

Brand matters

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Big movers and clear leaders emerge in our 2025 Global Top 50 P&C Reinsurance Brand Rankings.

2025 P&C Re brand highlights

- Three brands form a distinct top tier based on unaided recognition and brand performance, with **Swiss Re** extending its leadership in 2025 and **Hannover Re** narrowly contesting second place, reinforcing the concentration of brand strength at the top of the global market
- **Mapfre Re** emerged as the biggest mover of 2025, with the largest uplift in brand ratings, driven by significant improvements across Europe and Asia, to enter the global Top 10 for the first time
- **QBE Re** and **MS Reinsurance** each rose three ranking places, firmly consolidating their positions within the Top 20
- Looking over three years, **VIG Re** (+17), **DEVK Re** (+16) and **Africa Re** (+12) have been the largest movers, delivering consistent year-on-year ranking gains
- Finally, over a five-year horizon, **Arch Re's** rise from 16th to 8th represents perhaps the most significant strategic shift among reinsurance brands globally

High-performing brands, underpinned by leading capabilities, credibility, and predictability, materially expand reinsurers' strategic options in both offensive and defensive contexts. This is particularly relevant in current softer market conditions, where differentiation is harder to sustain and buyers and brokers are increasingly choosing between otherwise equivalent offers.

Exhibit 1: 2025 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](#)