion Yen, Up by 40.7% on Y-o-Y Basis**

The insurance shops market in FY2012 reached 95.1 billion yen, based on the annualized premium of insurance products that have newly contracted during a fiscal year of each of the businesses. The market is expected to grow further in FY2013 to attain 133.8 billion yen, a rise by impressive 40.7% from the previous fiscal year. It stems from diversified consumer needs for insurance products, which brought about rising awareness and increase of number of the visitors to the shops.

■ **Number of New Contract Deals at Insurance Shops in FY2013 Projected to be 1.28 Million, an Increase by 39.1% on Y-o-Y Basis**

The number of new contract deals concluded at insurance shops in FY2012 was 920,000, whereas the number of such deals in FY2013 is estimated to be 1,280,000, up by 39.1% from the previous year. The Insurance shops market is flourishing, with its market players not only confined to the insurance industry but also from other industries.

■ **As Market Continues Rising, Playing a Role as a Financial Organization is Expected**

Though size of the insurance shops market is still small, the market has attained double-digit growth and is expected to expand further more.

As the laws and regulations are to be established, the insurance shops are required to play a part as one of the financial organizations representing the insurance industry.

◆ **Report format:**

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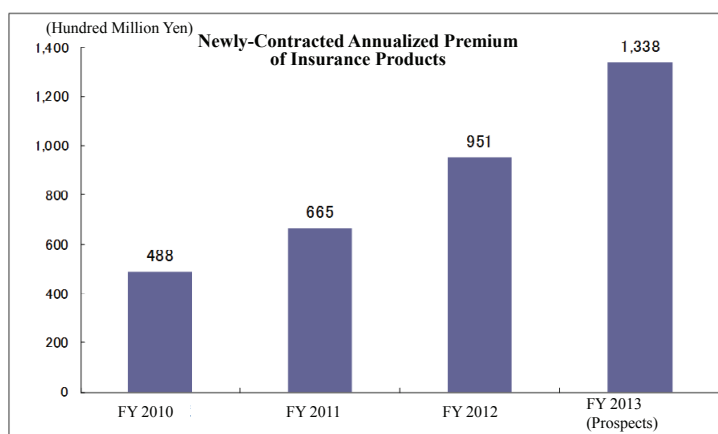
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

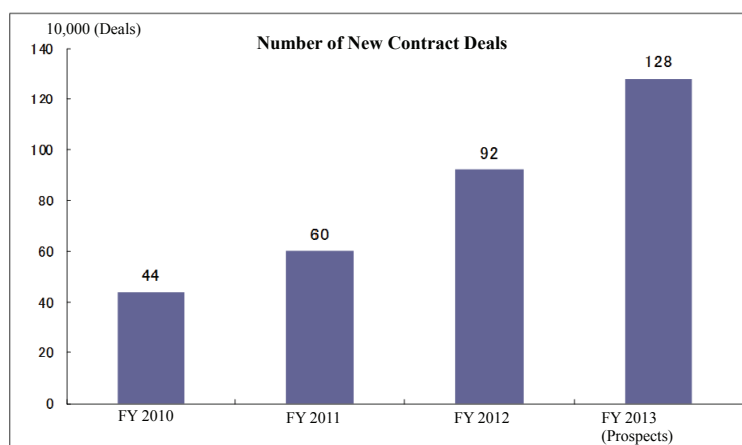
■ **Figure 1: Transition of Newly-Contracted Annualized Premium of Insurance Products (Market Size) at Insurance Shops**



Notes:

1. The figures are based on the newly-contracted annualized premium of insurance products in the fiscal year of each of businesses.

■ **Figure 2: Transition of Number of New Contract Deals Concluded at Insurance Shops**



Notes:

2. The figures are based on the number of new contract deals concluded at insurance shops in each of the fiscal year.