Digital Insurance Brokerage Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Insurance & InsurTech (Financial Services & Investment Intelligence)
> **Source:** https://www.mordorintelligence.com/industry-reports/digital-insurance-brokerage-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 20.98 billion
Projected Forecast (2031)	USD 20.98 billion
Growth Rate (CAGR)	9.80 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Digital Insurance Brokerage industry](images/chart_2.png)

![Digital Insurance Brokerage Market Size](images/chart_3.png)

![Digital Insurance Brokerage Market Share by Insurance Line, 2025](images/chart_4.png)

![Digital Insurance Brokerage Market Share by Customer Segment, 2025](images/chart_5.png)

![Digital Insurance Brokerage Market Growth Rate by Region](images/chart_6.png)

![Digital Insurance Brokerage Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
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2020 - 2031
|

Market Size (2026)
|

USD 20.98 Billion
|

Market Size (2031)
|

USD 33.48 Billion
|

Growth Rate (2026 - 2031)
|

9.80 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Digital Insurance Brokerage Market Analysis by Mordor Intelligence

The Digital Insurance Brokerage Market size is expected to grow from USD 19.40 billion in 2025 to USD 20.98 billion in 2026 and is forecast to reach USD 33.48 billion by 2031 at 9.80% CAGR over 2026-2031.

Growth reflects a shift in how consumers and businesses discover, compare, and purchase coverage through online channels. API connections allow platforms to bring insurer products, advice, and policy placement into a single interface. Self-service purchasing is becoming more familiar to consumers, while AI tools are taking on selected advisory and administrative tasks. The digital insurance brokerage market is also shaped by the ability of platforms to connect with carriers, use customer data responsibly, and control acquisition costs. Companies that combine comparison tools with guided placement and ongoing service are better placed to respond to carrier-direct digital channels.

Key Report Takeaways

* By insurance line, motor and auto insurance captured 28.1% of the digital insurance brokerage market share in 2025, while specialty insurance is projected to grow at a 14.9% CAGR through 2031.

* By placement role, retail digital brokerage held 88.9% of the digital insurance brokerage market share in 2025, while wholesale and specialist digital brokerage is forecast to expand at a 13.6% CAGR through 2031.

* By customer segment, individual consumers accounted for 64.2% of the digital insurance brokerage market share in 2025, while SMEs are projected to grow at a 13.3% CAGR through 2031.

* By geography, North America accounted for 42.7% of the digital insurance brokerage market share in 2025, while Asia-Pacific is projected to grow at a 14.6% CAGR through 2031.

Key Market Trends

Global Digital Insurance Brokerage Market Trends and Insights

Drivers Impact Analysis*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Consumer Adoption of Digital Comparison and
Self-Service Purchasing

|

+2.4%

|

Global, most acute in North America, the United Kingdom, Germany, India, and China

|

Short term (≤ 2 years)

|

API-Led Embedded and Partner-Based Insurance Distribution

|

+2.1%

|

Global, with spillover to Asia-Pacific and MEA embedded-platform ecosystems

|

Medium term (2-4 years)

|

AI-Enabled Personalization and Brokerage Automation

|

+1.7%

|

North America and Europe, with rapid Asia-Pacific adoption

|

Medium term (2-4 years)

|

SME Demand for Faster Digital Quote, Comparison, and Placement

|

+1.3%

|

North America, Europe, and India

|

Medium term (2-4 years)
|

Mobile-Led Insurance Access in Underpenetrated Markets

|

+0.9%
|

Asia-Pacific, Sub-Saharan Africa, and South America
|

Long term (≥ 4 years)
|

Conversational and Agentic AI as a Brokerage Interface

|

+0.7%

|

North America and Europe, with Asia-Pacific acceleration

|

Medium term (2-4 years)

|

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The digital insurance brokerage market is fragmented globally, although it is more concentrated in specific regional and product segments. Consumer aggregators have strong positions in North America and Europe, while embedded infrastructure providers operate across multiple regions. Regional companies also hold important positions in the Asia-Pacific. The top 10 companies accounted for 86.2% of China's internet property insurance premiums in 2025, indicating high concentration in that national segment. At the global level, different regulatory settings, customer groups, and insurance lines prevent a similar level of concentration. Competition increasingly depends on carrier connectivity, AI capability, proprietary data, and efficient customer acquisition.

Companies are responding to tougher acquisition economics through portfolio consolidation and technology investment. Matic acquired Policygenius' property and casualty portfolio of nearly 30,000 policies in June 2026 and received a minority investment from Primus Capital. The transaction strengthened Matic's embedded property and casualty platform, which connects more than 70 insurers and 100 distribution partners. Cover Genius raised USD 100 million in July 2026 to expand AI hyper-personalization, embedded distribution, and automated claims infrastructure. Wefox's exit from Germany in July 2026 also showed the risk of expansion without sustainable unit economics. These developments favor platforms that can pair distribution growth with effective cost control and durable carrier relationships.

Carrier-direct AI quotation tools are becoming a competitive concern for the digital insurance brokerage market. Aviva launched a home-insurance quotation app on ChatGPT in March 2026, extending distribution across direct, broker, price-comparison, and conversational channels. Liberty Mutual introduced auto quoting on ChatGPT in June 2026, reinforcing the move toward direct conversational engagement. Insurify's ChatGPT plugin recorded 212% growth in referred revenue during its first 6 months of operation in 2026. Independent brokers are therefore building their own AI interfaces before carrier tools gain enough breadth to replace comparison functions. The most open opportunities remain SME commercial lines, wholesale and specialty placement, and emerging markets where mobile-first embedded models are still developing.

Digital Insurance Brokerage Industry Leaders

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Policybazaar

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Coverfox

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Policygenius

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Insurify

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SelectQuote

*

*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Digital Insurance Brokerage Market Report Scope

By Insurance Line

Life and Annuity Insurance
|

Health and Accident Insurance
|

Motor/Auto Insurance
|

Property Insurance
|

Liability Insurance
|

Travel Insurance
|

Specialty Insurance
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

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Mexico
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South America
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Brazil
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Argentina
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Rest of South America

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Europe
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United Kingdom
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Germany
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France
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Italy
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Spain
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Rest of Europe
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Asia-Pacific
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China
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Japan
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India
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South Korea
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Australia
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Indonesia
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Thailand
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Malaysia
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Singapore
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Vietnam
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Rest of Asia-Pacific
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Middle East and Africa

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Saudi Arabia
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United Arab Emirates
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Turkey
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South Africa
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Egypt
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Rest of Middle East and Africa
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Frequently Asked Questions

What is the projected growth rate for digital insurance brokerage?

The sector is projected to grow at a 9.8% CAGR from 2026 to 2031, increasing from USD 21.0 billion in 2026 to USD 33.5 billion by 2031.

Which insurance line has the largest digital brokerage presence?

Motor and auto insurance led with a 28.1% share in 2025 because its standardized structure supports clear online comparison.

Which customer group is growing fastest in digital brokerage?

SMEs are forecast to grow at a 13.3% CAGR through 2031 as they seek faster quote, comparison, and policy-binding processes.

Why is Asia-Pacific growing faster than other regions?

Asia-Pacific is expected to grow at a 14.6% CAGR because underinsurance gaps, mobile-first behavior, and regulatory liberalization support digital distribution.

What are the main barriers to online insurance brokerage growth?

Compliance demands, privacy and cybersecurity requirements, legacy carrier systems, and limited API interoperability can raise cost and slow deployment.

How is AI changing insurance brokerage?

AI can automate comparisons, policy checks, and service tasks, while conversational tools can change how customers reach brokers and insurers.