

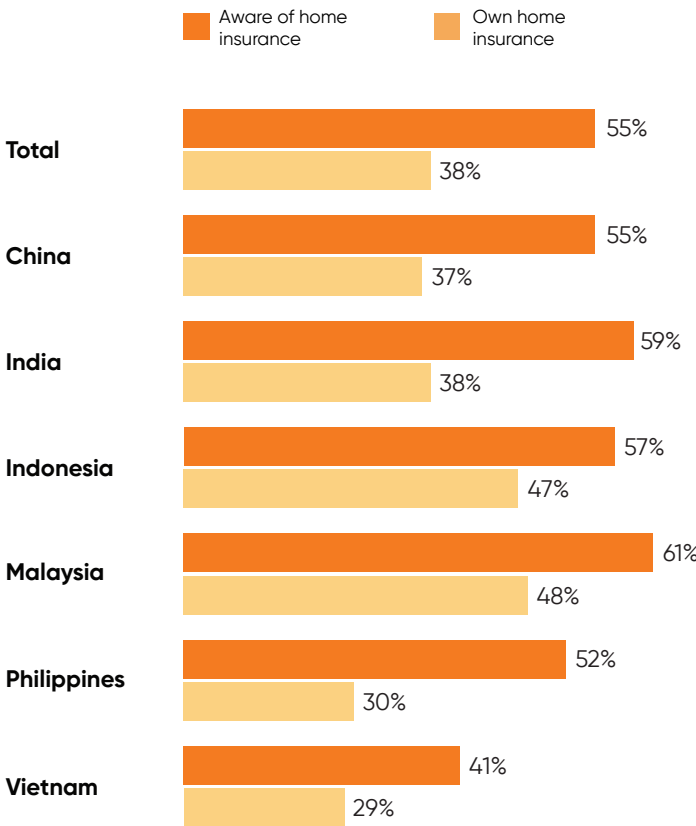
# Home Insurance



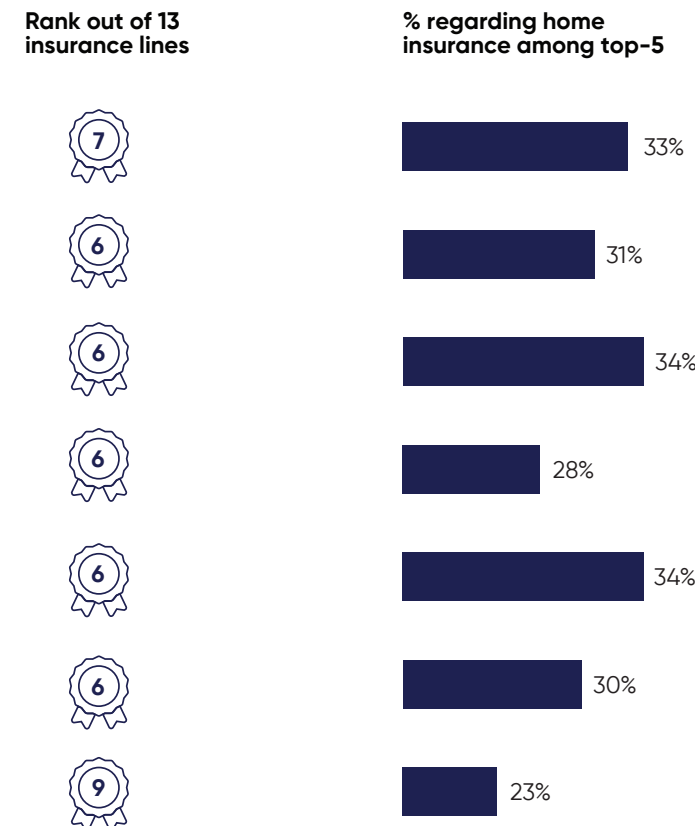
# Majority are aware of home insurance, but only about 4 in 10 own it

Home insurance ownership is highest in Malaysia and Indonesia, where around half have it.

## Home insurance awareness and ownership

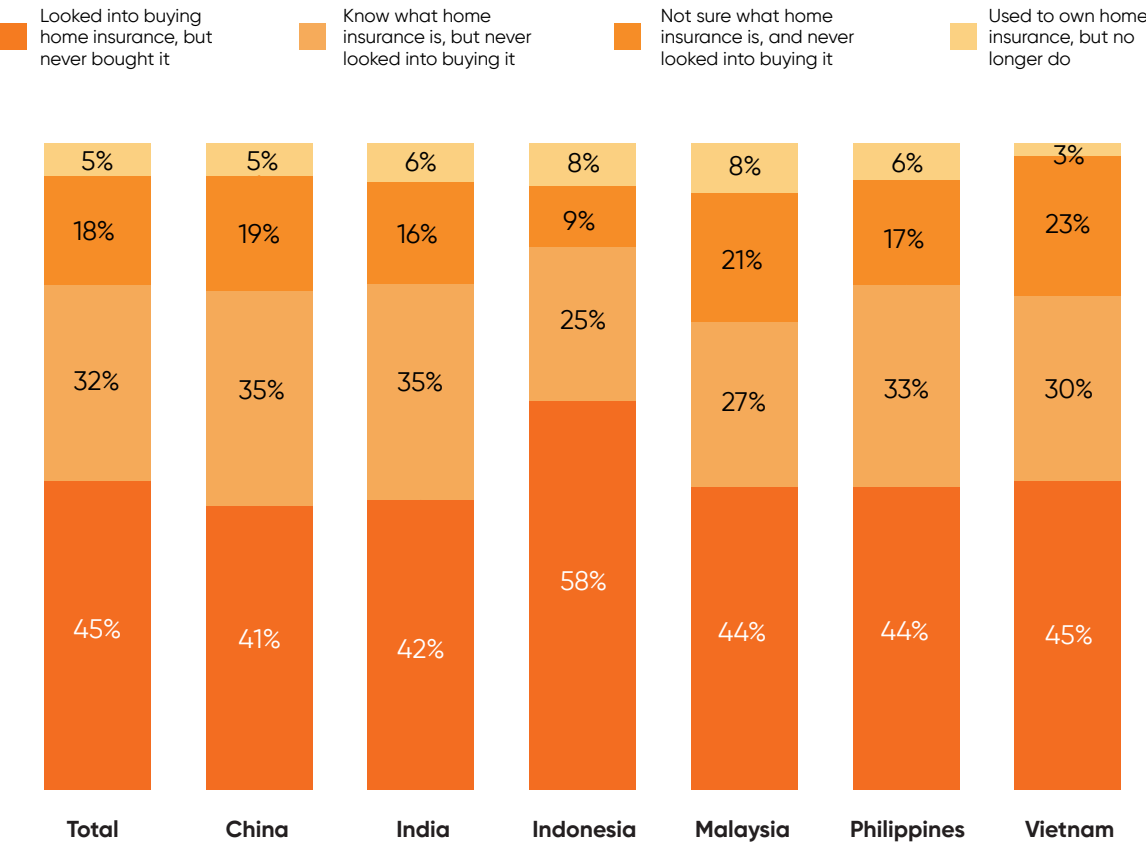


## Importance of purchase of home insurance

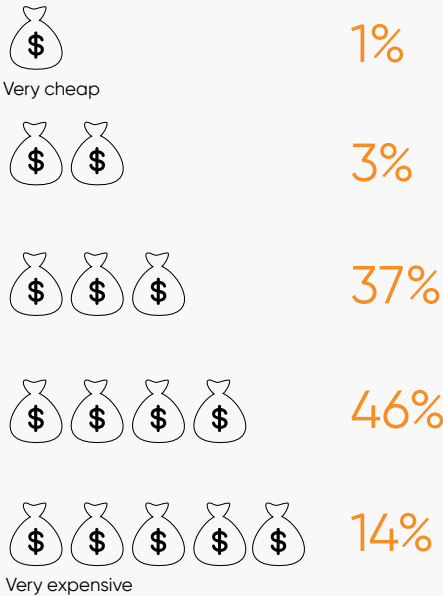


Between 41% and 58% of non-home insurance owners have looked into buying home insurance, but never purchased it – a potential opportunity. Another 25% to 35% of them know what home insurance is, but never looked into buying it – another potential market opportunity.

## Among non-owners of home insurance



## Views on pricing of home insurance



Over half (60%) of all consumers indicated that they find the premium of home insurance to be expensive or very expensive.

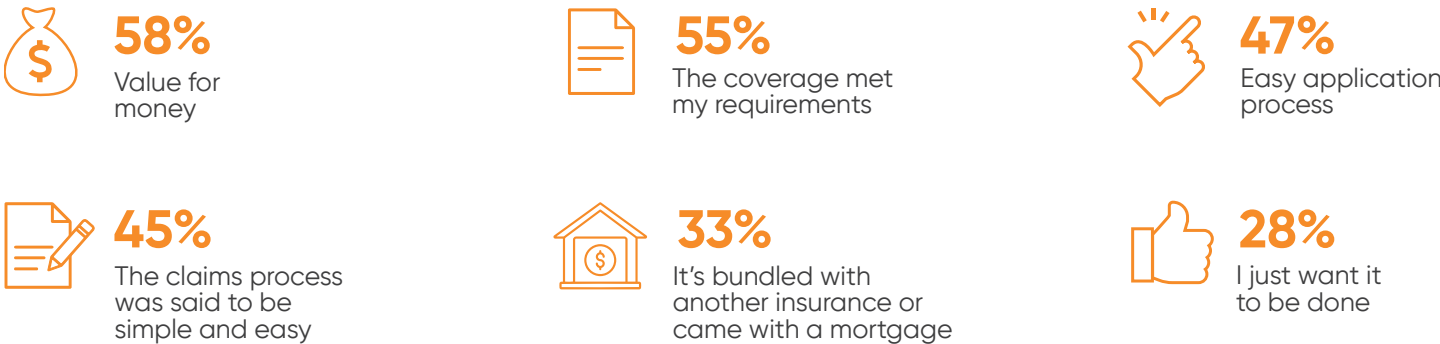
S12. Have you heard of each of the following types of insurance?; A6. Which of the following types of insurance do you find important to purchase?; C3. Which of these best describes your situation with regards to home insurance? | Base: All respondents

C3. Which of these best describes your situation with regards to home insurance?  
Base: Non-home insurance owners (n=4,384), China (n=978), India (n=932), Indonesia (n=529), Malaysia (n=535), Philippines (n=705), Vietnam (n=705)  
C3.1. What do you think of the premium level of the home insurance in your market?  
Base: Those who considered but did not end up buying (n=1,957)

# Among home insurance owners, “value for money” is a key consideration

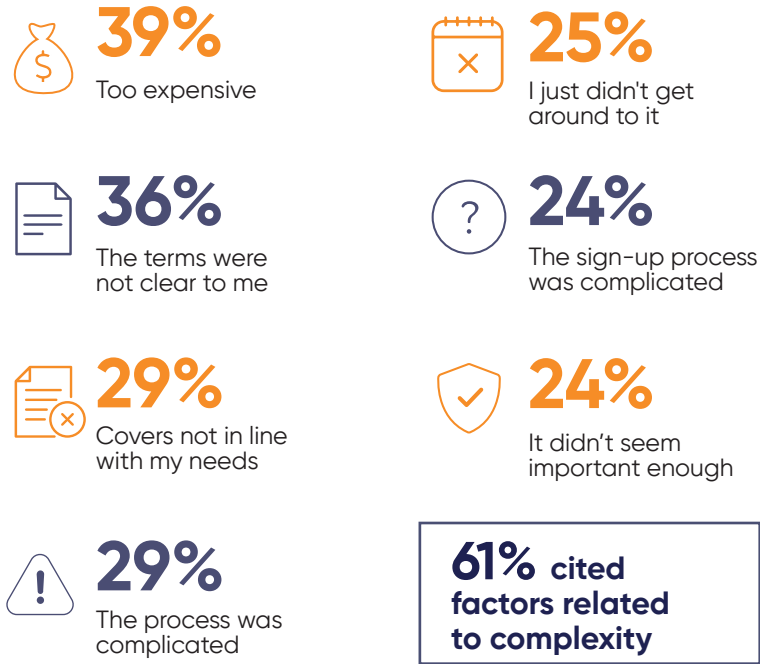
Coverages that meet their requirements, an easy application process, and a simple claims process are also important.

## Key factors that made consumers sign-up (among those who own home insurance)

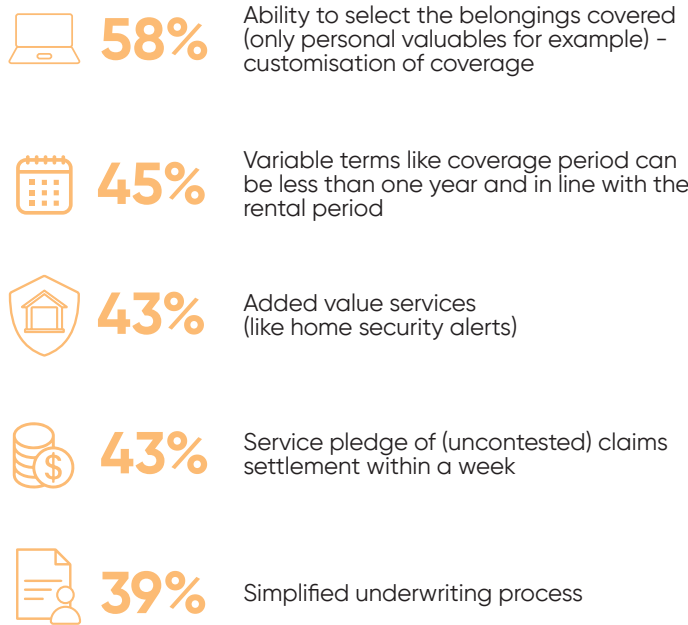


# Price and complexity are main reasons cited for dropping out of the purchase journey, while flexibility may increase interest

## Key factors for dropping out of the purchase journey (among those who considered but never purchased)



## Factors that would drive consumers to consider insurance (among those who did not look into buying home insurance)



C4.1. Once you considered buying home insurance, which are the key factors that made you finally sign up? (MA) This question has multiple answers, so the total is greater than 100%. Base: Those who own home insurance (n=2,696)

C5. Why did you end up not buying home insurance? (MA) This question has multiple answers, so the total is greater than 100%. Base: Those who considered but did not end up buying (n=1,957) | C6. Which of the following would you say might drive you to look into home insurance more? (MA) This question has multiple answers, so the total is greater than 100%. Base: Those who know but did not look into buying home insurance (n=1,390)



# Personal valuables are the most worthwhile to insure, though there are discrepancies between markets

In India, there is a high demand for insuring “your own furniture inside your home,” “fixed decoration and furnishings,” and “glass windows.” In China, there is a notable interest in insuring the liabilities of inhabitants for third-party risks.

## Home risks that are worthwhile to insure (based on all respondents)

	Your personal valuables in your home	Your own furniture inside your home	Third-party liability (such as injury to another party from a falling window glass)	Fixed decoration and furnishing (floor panels, kitchen set)	Glass windows
Total	76%	45%	38%	37%	21%
China	72%	36%	50%	35%	17%
India	76%	59%	28%	51%	35%
Indonesia	87%	42%	27%	24%	10%
Malaysia	76%	35%	43%	27%	16%
Philippines	78%	49%	39%	34%	22%
Vietnam	64%	46%	43%	45%	24%

C2. Which of these risks related to home or house content do you find worthwhile to insure? (MA) This question has multiple answers, so the total is greater than 100% | Base: All respondents  
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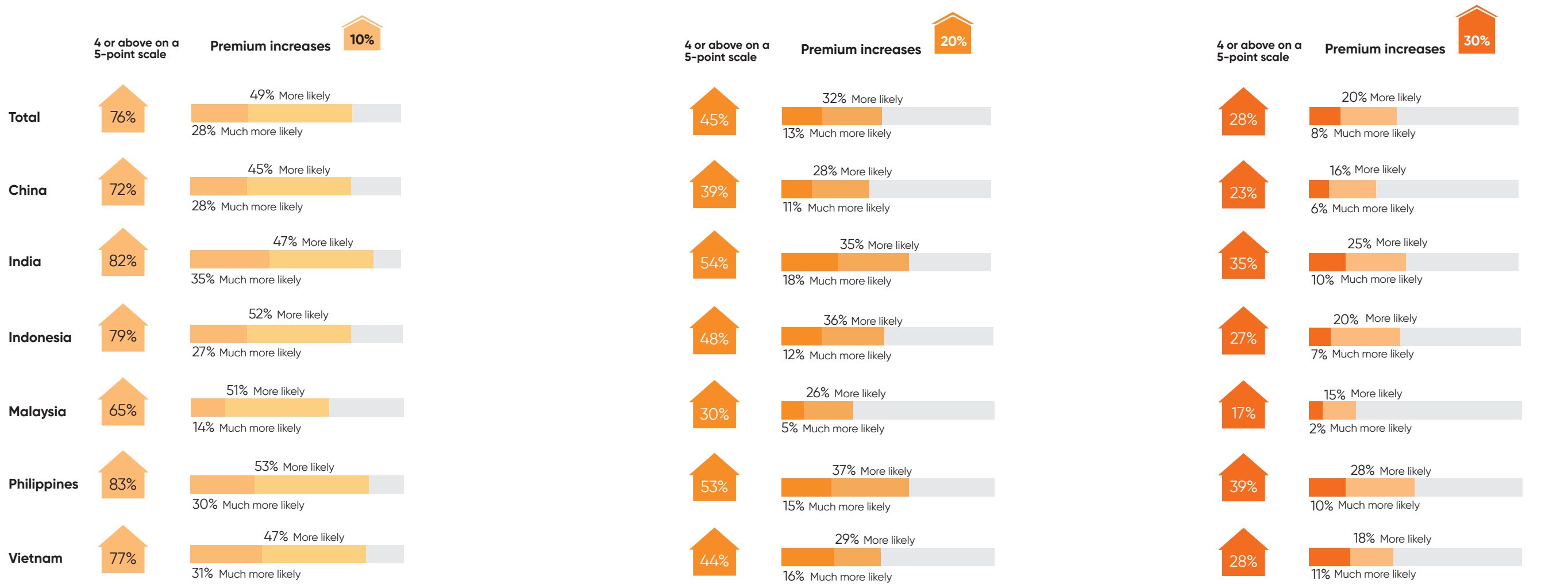


# Most are willing to pay small premium increases for adding IoT technology to home insurance

Overall, most respondents are willing to pay small premium increases for IoT technologies (like water-leakage sensors, smoke sensors, security cameras etc.) if it can increase the chance of their claim being fully paid.

Three-quarters are willing to pay up to 10% more premium.

## Interest in purchasing home insurance with bundled IoT technology



C9: Would you be more interested in buying a home insurance plan that bundles new innovations, at a premium increase of ...?  
Base: All respondents