

Brand matters

February 2, 2026



Spotlighting the emerging markets of the [MiddleEast](#) & [Africa](#), our 2025 P&C Re Brand Rankings explore regional brand performance and trends.

2025 P&C Re brand highlights

- **Swiss Re** is the leading brand in both Africa and the Middle East, followed by **Munich Re** and **Hannover Re**, respectively
- Expansion-oriented African reinsurers feature more prominently, in contrast with their Middle Eastern counterparts
- **Africa Re** stands out as the leader among regional brands, receiving the largest ratings uplift in 2025 and climbing one position (now 3rd within Africa)
- **Zep Re** and **Santam Re** achieved the largest year-on-year ranking gains, each leaping eight places

Looking ahead to 2026, brand recognition and differentiation will be influenced by the blended effects of renewed interest from international firms, a softening rate cycle, and a growing preference for the domestication of risk placement.

2025 P&C Reinsurer Brands Middle East & Africa Top 20



Rank	Reinsurer	YoY	Rank	Reinsurer	YoY
1	Swiss Re	< >	11	Gen Re	< >
2	Munich Re	< >	12	Arundo Re	▲ 3
3	Hannover Re	< >	13	Arch Re	▲ 1
4	Africa Re	▲ 1	14	Continental Re	▼ 1
5	SCOR	▼ 1	15	Mapfre Re	▼ 3
6	Lloyd's	< >	16	WAICA Re	▲ 1
7	R+V Re	< >	17	Berkshire	▲ 2
8	AXA XL Re	< >	18	Zep Re	▲ 8
9	Allianz Re	▲ 1	19	Liberty Mutual Re	▲ 1
10	Everest Re	▼ 1	20	Santam Re	▲ 8

NMG's brand 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

Source: NMG Consulting – Global P&C Re Study – 2025

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](#)