

Analysis of 2025 Health Insurance Exchange Public Use Files

Prepared by:

Ryan Ebanks

Data Analyst

[LinkedIn](#)

Email: ryankebanks@gmail.com

October 22, 2025

Background

The Centers for Medicare & Medicaid Services (CMS) Center for Consumer Information and Insurance Oversight (CCIIO) is committed to increasing transparency in the Health Insurance Exchanges. CMS publishes downloadable public use files (PUFs) so that researchers and other stakeholders can more easily access Exchange data.

Executive Summary

Objective

This analysis evaluates key indicators of health insurance market performance across the United States in 2025, focusing on premium costs, plan diversity, and issuer competitiveness.

Data Overview

The dataset was sourced from the CMS Health Insurance Marketplace public use files, including plan attributes, benefits and cost sharing, network, issuer details and quality ratings for 2025. The analysis covers participating states and insurance issuers.

For further information, excel files, tableau dashboards and data processing details please visit this the project repository: <https://github.com/RyanEbanks/insurance-analysis>

Key Metrics Analyzed

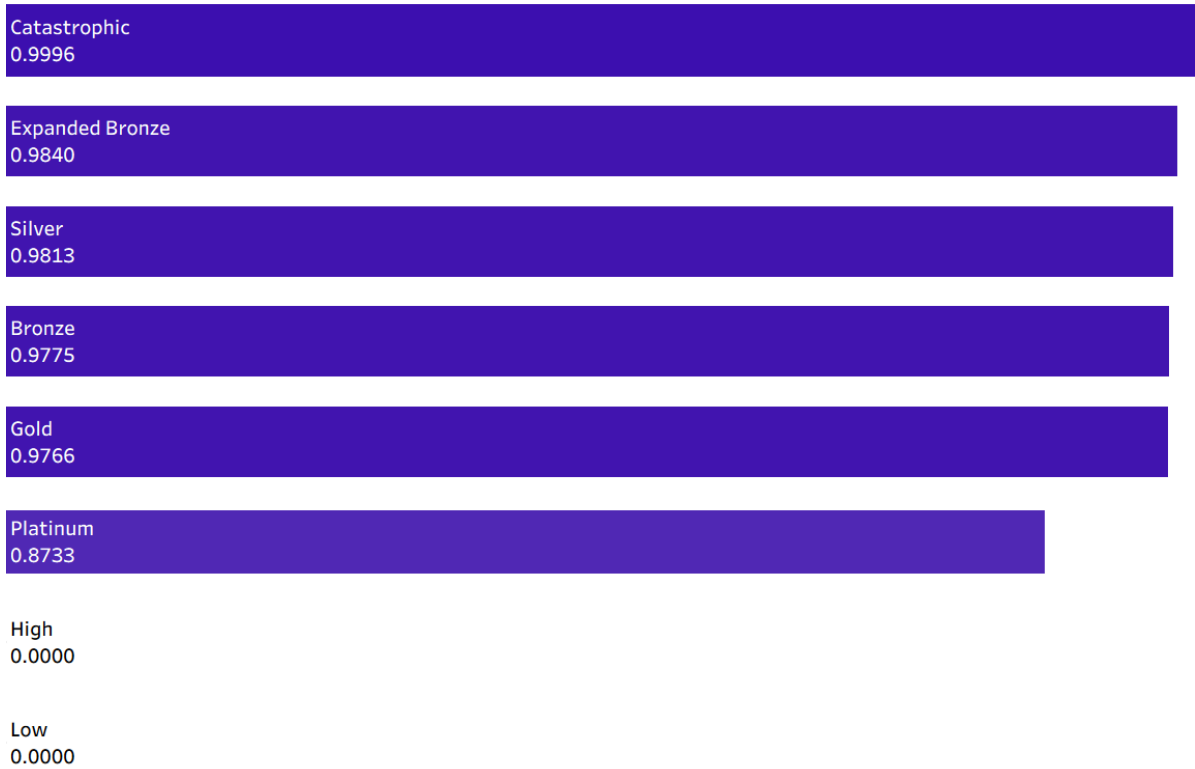
- Average Premium per Metal Tier
- Plan Diversity Index
- Average Deductible per Plan Type
- Network Coverage Ratio
- Average Quality per State by Rating & Score
- Average Premium Percentage
- Issuer Market share by State

Key Findings

1. Average Premium per Metal Tier

Catastrophic and Expanded Bronze showed the highest premiums, while High and Low showed no premium as they were dental only plans.

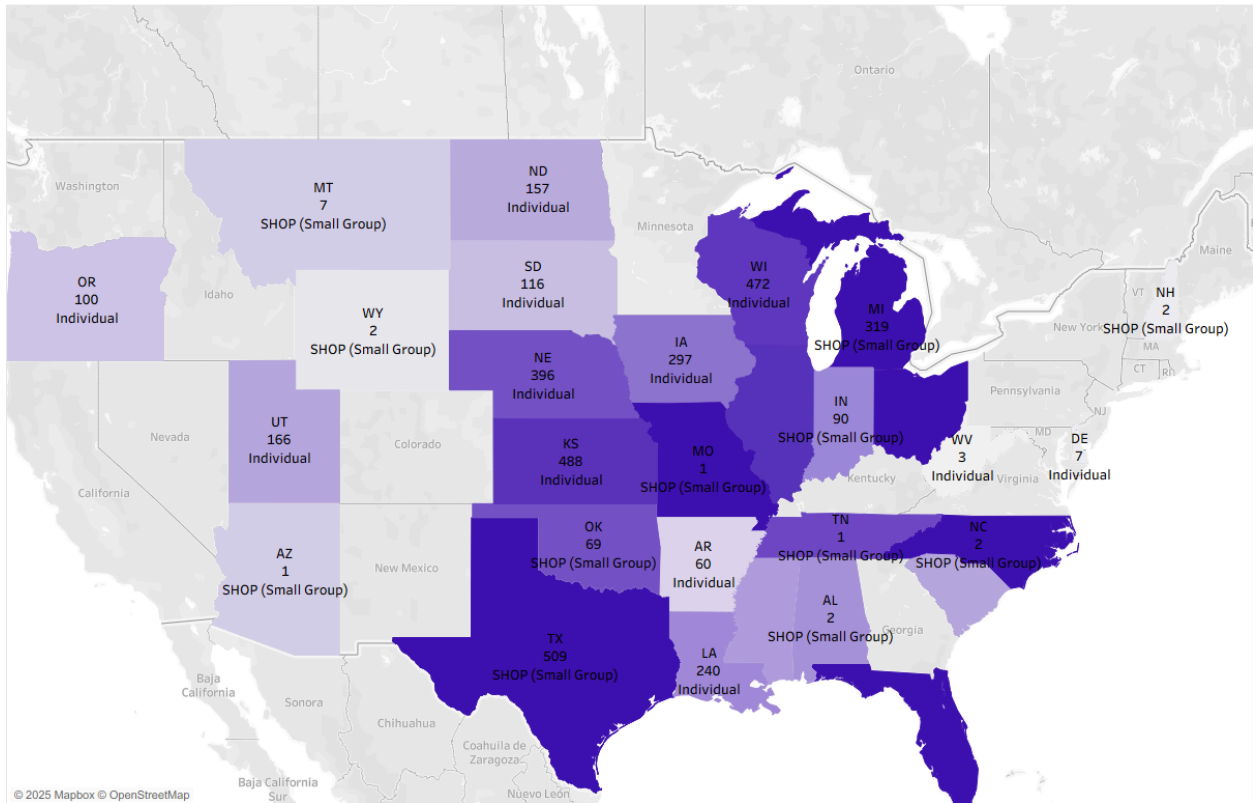
Avg Premium Per Metal Tier



2. Plan Diversity Index

States with higher market coverage showed greater plan diversity, suggesting more issuer participation enhances consumer choice.

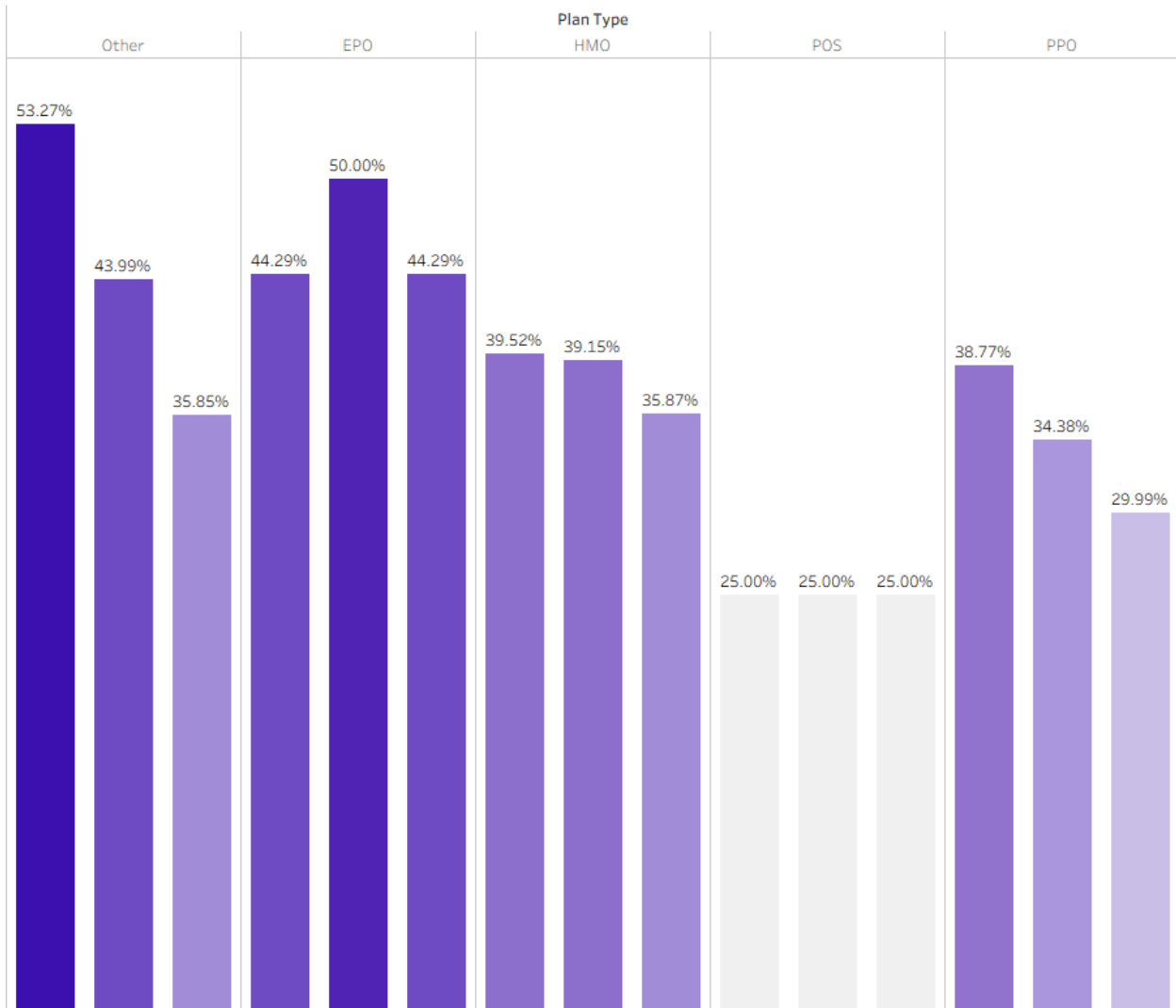
Plan Diversity Index Map



3. Average Deductible per Plan Type

EPO and the (Other) plan type carried higher average deductibles compared to HMO plans, reflecting broader provider access.

Avg Deductible



4. Network Coverage Ratio

Most issuers maintained statewide coverage with North Dakota having the highest coverage at 20% maintained by “BEST Life and Health National Network”.

Network Coverage

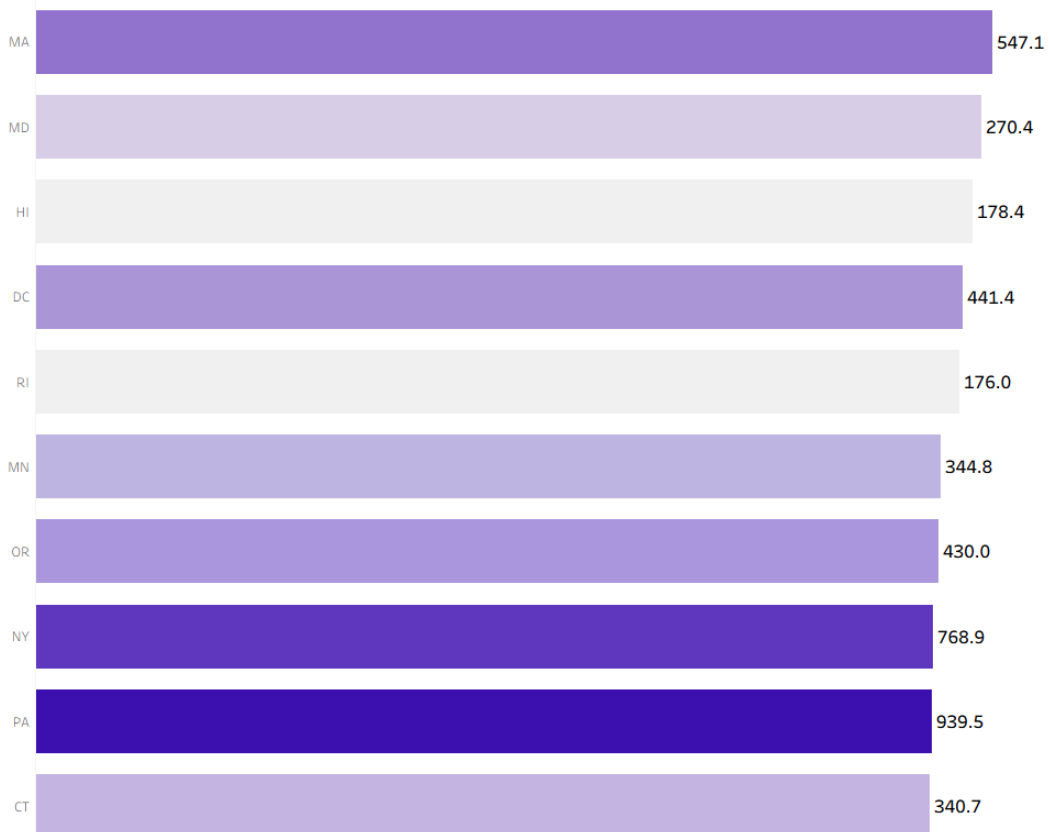
State: ND

BEST Life and Health National Network 20.00%

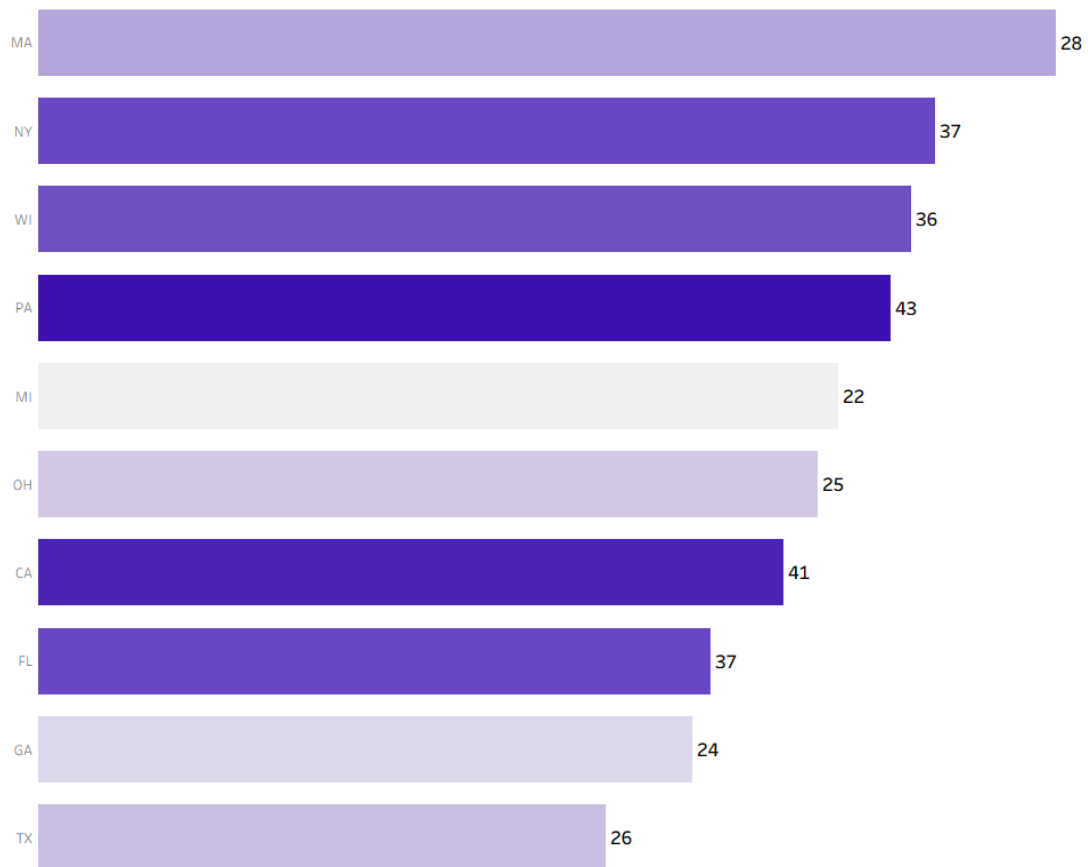
5. Average Quality per State by Rating & Score

The majority of top performing states in average quality score and rate were Northeastern, suggesting regional strengths in healthcare quality.

Avg Score by State



Avg Rate by State



6. Average Premium Percentage

Texas recorded the highest average percent total premium at 98.06%.

Avg Premium Percentage

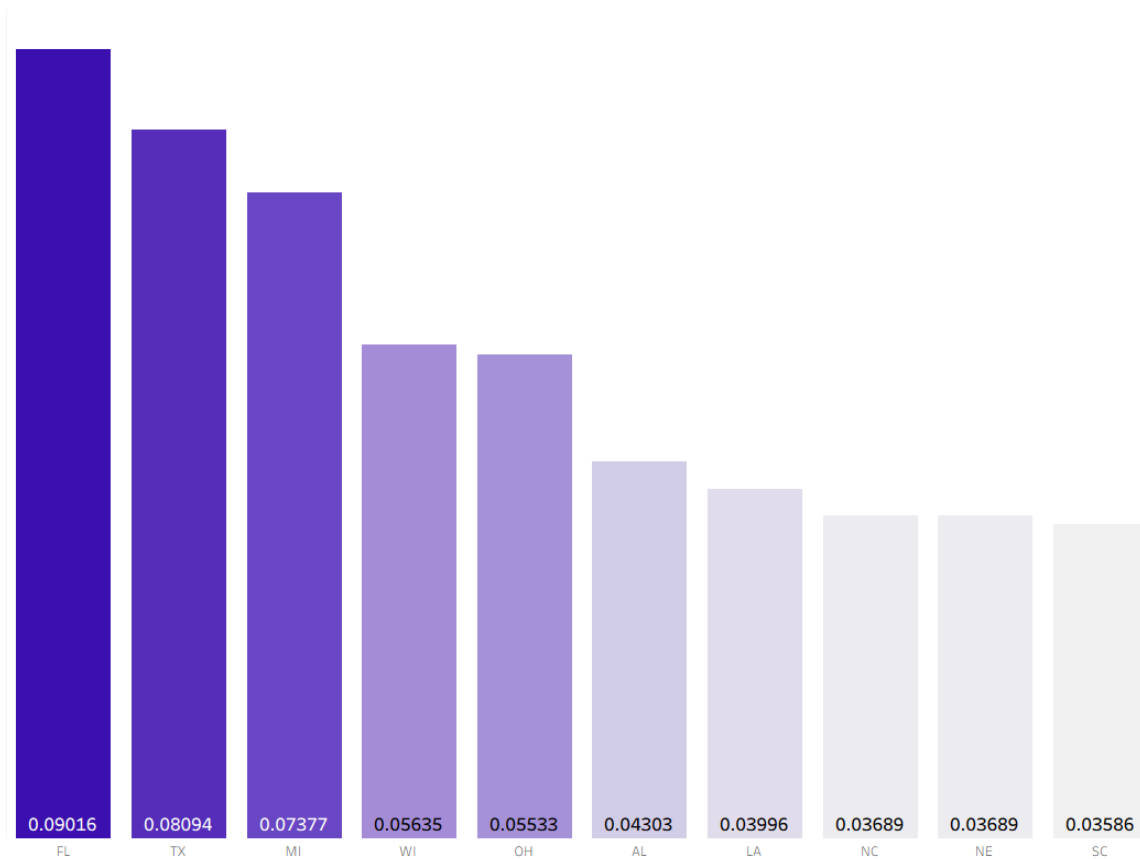
State: TX

98.06%

7. Issuer Market share by State

The top 10 States with the highest market shares resided in the Southeast/ Gulf Coast region accounting for 54.93% of market share across the states.

Issuer Market Share by State



Conclusion

Overall, the 2025 marketplace shows states with diverse plan offerings and broader networks tend to provide more affordable options.

Recommendations

- Ongoing monitoring of market concentration is recommended to ensure consumer choice within each state.
- Reassessment of premium tier growth is advised to maintain affordability and identify new cost trends.