

Brand matters

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Our 2025 P&C Re Brand Rankings spotlight the brand performance of reinsurers across Europe, as evaluated by >500 insurers and reinsurance brokers.

2025 P&C Re brand highlights

- **Swiss Re** is the leading brand in Europe, differentiated for its in-market leadership and innovation
- **Munich Re** and **Hannover Re** complete a dominant Top 3
- Reinsurers of European origin saw stronger brand ratings, with upticks for several regional franchises: **VIG Re**, **Deutsche Rück**, **Nacional Re**, **DEVK Re**
- Despite an unchanged ranking, **MAPFRE RE** had the largest ratings uplift closing in on the Top 5
- **RenRe** consolidated its position among the Top 15, along with **Allianz Re**

Exhibit 1: 2025 P&C Re Brand Rankings - Continental Europe Top 20

2025 P&C Reinsurer Brands Continental Europe Top 20



Rank	Reinsurer	YoY	Rank	Reinsurer	YoY
1	Swiss Re	< >	11	Nacional Re	▲ 2
2	Munich Re	< >	12	E+S Rück	▼ 1
3	Hannover Re	< >	13	Arch Re	▼ 1
4	SCOR	< >	14	RenRe	▲ 3
5	Gen Re	< >	15	Allianz Re	▲ 7
6	Mapfre Re	< >	16	AXA XL Re	▲ 2
7	VIG Re	▲ 1	17	PartnerRe	▼ 3
8	R+V Re	▲ 1	18	Berkshire	▼ 3
9	Deutsche Rück	▲ 1	19	DEVK Re	▲ 1
10	Lloyd's	▼ 3	20	QBE Re	▲ 1

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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