

Brand matters

November 2, 2023



Global brand rankings for Property & Casualty reinsurance 2023

Good brands bring competitive benefit. This is especially true in reinsurance, an industry where partnerships and capabilities are critical to outperformance longer term.

A lens into brand performance

Our 2023 Top 50 global brand rankings for Property & Casualty reinsurance offer insight into overall brand performance.

Rankings have been derived from factors that include the unaided perspectives of insurers and reinsurance brokers as to the best-quality reinsurer brands overall, as well as any distinct preferences for specialist expertise at the line of business level.

As such, we expect these to be relatively stable metrics but also benefit from a relative absence of subjectivity.

Brand strength, as defined, inevitably correlates with the size and scope of client portfolios, although beyond this, significant differences between competing brands are readily apparent.

2023 P&C Re brand highlights

- Swiss Re is again the leading global reinsurance brand, followed by Munich Re and Hannover Re
- The Top 6 brands enjoyed continued stability, each being well-represented within all seven key regions
- A greater number of ranking changes were evident for the remainder of the Top 20, having narrower differences in underlying ratings
- In the Top 21-30, regional competitors feature more prominently, notably those of Asian and European heritages
- Arch Re, Allianz Re, Convex Re, Deutsche Rück, DEVK Re and Sompo achieved consecutive ranking improvements over the past two cycles

2023 P&C Re brand rankings

Exhibit 1: Property & Casualty Reinsurance Brands - Global Top 50

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