

# African Insurance Industry



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# African Context



- Project Landscape
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# Project Landscape

## Affordability

- Average Salary Data
- Comparison to Insurance Premiums
- Economic Factors

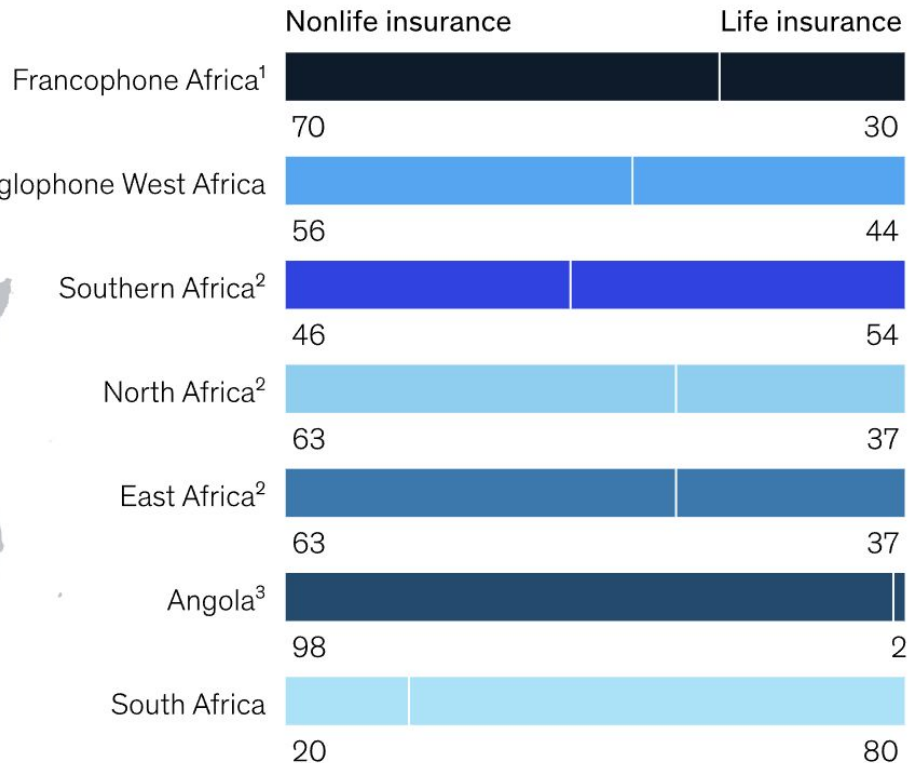
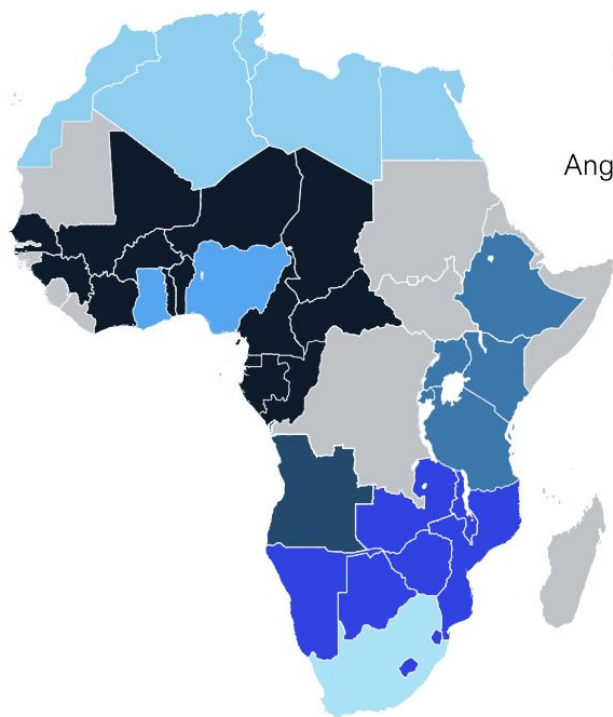
## Insurance Knowledge

- Misconceptions about Insurance
- Communicating the Value of Insurance

## Target Marketing

- Geographical Distribution
- Effective Target Marketing Strategies

# Distribution of African Insurance





# \$48 Billion

Gross Written Premiums in South Africa

## 70%

of African Insurance Market

## 11%

South African Insurance Penetration Rate

# South African Market

**± 150 Insurers**

**Highest Average  
Salary**

High Level of  
Competition

Sizable Target  
Group

Trust in Local  
Financial Providers

High Level of  
Risk Awareness

**Financial  
Management**

**Crime Rate**



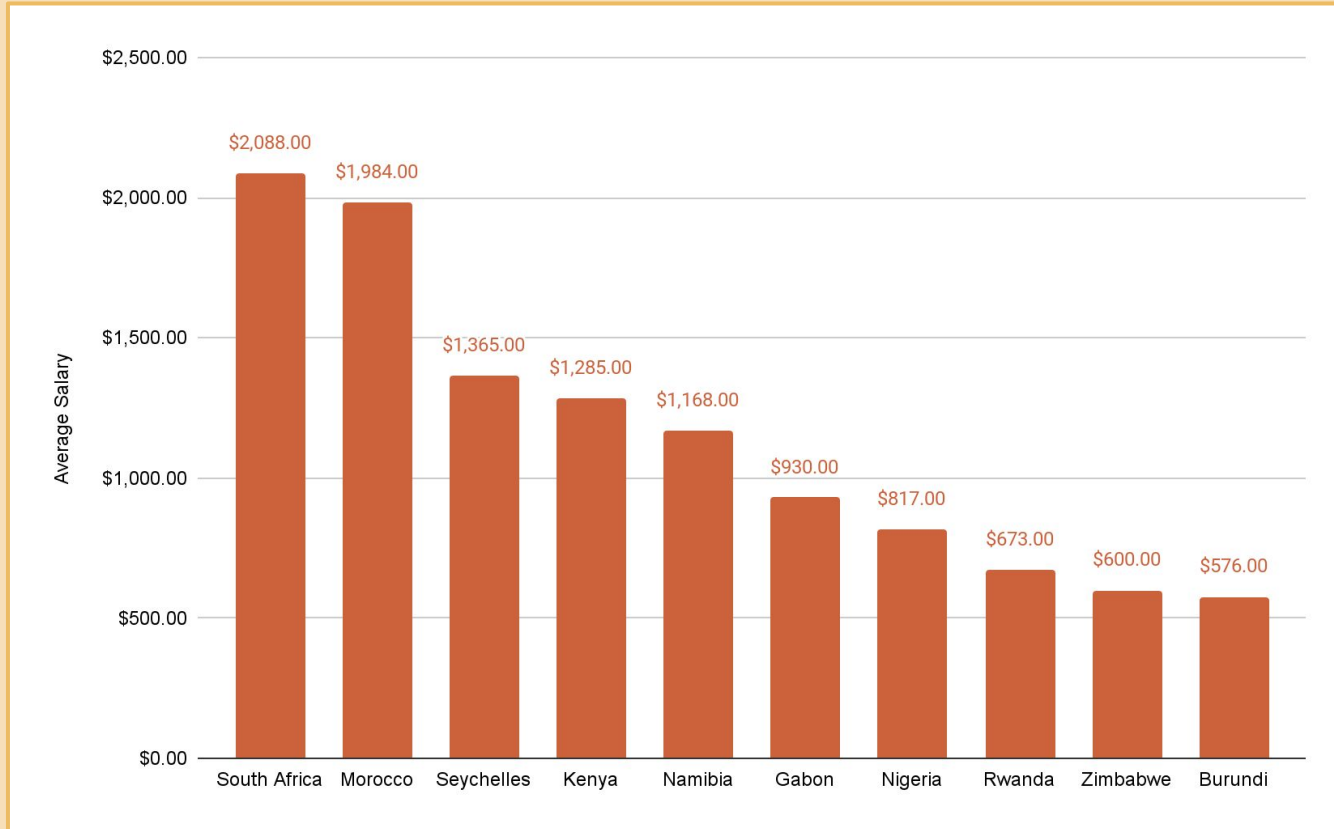
# Exploring the Industry



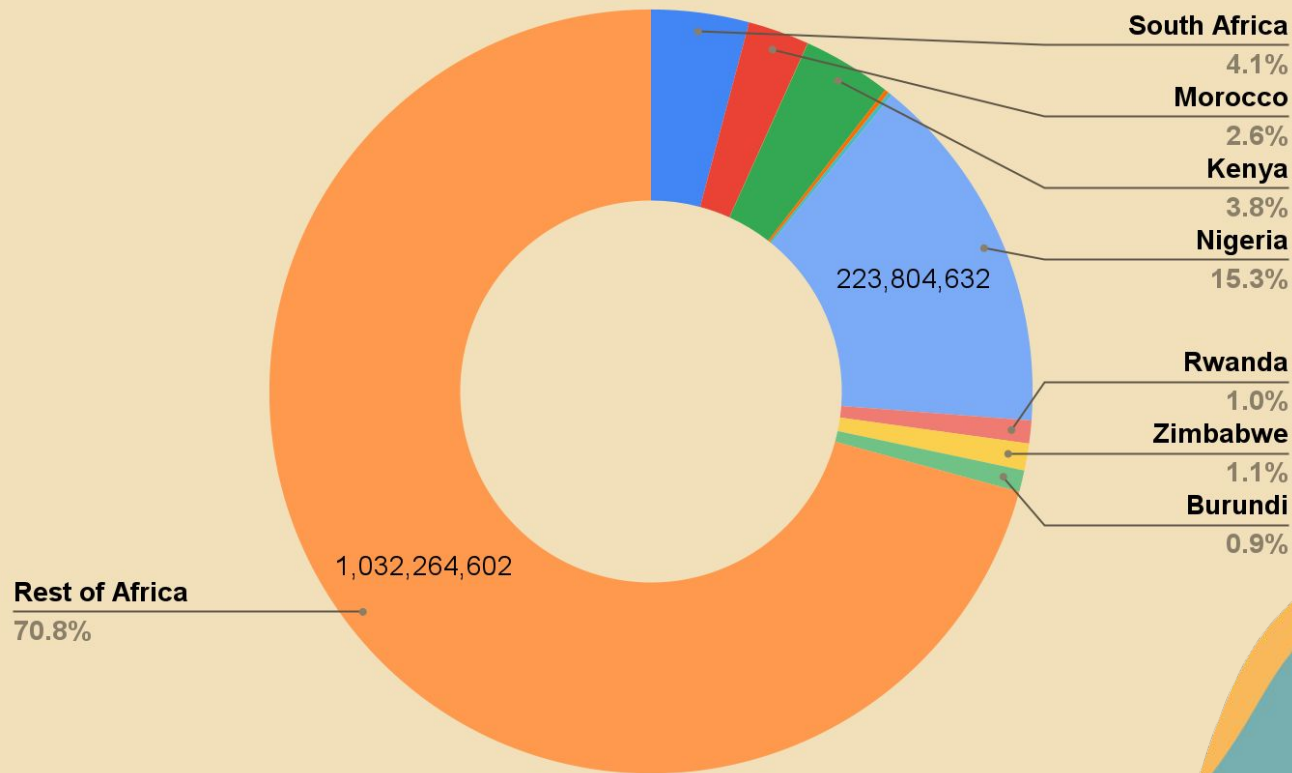
- Salary Distribution
- Population Statistics
- Insurance Penetration Rate
- Insurance Density



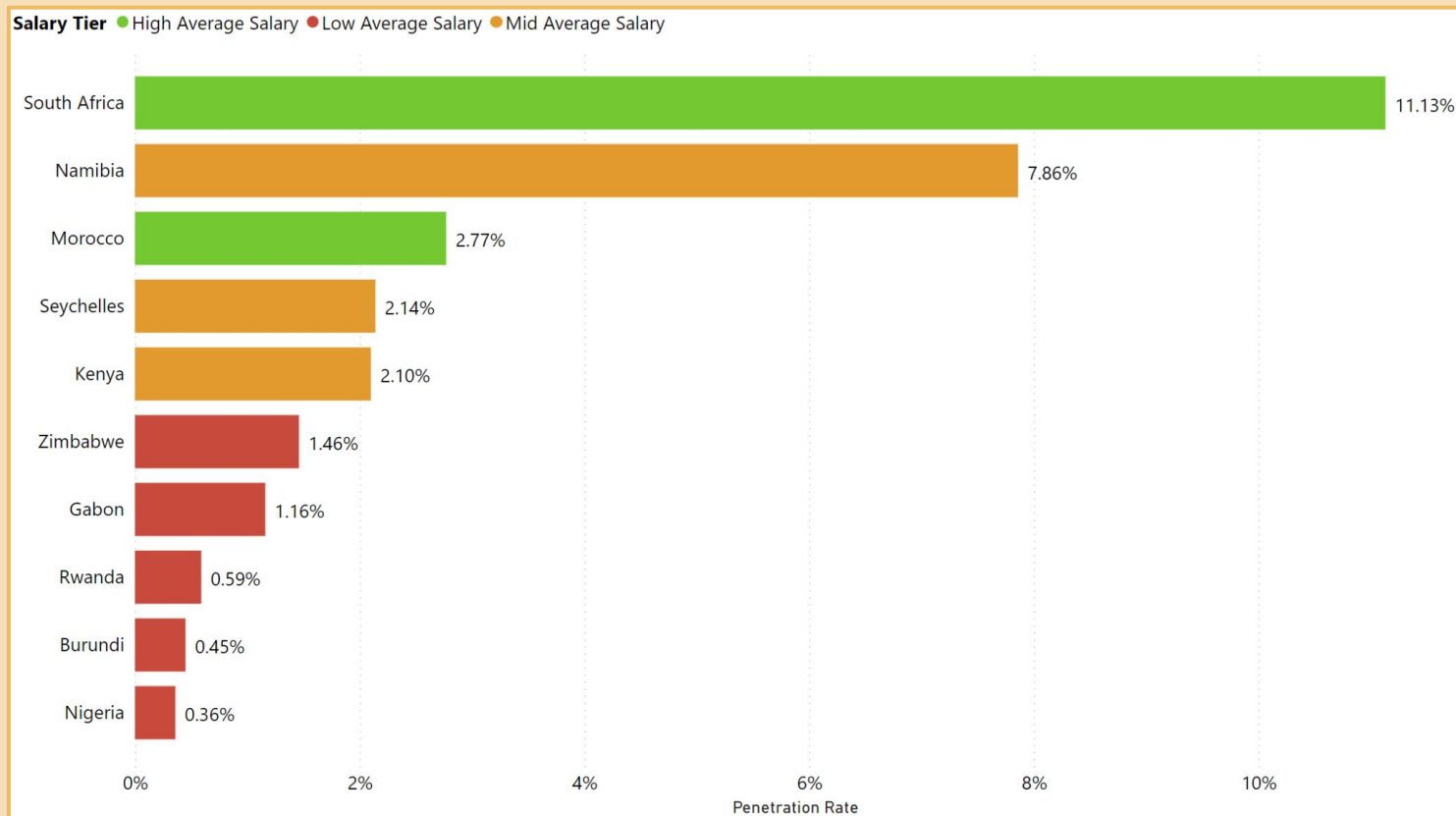
# Salary Distribution



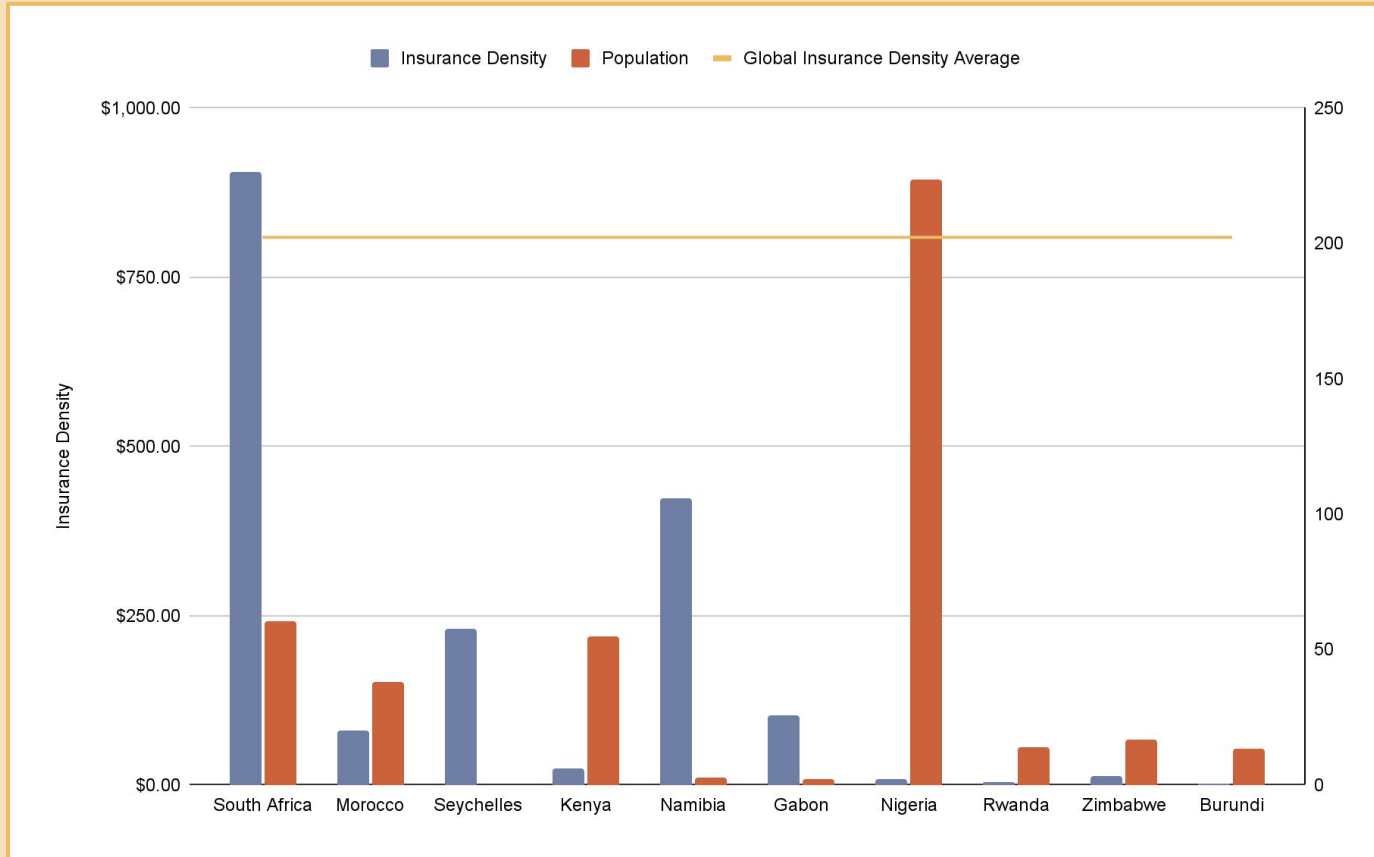
# Population Statistics






# Insurance Penetration Rate



# Insurance Density



# Recommendations

	Population	Salary (USD)	Penetration Rate (%)
	60 million	2 088	11
	55 million	1 285	2
	224 million	817	0.4

# Thank You!

**Do you have any questions?**



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