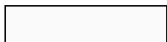




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Brand matters

February 7, 2022



Updated global brand rankings Property & Casualty Reinsurers, 2021 (including Specialty Lines

Brand power

Brand confers a meaningful competitive benefit in reinsurance. Those reinsurers rated as having the 'best-quality' brands have both high awareness and desirable brand attributes.

'Market importance' (tied to 'usage', both domestically and globally) contributes significantly to brand awareness, meaning that brand attributes are most relevant in comparisons between reinsurers of similar scale. It also means that the competitive landscape between reinsurer brands is a tiered one.

Reinsurer brands can be categorised between Global, Regional, and Local. Seven brands emerge from the analysis as being genuinely Global, carrying their value statement across all regions.

Methodology

As part of our annual Study of the reinsurance segments, NMG Consulting gathers unprompted perspectives from insurers and reinsurance brokers as to their views of the 'best quality' brands and their leading attributes.

One lens on brand performance is provided in the form of a 'global ranking', derived as a synthetic index the views of insurers and reinsurance brokers.

Brand experience

Across industries, leading brands tend to have associations that can be categorised based on their styles of engagement which in turn have different levels of emotional resonance.

Reinsurers have demonstrated their client-orientation throughout the pandemic, although just a handful of franchises are perceived as being innovative.

Exhibit 1: Brand associations of leading reinsurance brands, 2021

Freeform responses of insurance clients and broking partners



Brand rankings

Exhibit 2: Top 50 brands - Global - Property, Casualty & Speciality Reinsurance

Rankings derived by way of a synthetic index of the unprompted views of insurers and reinsurance brokers (> 30,000 datapoints).

2021 Rank	YoY		2021 Global Re				2021 Global Re			
1			Swiss Re	26	▼	-4	GIC Re	26	▼	-4
2			Hannover Re	27		3	SiriusPoint	27		3
3			Munich Re	28		1	Nacional Re	28		1
4			SCOR	29		15	VIG Re	29		15
5	▲	1	Lloyds	30	▼	-4	Berkley Re	30	▼	-4
6	▼	-1	Gen Re	31		2	Taiping Re	31		2
7			AXA XL	32	▼	-1	AIG Re	32	▼	-1
8	▲	1	Mapfre Re	33		4	Deutsche Rück	33		4
9	▲	1	Everest Re	34		2	CCR	34		2
10	▼	-2	R+V Re	35	▼	-7	Sompo	35	▼	-7
11			Partner Re	36		2	Peak Re	36		2
12	▲	1	TransRe	37	▼	-2	Patria Re	37	▼	-2
13	▲	3	Liberty Mutual	38	▼	-4	Chubb Tempest Re	38	▼	-4
14			RenRe	39	▼	-7	Africa Re	39	▼	-7
15	▼	-3	Allianz Re	40			Allied World Re	40		
16	▼	-1	Arch Re	41	▼	-2	IRB	41	▼	-2
17	▲	1	Berkshire	42		5	Navigators	42		5
18	▲	2	Odyssey Re	43		2	Malaysian Re	43		2
19	▼	-2	Korean Re	44	▼	-2	Hiscox Re	44	▼	-2
20	▲	1	QBE Re	45		18	DEVK	45		18
21	▼	-2	Axis Re	46		12	Mitsui Sumitomo Re	46		12
22	▲	1	Toa Re	47		2	Safety National	47		2
23	▲	2	China Re	48		3	Zurich	48		3
24	—		MS Amlin	49	▼	-1	Markel Global Re	49	▼	-1
25		2	Aspen Re	50		4	New Re	50		4

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