

# Brand matters

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*Our 2025 P&C Re Brand Rankings highlight leading brands across Asia's reinsurance market.*

## **2025 P&C Re brand highlights**

- Five reinsurer brands continue to dominate in Asia led by **Swiss Re**, followed by **Munich Re**, **Hannover Re**, **SCOR** and **Lloyd's**
- Regional reinsurers featured prominently among leading brands, **Korean Re**, **China Re**, and **Taiping Re** rounding out the Top 10
- **AXA XL Re** received the largest ratings uplift among the Top 10, and
- Alongside **Everest Re** and **TransRe**, were the only three reinsurers to achieve ranking improvements in two consecutive years
- **Mapfre Re** was the biggest mover in 2025, climbing nine places

**Exhibit 1: 2025 P&C Re Brand Rankings - Asia Top 20**

# 2025 P&C Reinsurer Brands Asia Top 20



Rank	Reinsurer	YoY	3Yr	Rank	Reinsurer	YoY	3Yr
1	Swiss Re	<>	<>	11	Everest Re	▲ 1	▲ 3
2	Munich Re	<>	<>	12	R+V Re	▲ 4	▲ 4
3	Hannover Re	<>	<>	13	PartnerRe	▼ 2	▼ 3
4	SCOR	<>	<>	14	Berkshire	▼ 1	▲ 1
5	Lloyd's	<>	<>	15	Mapfre Re	▲ 9	▲ 5
6	Korean Re	<>	▲ 2	16	Peak Re	▼ 1	▲ 2
7	China Re	<>	<>	17	Gen Re	▼ 3	▼ 4
8	AXA XL Re	▲ 1	▲ 3	18	TransRe	▲ 5	▲ 6
9	Allianz Re	▼ 1	▼ 3	19	Liberty Mutual Re	▲ 3	▲ 2
10	Taiping Re	<>	▼ 1	20	GIC Re	▲ 5	▼ 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

3Yr refers to change in ranking since 2023

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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