

Brand matters

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Continuity at the top and sustained gains for challenger brands shape our 2026 Global Top 50 P&C Reinsurance Brand Rankings.

With reinsurance capacity that much more abundant, differentiated reinsurer engagement and capabilities are becoming increasingly important to margin resilience.

Our 2026 Global Top 50 P&C Brand Rankings show which reinsurers are strongest on these non-price attributes, including the all-important ability to be an effective partner across market cycles.

2026 P&C Re brand highlights

- Stability at the top, with all Top 10 global brands retaining their positions
- Ratings among the Top 3 are more tightly clustered, with **Swiss Re** maintaining its lead
- **Hannover Re** recorded the largest uplift among the leading ten brands, building on gains from 2025
- Composite re/insurance groups gained ground: **Allianz Reinsurance** and **Liberty Mutual Reinsurance** each rose one place, while **Zurich** climbed ten places to 27th
- Over five years, regional brands **DEVK Re** (+17), **VIG Re** (+16) and Africa Re (+14) have been the standout movers

Movements in brand standing carry significance, offering insights into how reinsurers' capabilities and propositions are recognised. Sustained brand strength depends on consistent delivery, clarity of appetite and trust built with clients and brokers over time. These attributes support reinsurers in defending existing relationships and competing selectively for growth as the cycle evolves.

Exhibit 1: 2026 P&C Reinsurance Brand Rankings - Global Top 50

NMG Consulting's P&C Reinsurance Brand Rankings offer insight into brand performance, derived from the evaluation of reinsurers in NMG's annual Study of the P&C Reinsurance market which includes feedback from over 2,000 re/insurance executives globally. Factors evaluated 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.



By [Mark Prichard](#)



By [Desiree Lim](#)