



# Insurance Broker Market Barometer (IBMB) 2020

Changing outlook and trends - Market planning support (2013-2021)

September 2020

*In this time of political, economic, technological change there are a myriad of complex business challenges for all organisations. The need for greater understanding and business impact of changing broker (commercial and personal lines) market characteristics has never been greater.*

This new Insurance Broker Market Barometer (IBMB) 2019 is intended to provide an annual introductory snap shot of current challenges, existing and changing insurer relationship priorities across this vital group of intermediaries.

- How are brokerage profiles changing and what is the impact of this?
  - How are brokers' role, gender, location changing and what is the impact of this?
- What is the UK broker market continuing to prioritise to enable ongoing success?
  - How does this differ across provincial, super regional and national brokers?
- How strong are existing and potential insurance provider relationships?
  - What are brokers product line preferences?
  - What choice do brokers have amongst insurance providers?
  - Where do brokers turn to for trusted market information?
- What is the impact of technologies such as AI and machine learning on brokerage route to market and service offerings?
- What is the impact on both commercial and consumer social media on route to market communications?