

## Asian Insurance Industry 2023

*Adjusting to a New Landscape*

### OVERVIEW & METHODOLOGY

*The Cerulli Report—Asian Insurance Industry 2023: Adjusting to a New Landscape* analyzes Asia's life insurance segment through the asset management lens. It sizes life insurance assets and premiums, and analyzes insurers' asset allocations, investment practices, and outsourcing to affiliated and third-party asset managers. The report discusses both institutional (general account) and retail (separate account or investment-linked product) segments, and covers Korea, China, Taiwan, Hong Kong, Singapore, and Southeast Asia ex-Singapore. The report also details key aspects that influence insurers' investments, such as regulations, asset-liability management, products, distribution landscapes, and other key developments.

### USE THIS REPORT TO

- Identify key regulatory changes happening in each Asian market and the individual impact at the country level
- Interpret changes to asset allocation in short-, medium-, and long-term time horizons based on changes in the public and private market environment, regulatory changes, and asset owners' risk appetite changes
- Explore overall opportunities in terms of market size, addressability, mandate trends, and merger & acquisition (M&A) trends in Asia-Pacific insurance markets

### QUESTIONS ANSWERED

- What are the broad opportunities in the Asia-Pacific insurance market?
- What changes are expected in Asian insurers' portfolios in 2024–2025?
- What are the recent regulatory updates in the region?
- How will regulatory changes impact asset owners and asset managers?

### PRODUCT DETAILS

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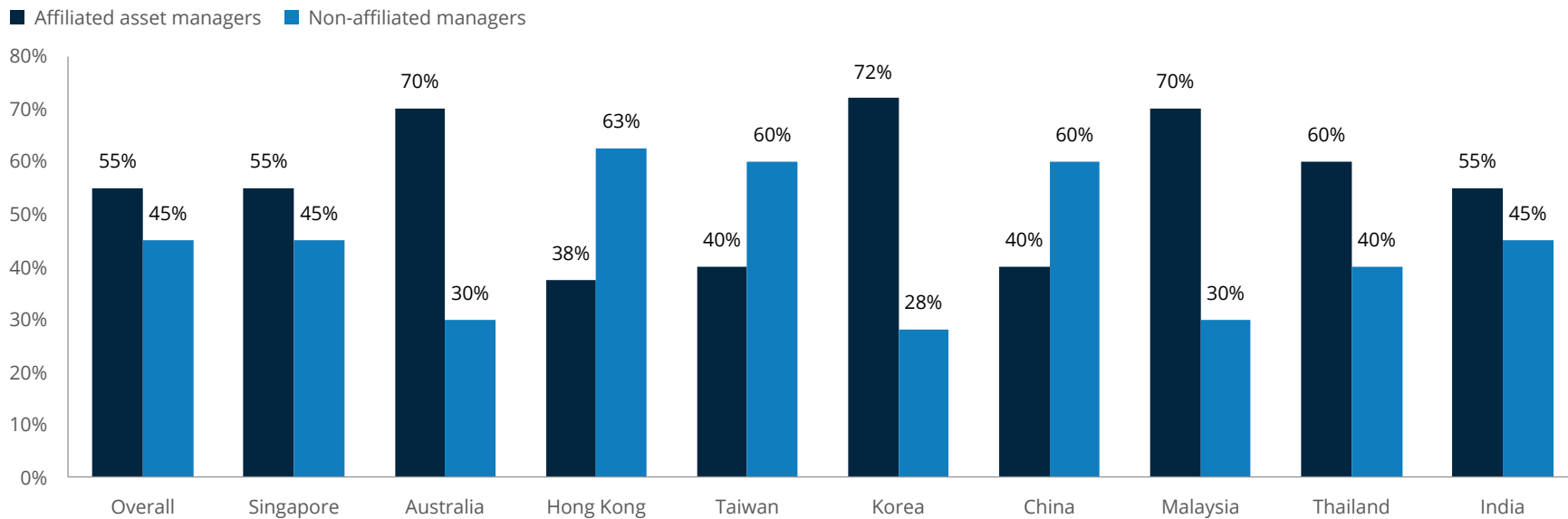
At the same time, regulatory tightening is being adopted by various insurers in different ways due to the different levels of change being demanded in each country, and at each company depending on the type of products they focus on and specialize in. These heterogeneous requirements make asset allocation and interpretation of top-down regulations unique for each company, and opens doors for many asset managers to offer customized solutions to each insurer. Cerulli believes that given the ample capital in the Asian insurance sector, there will be many product innovations in the coming years to neutralize the effect of regulations and to allocate capital in a customized way to minimize costs on reserve capital.

In addition, the speed of growth from North Asia and Southeast Asia makes the region's insurance industry a very interesting place to operate in. As North Asian insurers expand further in emerging markets, asset managers with the relevant expertise and experience will be highly sought after for advice.

**Exhibit 1.09**

**Asia-Pacific ex-Japan Insurers' Level of Outsourcing to Affiliated and Third-Party Asset Managers, 2023**

Source: Cerulli Associates



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