

Brand matters

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Our 2024 Global Top 50 P&C Re Brand Rankings highlight the differentiated brand experience of reinsurers, offering insights into overall brand performance.

Brand performance beyond scale

Good brands bring competitive benefit. In reinsurance this goes far beyond financial security, being an industry where partnerships, capabilities and innovation are critical to performance longer term.

It is evident that the size and scope of client portfolios are significant drivers of overall brand strength. Yet, there are also significant differences in reinsurer brand strength beyond those tied to scale. Reinsurers are differentiated in their strategies, cultures and capabilities all of which are discernible in brand experience.

Exhibit 1: Brand performance relative to scale



Our 2024 Global Top 50 P&C Re Brand Rankings highlight the differentiated brand experience of reinsurers beyond scale and financial security, offering insights into overall brand performance and also serving as an objective benchmark of competitive standing.

2024 P&C Re brand highlights

- Swiss Re is distinct as the best-quality brand globally, with the brand strength ratings of the Top 3 reinsurers exceeding twice those of the next tier
- US-owned franchises captured four spots in the Top 10 (making gains in several regions), with breakthroughs for Arch Re and RenRe in 2024
- Regional brands are notably on the rise, with the largest year-on-year ranking uplifts for Peak Re (+7), as well as for VIG Re, Convex Re and DEVK Re (each +6)
- Together with Liberty Mutual Re, E+S Rück and Helvetia, all seven climbed more than 25 places to emerge as the fastest-growing brands over the last five years

Exhibit 2: 2024 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](#)