

Embedded Insurance: Insurance at Point of Sale

Traditional Distribution

Buy product
↓
Research insurance
↓
Visit insurer site
↓
Fill application
↓
Purchase separately

Embedded Insurance

Buy product
↓
Insurance offered at checkout
↓
One-click add

Examples:

Tesla

Auto insurance at purchase

Uber

Ride protection per trip

Amazon

Product warranty extension

Embedded Insurance Market: 70B(2024)|Projected : 720B by 2030 | CAGR: 35%