

Brand matters

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Our 2025 P&C Re Brand Rankings highlight the brand performance of reinsurers across the US and Canada, the world's largest reinsurance market.

2025 P&C Re brand highlights

- For the fifth year running, **Hannover Re** is the region's top reinsurer brand, extending its lead in 2025
- Reinsurers of North American-origin account for five of the Top 10, narrowing the gap to their European rivals with **TransRe** & **RenaissanceRe** each lifting one position
- **Lloyd's** achieved the largest uplift in brand ratings overall, climbing two places to consolidate its Top 5 position
- **MS Reinsurance** is the biggest mover in 2025, rising +5 places to enter the Top 20 for the first time
- Followed by **Berkshire** and **Allianz Re**, each gaining +4 places and both achieving new highs

Exhibit 1: 2025 P&C Re Brand Rankings - US & Canada Top 20

2025 P&C Reinsurer Brands US & Canada Top 20



Rank	Reinsurer	YoY	Rank	Reinsurer	YoY
1	Hannover Re	< >	11	R+V Re	▲ 1
2	Swiss Re	< >	12	Odyssey Re	▼ 1
3	Munich Re	< >	13	Berkshire	▲ 4
4	Gen Re	< >	14	AXA XL Re	< >
5	Lloyd's	▲ 2	15	SCOR	< >
6	Arch Re	▼ 1	16	Sompo Re	▼ 3
7	RenRe	▲ 1	17	Berkley Re	▼ 1
8	Everest Re	▼ 2	18	Allianz Re	▲ 4
9	TransRe	▲ 1	19	MS Re	▲ 5
10	PartnerRe	▼ 1	20	Hiscox Re	▲ 3

► 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.



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