



P&C INSURANCE 2024 WRAPPED

The year in numbers, trends, and insights



Canadian Edition

 INSURANCEONE.CA



"The times, they are a-changin'." ~Bob Dylan

THE YEAR OF CHANGE



*Market shifts, tech disruption,
catastrophes oh my...*

From shifting market dynamics to groundbreaking technologies and climate challenges, 2024 left its mark on Commercial P&C insurance.



"You know it's not the same as it was." ~Harry Styles



A SOFTER MARKET EMERGED

*Competition heated up as rates
cooled down.*

Reinsurance rates declined by 5-15% for loss-free accounts, creating a more competitive market.

Source: Reuters, December 2024



“There’s a lot of opportunities” ~Pet Shop Boys



BROKER M&A ACTIVITY DECLINED

*Plenty of opportunities but
fewer deals.*

535 broker M&A deals were announced in 2024,
down 10% from 594 in 2023.

Source: Business Insurance, October 2024



"It's getting hot in here" ~Nelly



CATASTROPHES IN FOCUS

Wildfires burned through billions

Preliminary insured losses from wildfires in Canada reached \$880 million, with total climate-related insured losses projected to approach \$9 billion in 2024.

Source: Insurance Business Canada, August 2024



"I always feel like somebody's watching me" ~Rockwell



CYBER INSURANCE SOARED

Ransomware and privacy breaches fueled record growth

Cyber insurance premiums surged in 2024 as ransomware and data breaches drove businesses to bolster their coverage.

Source: IBC, July 2024



"Domo arigato, Mr. Roboto." ~Styx



ARTIFICIAL INTELLIGENCE

*AI reshaped underwriting and
claims processes*

In 2024, AI adoption in Canada's insurance industry enhanced efficiency in underwriting and claims processing, leading to significant operational improvements.

Source: Expert Market Research, November 2024



"Why'd you have to go and make things so complicated?" ~Avril Lavigne



IFRS 17 TOOK OVER

Insurance accounting got a new playbook

In 2024, IFRS 17 reshaped financial reporting in Canada's insurance industry, prioritizing transparency and standardized profit calculations.

Source: Insurance Business



“Started from the bottom now we’re here...” ~Drake

MGAs EXPANDED



*MGAs doubled their stake
in commercial lines*

In 2024, MGAs in Canada increased their share of the commercial insurance market from 20% to nearly 40%, reflecting a significant shift towards specialized underwriting solutions.

Source: Canadian Underwriter



“Harder, better, faster, stronger...” ~ Daft Punk / Ye



INSURTECH DISRUPTED

*Innovation changed the
game*

The InsurTech market grew at an impressive 29.8% annual rate, driven by advancements in AI, IoT, and data analytics.

Source: [Bobsguide, June 2024](#)



“They not like us...” ~Kendrick Lamar



REGULATORS DROPPED A DISS TRACK

Fairness was the hook

Regulators called out insurers over fairness gaps, citing a 30% rise in P&C complaints and delays that left customers frustrated.

Source: [Insurance Business Canada, November 2024](#)



“Should I stay or should I go?” ~ The Clash

BACK TO THE OFFICE



Hybrid work ruled the day

In 2024, 83% of Canadian CEOs anticipated a full return to office within three years, with many initiating hybrid models requiring employees to work on-site at least three days a week.

Source: Canadian HR Reporter



"Where do we go now?" ~Guns N' Roses



WHAT'S NEXT?

A dynamic path forward

The Canadian commercial insurance market is expected to grow 4.5% annually, driven by climate risk solutions, tech adoption, and evolving customer needs.

Source: GlobalData

Thanks for
Wrapping 2024
with us

See you next year!

