

# **Insurance industry in Africa**

**This report delves into the current state of the insurance industry in Africa, a continent that, despite accounting for 17% of the global population, generates only 1% of global insurance premiums.**

**This stark disparity underscores the underdevelopment of the insurance sector across much of Africa. With insurance being a critical driver of financial stability and economic resilience, its limited penetration highlights several challenges: low awareness among the population, inadequate regulatory frameworks, limited access to financial services, and a lack of trust in formal institutions**

**Africa's insurance market is largely in its infancy, with many countries just beginning to lay the groundwork for robust insurance ecosystems. The fragmented nature of the industry, coupled with economic and infrastructural challenges, exacerbates the slow growth in uptake. At the same time, the continent's youthful population, rapid urbanization, and increasing digital adoption present significant opportunities to reshape the industry**

**This report seeks to provide a comprehensive analysis of these dynamics by examining the current state of the African insurance market, identifying the key challenges impeding its growth, and exploring the untapped potential that could drive its transformation. By addressing these areas, stakeholders can better understand the landscape and unlock opportunities to bolster financial inclusion and economic development across Africa.**

# Project Landscape

	Data	Information	Knowledge
Affordability	•AVG < \$25 a day income	•10 lower than first world countries	•SA has the highest daily salary at \$70 a day
Insurance knowledge	•Segment data in the industry	•Africa accounts for >1% of insured catastrophe losses world wide	•Africa has 17% of the global population
Target market	•Africa has an unemployment rate of 30%	•Less than of the population 50% earn <25% daily income	•Client pools