

Published by



Landscape of Microinsurance in  
**Africa 2018**  
focus on selected countries



Co-funded by



THE GOVERNMENT  
OF THE GRAND DUCHY OF LUXEMBOURG



Munich Re  
Foundation  
From Knowledge  
to Action



CEAR  
CENTER FOR THE ECONOMIC  
ANALYSIS OF RISK





# Contents

---

<b>Foreword</b>	<b>1</b>
<b>Acknowledgements</b>	<b>2</b>
<b>Abbreviations</b>	<b>2</b>
<b>Glossary</b>	<b>3</b>
<b>1. Executive Summary</b>	<b>4</b>
<b>2. Methodology</b>	<b>5</b>
<b>3. Market Evolution</b>	<b>8</b>
<b>4. Products</b>	<b>12</b>
<b>5. Business Case</b>	<b>15</b>
<b>6. Distribution</b>	<b>20</b>
<b>Appendix 1. Proportion of usable data provided for the indicators used in this study</b>	<b>22</b>
<b>Appendix 2. General questionnaire</b>	<b>23</b>
Product line form	25
<b>List of Maps</b>	
Map 1. Data availability per country on microinsurance gross written premiums and lives covered	6
<b>List of Figures</b>	
Figure 1. Total identified lives insured (millions) in 2014 and 2017	8
Figure 2. Zambia microinsurance market evolution (millions of lives covered)	10
Figure 3. The percentage of total lives covered by each product line	12
Figure 4. The percentage of total premiums collected by each product line	12
Figure 5. Median lives covered per product for each product line	15
Figure 6. Median claims ratios for each product line	17
Figure 7. Median claims turnaround time in days for each product line	18
Figure 8. Median claims rejection rate for each product line	19
Figure 9. Proportion of companies making use of each distribution channel type	20
<b>List of Tables</b>	
Table 1. Median premium per life covered for each product line (US\$)	16
<b>List of Boxes</b>	
Box 1. Country profiles	4
Box 2. Working definition of microinsurance	5
Box 3. Case study South Africa	9
Box 4. Case study Zambia	10
Box 5. Case study Kenya	11
Box 6. Case study Ghana	11

# Foreword

---

Dear reader,

The Landscape studies, which were first launched in 2005, have become the industry benchmark for monitoring trends and progress in microinsurance around the world. As the Microinsurance Network, this research is core to our mission to promote the development of inclusive insurance markets around the world. More than ever, as vulnerable populations struggle with the increasing risks associated with accelerating climate change, those of us committed to sustainable development need to act to ensure that low-income households have access to, and use, the protection that they so desperately need.

This study marks a departure from previous studies, in that it piloted a new methodology that will enable us to cover target countries in every region – Africa, emerging Asia and Latin America and the Caribbean – every year, instead of every three years as has been the case up until now.

Obtaining data that is segmented not just by product line (life, funeral insurance, health, credit-life, agricultural insurance, livestock insurance, accident insurance) but also by customer segment (insurance services that target low-income households) is extremely challenging. This data is not routinely collected by most insurers, nor by intermediaries, and therefore requires not only extensive primary research, but also ongoing collaboration with service providers to work alongside them, supporting the development of systems where such data collection becomes routine.

African insurance markets are extremely fragmented. Retail insurance – beyond South Africa – is largely undeveloped, despite the fundamental role that insurance can, and should, play in building the resilience of households and firms and its contribution to economic growth, not least through capital market development. Access to insurance lags access to financial services such as banking, a situation that we seek to remedy. The Landscape studies play a role in this, monitoring the evolution of the supply side.

This report is accompanied by country profiles covering 44 African countries, providing demographic, socio-economic and sectoral context.

I trust that you will find the report useful as you persevere in your work to build the resilience to the everyday and extraordinary shocks that plague vulnerable people around the world.

As always, sincere thanks to the funders of this report, without whom it would not have been produced: the Government of Luxembourg, Munich Re Foundation, AXA and the Center for the Economic Analysis of Risk (CEAR) at Georgia State University.

**Katharine Pulvermacher**

*Executive Director, Microinsurance Network*

# Acknowledgements

---

Microinsurance Network would like to thank the sponsors of this study, namely Munich Re Foundation, AXA and the Center for the Economic Analysis of Risk (CEAR) at Georgia State University for making this study possible. We further thank the Government of Luxembourg for their ongoing support to Microinsurance Network and its programmes.

A special thank you goes to all the insurers and aggregators who dedicated their time and efforts to provide the data essential to this study. We also would like to thank the primary researchers and respondents for the data they provided.

We further thank the experts interviewed for providing their perspectives on the development of the African microinsurance market, including Dr. Alexander Jäger (GIZ); Barbara Chesire-Chabbaga (AB Consultants); Christine Hougaard, Jana de Waal and Jeremy Gray (Cenfri); Craig Churchill (ILO); Craig Thorburn (The World Bank); Danielle Treharne (BIMA); Denis Garand (independent consultant); Gilles Renouil (Women's World Banking); Hannah Grant (Access to Insurance Initiative); Mark Robertson (Hollard); Olivia Obiero (MicroSave); Peter Gross (AXA); Richard Leftley (MicroEnsure); and Thomas Wiechers (Financial Sector Deepening Africa).

The MiN would also like to thank all members of the Landscape Steering Committee: Joanne Buckle (Milliman), Denis Garand (Denis Garand and Associates), Hannah Grant (A2ii), Glenn Harrison (CEAR at Georgia State University), Sridhar Manyem (A.M. Best), Michael McCord (MicroInsurance Centre at Milliman), Bert Opdebeeck (Microinsurance Master), Dirk Reinhard (Munich Re Foundation) and Mia Thom (Cenfri).

# Abbreviations

---

**A2ii:**  
Access to Insurance Initiative

**IRA:**  
Insurance Regulatory Authority (Kenya)

**MNO:**  
Mobile network operator

**NIC:**  
National Insurance Commission (Ghana)

**NGO:**  
Non-governmental organisation

# Glossary

---

**Accident insurance:** Insurance that covers an event that is unforeseen, unexpected, and unintended.

**Actuary:** A technical expert in insurance and applied mathematics, who applies theories of probability, economics, and finance to the business of insurance and is responsible for the calculation of premiums, reserves, and other valuations.

**Agent:** An insurance company representative who solicits, negotiates or effects contracts of insurance, and provides service to the policyholder for the insurer, usually for a commission on the premium payments.

**Broker:** An intermediary between insurers and distribution channels, a broker's functions can range from those of an agent, to designing products and pre-processing claims. Unlike an agent, the broker is licensed in some countries to deal with several insurers and is permitted to take on all or a portion of the administration.

**Claim:** Following a loss due to occurrence of an insured event, a claim is a request for compensation by an insured party or beneficiary.

**Claim turnaround time:** Average days from the submission of an insurance claim to payment of that claim.

**Claims ratio:** The claims ratio is calculated as claims paid as a percentage of the written premium.

**Coverage:** The scope of protection provided under a contract of insurance, and any of several risks covered by a policy.

**Credit life insurance:** Credit life is insurance coverage designed to extinguish the outstanding indebtedness of a borrower that dies while indebted.

**Crop insurance:** An insurance product which insures farmers against the loss of their crop due to natural events such as drought, flooding, hail and so on.

**Distribution channel:** A distribution channel refers to a method of insurance delivery to a target market.

**Expense ratio:** The expense ratio is calculated as administrative costs as a percentage of the written premium.

**Funeral insurance:** Funeral insurance is an insurance product designed to cover the costs of the insured's funeral on their death.

**Freemium:** A pricing strategy by which a product or service is provided free and customers are given the option to purchase additional features or services (or to extend their cover, in the case of insurance).

**Group insurance:** Group insurance is insurance on a group of individuals, which may either self-insure or purchase cover from an insurer. If purchased from an insurer, one master policy is issued on behalf of the group (for example, for an employer on behalf of its employees, an association or co-operative on behalf of its members, or a microfinance institution on behalf of its clients).

**Health insurance:** Coverage that provides benefits as a result of sickness or injury. Policies may include insurance for losses from accidents, medical expenses, disability, or accidental death and dismemberment.

**Hospital cash insurance:** Health insurance that provides a stipulated daily, weekly, or monthly payment to an insured person during hospital confinement, without regard to the actual confinement expense.

**Individual insurance:** A policy that provides protection to a policyholder and/or his or her family, as distinct from group insurance.

**Insurtech:** The use of technology innovations in the insurance industry.

**Legal insurance:** An insurance product designed to cover legal advice and legal expenses under certain circumstances.

**Life insurance:** Coverage providing for payment of a specified amount on the insured's death, either to the deceased's estate or to a designated beneficiary.

**Livestock insurance:** A product covering losses as a result of the death of livestock.

**Mandatory insurance:** Insurance that one is required to purchase, either because of government mandate (for example, third party liability auto insurance) or as a condition for accessing another service (for example, credit life insurance that is required when one takes a loan). Compulsory cover can control adverse selection and significantly reduce administrative costs.

**Microinsurance:** For the purposes of this study, microinsurance is defined as any insurance product that is developed intentionally to serve low-income people, is sold at affordable premium levels for the low-income market and is managed on the basis of insurance principles, where the government is not the sole risk carrier.

**Premium:** One or more payments required to activate insurance coverage and keep it in force.

**Property insurance:** Insurance providing financial protection against the loss of, or damage to, real and personal property caused by such perils as fire, theft, windstorm, hail, vandalism, and so on.

**Regulation of insurance:** Government defined requirements for an insurer, such as minimum capital requirements and necessary expertise; also provides consumer protection through the oversight of insurers, including pricing policies, form design and appropriate sales practices.

**Travel insurance:** An insurance product designed to cover the costs and losses associated with unexpected events while travelling, such as medical expenses, trip cancellation or lost luggage.

**Value-added services:** Additional services or benefits which customers receive when they buy a product.

**Voluntary cover:** Allows consumers to choose the amount, term and type of insurance that they want; contrasted with mandatory insurance.

# 1. Executive Summary

---

The 2018 Landscape of Microinsurance in Africa is the latest study in the Microinsurance Network's World Map of Microinsurance Programme. It is based on data collected on the microinsurance activities of 100 insurers in Africa in 2017. Through their microinsurance activities, these insurers collectively covered a total of 15 million lives – almost 2% of the estimated 700 million people in the low-income bracket in the continent<sup>1</sup> – and brought in total premiums of US\$ 420 million, representing less than 1% of overall insurance premiums in Africa.

This study suggests that the African microinsurance market experienced a period of considerable change since the last study was carried out based on 2014 data. Health products have experienced a boom since 2014 and have consolidated into two distinct branches - insurers supporting comprehensive public schemes, on the one hand, and simple, complementary health products like hospital cash and health value-added services on the other. In particular, hospital cash products (simple insurance products that offer a cash pay-out per night spent in hospital) have proved remarkably successful. By 2017, health insurance products were responsible for the second largest proportion of reported lives covered in the region, at 4.3 million lives covered. This corresponds to 28% of reported lives covered in that year, compared to just 14% of lives covered through health products in 2014.

Health insurance has joined life insurance as a product line capable of reaching significant scale. However, some other product types, particularly crop and livestock insurance, are still struggling to reach scale, with some important and encouraging exceptions.

In 2014, a new freemium model of distributing free insurance products and paid top-ups through mobile network operators (MNOs) reached its peak. Many schemes were signing up a million or more customers at a time, leading to a boom in the number of lives covered through microinsurance on the continent. By 2017, this model had largely collapsed and, with it, many large schemes covering millions of customers.

Nonetheless, this sudden rise and fall in the number of lives covered likely disguises a slower and more durable growth through other models, as illustrated in the case study of Zambia in chapter 3. Several MNO-linked schemes have abandoned the freemium model and proved successful by focusing on paid products. This is likely to continue as increased mobile money use facilitates premium payments. In addition, new distribution opportunities are emerging through digital platforms, such as digital marketplaces, e-commerce and ride-hailing platforms. These are already being used by 12% of the insurers in this study. We may also be seeing a tentative shift towards combined sales models, in which insurers make direct sales to customers of partner institutions.

Claims ratios remain relatively low in most business lines apart from livestock and crop insurance. Nonetheless, the median claims ratio across all product lines of 45% represents a welcome return to previous levels, after the median claims ratio dropped to 25% in 2014. Inefficient claims payments continue to be a problem in many countries and affect client experience. The median claims turnaround time for the region was 10 days. Nonetheless, turnaround times varied significantly from just one day to 90 days and there is a particular need to address slow turnaround times in property insurance, for which insurers in this study reported a median turnaround time of about two months.

## BOX 1.

### Country profiles

This study is accompanied by 44 country profiles providing contextual information as well as the microinsurance data obtained at country level.

The country profiles are accessible at: [www.microinsurancenet.org/landscape-microinsurance](http://www.microinsurancenet.org/landscape-microinsurance)

<sup>1</sup>Pew Research Centre, 2011. 'World population by income'.

## 2. Methodology

---

This Africa Landscape Study is based on 100 insurers' self-reported data on the performance of their microinsurance products as of the 31st December 2017. Insurers were provided with questionnaires and asked to fill out one questionnaire per product line. Follow-up calls were made with many insurers and, in some countries, consultants engaged with insurers who had not responded to secure their participation in the study. In order to validate the trends observed in the data, and to provide context for developments in the market, interviews were carried out with 16 experts on the African microinsurance market.



Extensive efforts were made to secure responses, but it is certain that the data in this study does not capture the African microinsurance market in its entirety. Therefore, the study should be understood principally as analysis of the data communicated by the insurers who participated. Further information, particularly from countries with low response rates like South Africa, could alter the picture presented here. The difficulties faced in obtaining data for this study reinforce the need to develop stronger systems for data collection across the region.

In addition, the data collected is limited to formal products provided by insurance companies. In some countries, further microinsurance may be provided formally or informally by other providers like funeral parlours (as is common in South Africa) and microfinance institutions (as is the case in Ethiopia). These products are not included in this study due to additional difficulties in collecting data.

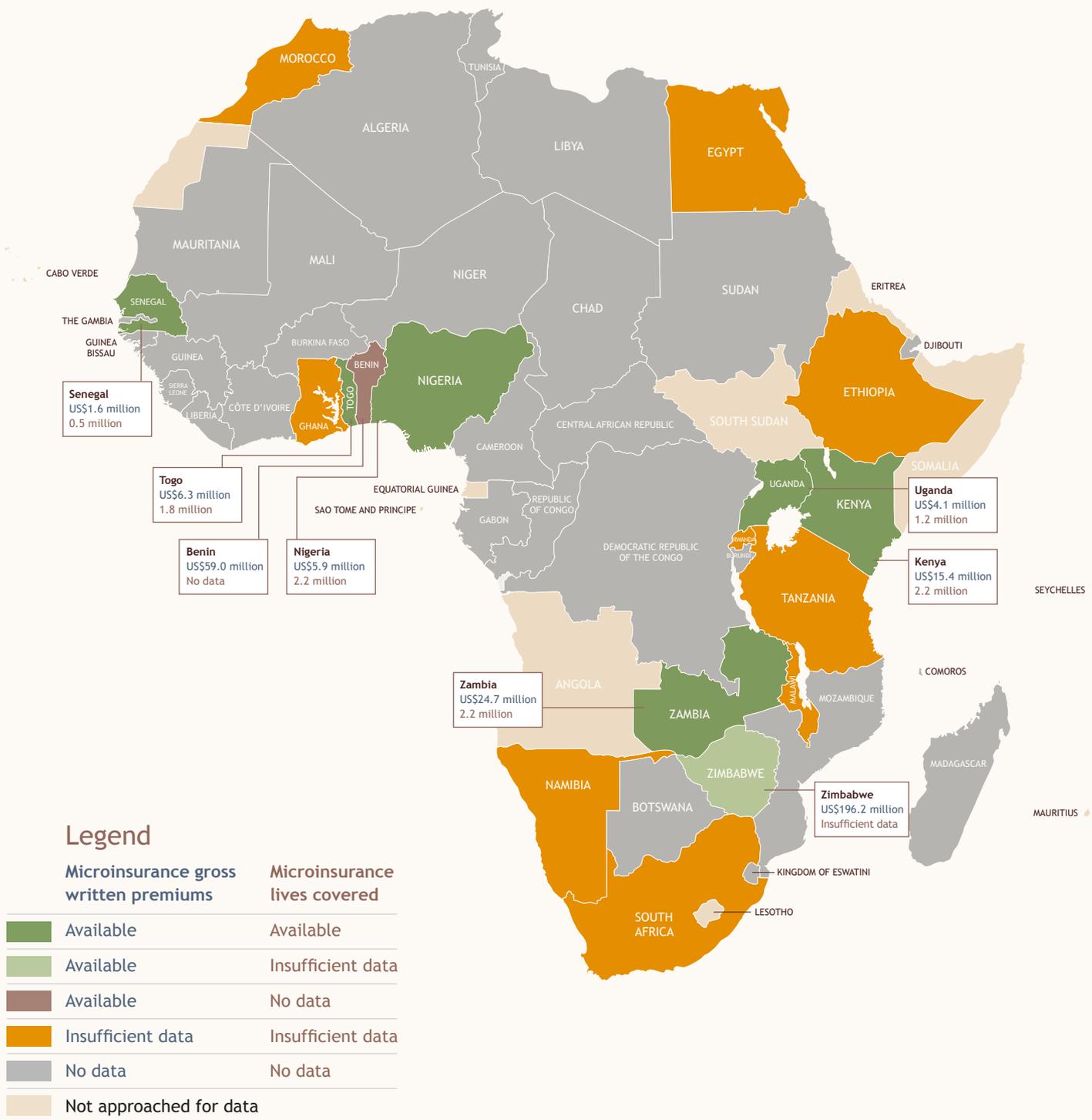
Finally, it is important to highlight some of the challenges experienced around identifying product lines. Respondents were asked to provide data along principle product lines, and most did not provide further information about whether products also included other bundled covers (for example, a life product that also includes accident cover). As a result, we are only able to analyse products along their principle product line, and it is possible that many products reported under one product line include additional covers of other types. It is particularly notable that only one accident insurance product was reported in this study. Accident cover is usually considered to be a common cover and was the third most important product after life and credit life in terms of lives insured in 2014. However, it is a product that is frequently bundled with other insurance covers. It is therefore possible that accident cover may be included in products reported under other product lines in this study. It will be important in future landscape studies to ensure that the questionnaires more explicitly require information on bundled covers.

### BOX 2.

#### Working definition of microinsurance

Microinsurance products have modest premiums based on the risks insured. They are developed intentionally to serve the low-income population. The insurer is the risk carrier, and the product must be working towards profitability or at least sustainability, and managed on the basis of insurance principles.

**MAP 1.**  
**Data availability per country on microinsurance gross written premiums and lives covered**





# 3. Market Evolution

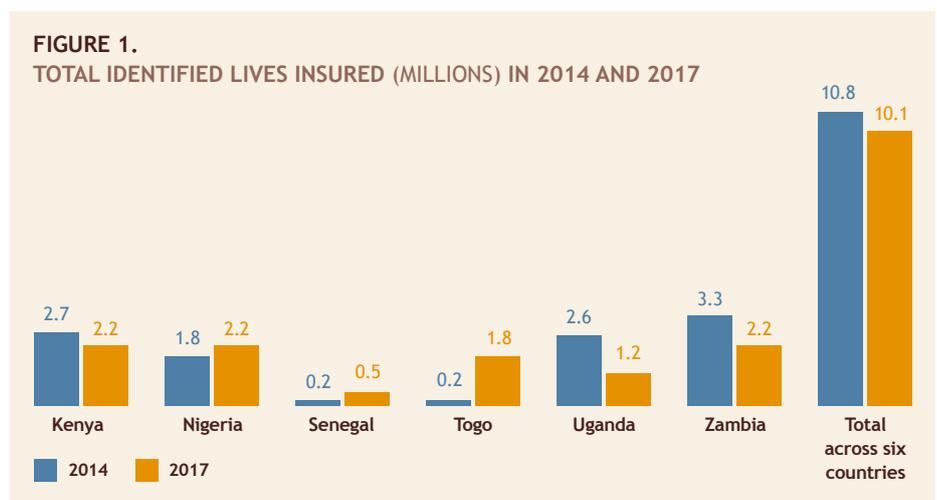
## Market size and evolution

The 2018 Landscape of Microinsurance in Africa records a total of 15 million lives covered by microinsurance products in 2017 – almost 2% of the estimated 700 million people in the low-income bracket in the continent<sup>2</sup>. These products brought in total premiums of US\$ 420 million, which represents less than 1% of overall insurance premiums in Africa.

The same report based on data from insurers' 2014 activities reported 61.2 million lives covered and US\$ 756 million collected in premiums. At first sight, premiums appear to have fallen by almost half and lives covered by around three quarters.

This decrease is in part a result of changes in data collection. The 2014 data set came from questionnaires completed by over 200 microinsurance providers, whereas the 2017 data is based on questionnaires completed by 100 providers. Importantly, it was only possible to collect a very limited data set on South Africa for this study. Given the country's dominance in the African insurance market (see the case study in Box 3), the absence of South African data has an important impact on the overall figures.

A comparison of the five countries for which this study was able to collect data sets, representing the vast majority of the microinsurance market in 2017, shows that some countries experienced growth from 2014 to 2017, whereas others shrank during this period (see Figure 1). It is notable that the number of total lives covered across these five countries shows only a relatively small decrease.



<sup>2</sup>Pew Research Centre, 2011. 'World population by income'.

Nonetheless, the data covers a period of considerable change in the African microinsurance market. The 2014 landscape data reflected a moment in which many new products had been launched in the market, with 37 new market entrants and nearly 100 new products launched between 2011 and 2014. Among these were a significant number of freemium products linked to mobile network operators (MNOs). Through this model, clients of MNOs were provided with free insurance, usually as a reward for loyalty to the MNO. Clients were then given the option to purchase additional

coverage. The model exploded in the run-up to 2014, when the MNO Airtel was particularly active in offering free and freemium products. Many of these products succeeded in signing up a million or more clients at a time for free insurance. As a result, the lives covered by microinsurance products in Africa had boomed by 2014. In this year, 20 insurers reported on insurance programmes distributed through MNOs which jointly accounted for 13% of identified lives covered in the region (though just 1% of total microinsurance premiums).



The period between 2014 and 2017, on the other hand, was a time of reckoning for the MNO-linked freemium model. In most cases, the model proved unsustainable as insurers struggled to convert recipients of free insurance into paid customers. Very high levels of staff turnover within MNOs made it difficult to maintain relationships. Furthermore, the schemes struggled to gain a mass of paid customers quickly enough to become a high priority for MNOs. Without being able to do so, insurance providers struggled to gain the data and marketing support that they needed from the MNOs for effective upselling.

By 2017, the MNO-linked freemium model had largely collapsed, with the closure of many schemes which had briefly covered millions of clients, as seen in the case study of Zambia below. But this time, just 2% of insurers were working directly with MNOs, down from a third in 2014.

MicroEnsure, an early proponent of the model, had stopped offering free MNO-linked products completely by 2017.

Where handled poorly, there are concerns that the sudden closure of large schemes may have damaged trust in insurance, as was the case in Zimbabwe. There, 1.6 million clients insured through the country's largest MNO Econet suddenly lost their coverage, more than 60% of them without receiving any notification. The impact was so negative that almost two thirds of those affected said that they would reject similar products in the future.<sup>3</sup>

Nonetheless, several MNO-linked schemes moved away from the freemium model and have proved successful by focusing on paid products. These schemes are unlikely to have the immediate reach of millions of customers achieved by free products but may provide a longer-term and more stable customer base and higher premiums.

It is worth noting that not every country has followed the same trajectory. The Ghanaian microinsurance market has proved a remarkable exception to the story of the collapse of the MNO-linked freemium model. In Ghana, insurance providers have been successful in migrating customers from free MNO-linked products to paid optional products and it is estimated that Ghana currently has more than 4 million MNO-linked insurance policies in force, representing 65% of all insurance policies in the country.<sup>4</sup>

Some of those interviewed for this study suggested that 2017 will be seen as a particularly low point in the story of MNO-linked insurance distribution, when the freemium model had collapsed and solutions for paid-for products with MNOs had not yet been found. Chapter 6 of this study explores some of these solutions and other emerging trends in microinsurance distribution.

### BOX 3.

#### Case study South Africa

Although it was only possible to collect a limited data set on South Africa for this study, the country is known to dominate the African insurance market. Overall in 2017, South Africa accounted for 70% of the region's gross premiums in dollar terms, and 84% of regional life insurance premiums.<sup>5</sup> When it comes to microinsurance, the situation is similar. The 2014 Landscape of Microinsurance in Africa reported that South Africa made up 56% of the total of identified lives covered in the continent, which increased to 66% of total lives covered by life insurance (excluding credit life insurance). Within South Africa, life and funeral insurance (excluding credit life insurance) accounted for 89% of the market.<sup>6</sup> Although FinScope South Africa 2014 found that 40% of adult South Africans did not have any kind of insurance,<sup>7</sup> industry reports indicate that funeral insurance has maintained strong growth and that slightly more than half of the country's 14 million households now have funeral cover. This growth is supported by a longstanding culture of burial societies and informal funeral insurance, the common practice of employers including funeral cover as part of their standard benefits package, and urbanisation.<sup>8</sup>

<sup>3</sup> ILO Impact Insurance Facility. 2015. New models and new risks. Geneva: ILO.

<sup>4</sup> Chiew, Hui Lin. 2019. A2ii: 10 years on. Frankfurt: Access to Insurance Initiative.

<sup>5</sup> Swiss Re Sigma Explorer.

<sup>6</sup> Landscape of Microinsurance in Africa 2015.

<sup>7</sup> FinMark Trust. 2014. Finscope South Africa 2014. Johannesburg: FinMark Trust.

<sup>8</sup> Van der Waal, Cornelis. 2016. 'Why South Africa's funeral insurance industry is growing rapidly' How we made it in Africa.

## Regulation

Regulators have a powerful role to play in developing microinsurance markets.

This role is not limited to regulation but also includes the way in which they engage with market players and potential entrants and their approach to supervising innovative and inclusive products. Experts interviewed for this study highlighted three trends in regulation in African microinsurance markets in recent years:

- The most important success factor for an enabling regulatory and supervisory environment has been that regulators see inclusive market development as part of their mandate. Successful regulators are flexible and promote an open dialogue with the industry.
- The majority of supervisors plan to move to risk-based solvency regimes. Although a very small proportion of countries currently take this approach to solvency, A2ii has identified that most plan to make this change in the next two to five years. To be successful, this shift will require high capacity from both regulators and industry, meaning that capacity development on this topic will be vital in the near future, potentially diverting already strained resources away from building capacity on regulating for inclusive insurance.
- Insurance regulation is becoming an ever more complex topic as the digital economy evolves. Already, insurers often need to comply with several different regulatory regimes, particularly in the case of digital insurance offerings which often have to fulfil requirements around digital financial services or mobile money as well as insurance regulations. As insurers increasingly make use of data, artificial intelligence, digital identities, and so on, new and significant consumer risks are emerging. Many of these risks are not specific to the insurance sector and will therefore increasingly require coordination with a range of regulators, including non-financial regulators.

### BOX 4.

#### Case study Zambia

The Zambian insurance market grew suddenly from 1.1 million lives covered by microinsurance in 2011 to 3.3 million lives in 2014, positioning Zambia as the third largest microinsurance market in the region by lives covered. This was largely due to the introduction of MNO-linked freemium products, with just one such product covering over 2 million people in 2014. This product was discontinued and the growth in Zambia's microinsurance market was partly reversed in 2017, when the number of lives covered dropped to 2.2 million. Nonetheless, if the two million clients of the largest MNO-linked product are excluded, the rest of the market shows steady growth, from around 0.1 million clients in 2011, to over one million in 2014, and to over 2 million in 2017, as seen in Figure 2.

Furthermore, in terms of net premiums generated by microinsurance, the market did not drop off at all in 2017 but continued to grow from US\$ 16.6 million generated in net premiums in 2014 to US\$ 24.7 million in 2017. This is due to the fact that the MNO-linked products responsible for the high growth observed in 2014 were largely free products with low-cost additional covers.

**FIGURE 2.**  
ZAMBIA MICROINSURANCE MARKET EVOLUTION (millions of lives covered)



## Challenges in market development

Interviewees for this study noted the ongoing need to solve fundamental problems in order to accelerate the development of microinsurance markets in the continent. Despite significant advances around technology and product innovations, many basic problems have not been solved and continue to hold the market back.

These problems include limited capacity among insurers, high expenses, fragmentation, price undercutting, poor service and poor industry reputation, among others. Many companies struggle with their core business and therefore find it difficult to invest the time and resources necessary to develop a viable microinsurance business.

There is an acute lack of actuaries across most of the continent, though some countries are addressing this. Ghana, for example, has developed a programme to train up a cohort of actuaries for the country. In addition, a lack of data, including gender-disaggregated data, is an ongoing challenge for insurers, donors and other organisations supporting microinsurance development.

## Blurring the lines of microinsurance

Increasingly, microinsurance is not seen by insurers as a distinct category. Companies are less likely to think of microinsurance as a separate business category and in many cases instead talk of emerging customers or markets or simply of mass market insurance. In many ways, this trend is positive and shows that microinsurance and low-income consumers are being mainstreamed into companies' business strategies.

### BOX 5.

#### Case study Kenya

In July 2019, Kenya included a definition of microinsurance in its insurance regulatory law. The Insurance Regulatory Authority (IRA) has stated that the introduction of this definition will allow for the issuing of separate regulations on microinsurance in the future. Despite the fact that the microinsurance regulation has not yet been implemented, regulatory guidelines have been in place for microinsurance product approvals since 2017.

Furthermore, Kenya has proven a leader in explicitly putting in place measures to encourage market development. For example, the Kenyan insurance regulator established an innovation hub to support insurance innovators into the market, providing them with legal support, office space and other supporting functions.

### BOX 6.

#### Case study Ghana

Ghana is seen as a success story in regulating microinsurance, particularly mobile microinsurance. A2ii's analysis of the evolution in Ghanaian microinsurance regulation<sup>9</sup> identified some of the factors behind its success. In Ghana, market conduct regulations were issued for microinsurance and mobile insurance in 2013 and 2017 respectively. However, those interviewed by A2ii highlighted that it was the regulator's test-and-learn approach in close contact with the industry that enabled the market to grow. The Ghanaian National Insurance Commission (NIC) introduced regulation that was informed by consultation with the industry and allowed for flexibility.

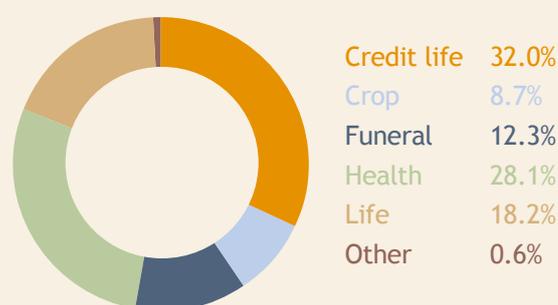
NIC proved willing to react to protect and support the industry's efforts towards inclusion and proactively carried out market research to make sure that it was able to address issues for customers. It worked hard to improve its own capacity around insurance innovations and to reduce product approval turnaround times. NIC even helped the industry in dealing with other institutions and ministries. When the bank of Ghana prohibited the use of airtime as legal tender, this threatened mobile insurance models that rely on airtime deductions to pay premiums. NIC therefore worked with the industry to engage the Bank of Ghana and Ministry of Finance. As a result, continued use of airtime for premium payments was allowed.

<sup>9</sup>Chiew, Hui Lin. 2019. A2ii: 10 years on. Frankfurt: Access to Insurance Initiative.

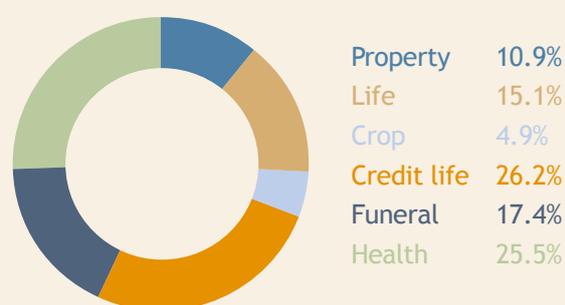
# 4. Products

Credit life, life and funeral products continued to dominate the microinsurance landscape in Africa, jointly representing 63% of lives covered reported in this study (see Figure 3) and 59% of premiums collected (see Figure 4).

**FIGURE 3.**  
THE PERCENTAGE OF TOTAL LIVES COVERED BY EACH PRODUCT LINE<sup>10</sup>



**FIGURE 4.**  
THE PERCENTAGE OF TOTAL PREMIUMS COLLECTED BY EACH PRODUCT LINE<sup>11</sup>



<sup>10</sup>Other product lines include livestock insurance, property insurance, accident insurance, local travel insurance and legal insurance.

<sup>11</sup>Based on a total of approximately US\$ 403 million in premiums for which the corresponding products line was provided. Accident insurance, local travel insurance and livestock insurance are not included because they accounted for less than 0.1% of total premiums.

One important shift, however, is the growing importance of health insurance products. Health products represented a much larger proportion of lives covered in 2017 than in 2014, with health products covering the second highest number of lives in the region at 4.3 million lives covered – 28% of total lives covered, compared to just 14% in 2014 – and over a quarter of total premiums collected.

Although insurers reported relatively little property insurance, some of those interviewed suggested this may change in coming years. In particular, property and other insurance for small and medium businesses is a topic that is moving up the agenda both for insurers, as new channels are found to reach them, and for donors, who see the economic and social importance of insuring these businesses.

## Credit life and life insurance

Life insurance was the original entry project in microinsurance and remained a very important part of the market in 2017. Even where insurers have innovated in their product offerings, life insurance has remained a component of many products. It is often combined, for example, with hospital cash and accident covers. Stakeholders reported that credit life is a particularly profitable product for insurers, though there are concerns around its value for clients.

## Funeral insurance

Funeral products were most commonly identified in Southern African countries, including Zambia, Namibia, South Africa, Malawi and Zimbabwe. However, they were also reported in Kenya, Mozambique and Uganda. Funeral products likely comprise a larger proportion of lives covered than reported in this study, as relatively little data was collected from South Africa, where funeral insurance has been particularly successful.

## Health insurance

In recent years, health insurance has come to the forefront in the microinsurance landscape. Activity has largely divided into two directions. On the one hand, universal health coverage has been a key priority for governments and donors. Insurers had previously attempted to meet this need by experimenting with cashless private health insurance products with relatively comprehensive coverage. However, in most countries, particularly in African markets, these were not successful. Therefore, the relatively few insurers that continue to be involved in more comprehensive health products are now largely supporting public schemes.

On the other hand, the period between 2014 and 2017 saw an explosion in simple health products that complement but do not compete with full-service public health schemes across the region. In particular, hospital cash products – simple insurance products that offer a cash pay-out per night spent in hospital – have proved remarkably successful. By 2014, early providers like MicroEnsure had shown that these products offered a health solution that was both of value to customers and feasible for insurance providers. Since then, these products have grown enormously both as stand-alone products and frequently as part of a bundled product also offering life or accident coverage.

This boom is reflected in the significant growth of health products at low premiums recorded in this study. Health products covered the second highest number of reported lives in the region in 2017, at 4.3 million lives covered - 28% of reported lives covered compared to just 14% of reported lives covered by health products in 2014. From observation of the average premium per life covered, it is clear that these are largely low-cost complementary products, and likely hospital cash insurance. The health products reported in the study had an average premium per life covered of less than US\$ 4, and the two products with greatest scale, each covering over a million clients, cost around US\$ 3. Of the thirteen health products that provided information on premiums, ten cost less than US\$ 10 per life covered. It is possible that the other three products offer more comprehensive coverage.

Such low premiums are partly a result of the fact that these products aim to cover lost income as a result of time spent in hospital, rather than the medical costs. However, the low premium and benefit levels may also be partly a result of the high risks of fraud associated with hospital cash products, which make insurers reluctant to offer higher-level benefits.

This trend will almost certainly continue beyond 2017. The interviews conducted for this study suggested that simple health products are being offered by increasingly diverse channels, including digital platforms, since 2017. This suggests that we will continue to see growth in this product type in future landscape reports.

In addition to simple health covers, we have seen an increase in health value-added services, such as tele doctor services, offered as part of bundled products. As the cost of such services fall, they are becoming important for both microinsurance and traditional insurers. These services both allow insurers to generate rich data on their customer base, valuable for creating tailored products and premiums, and to build ongoing, positive relationships with clients in a way that has traditionally been difficult through a pure insurance product.

As a result of these developments, simple health offerings have in many cases become the entry product for insurers looking to launch inclusive products, particularly for new insurtechs entering the market. Research by Cenfri shows that a third of insurtech applications in Africa enable health insurance products or services<sup>12</sup>. Given that demand-side research repeatedly shows that health is a top concern for low-income customers, and one which they particularly struggle to finance through informal mechanisms, this represents a positive shift for the industry.

Most attempts at health offerings that lie between the two extremes of low-cost complementary products and involvement in large-scale public schemes have been dropped by providers in African insurance markets. This is a positive trend, as it shows that insurers have found their niche in the health landscape, where they are able to offer value to customers and governments in a sustainable way.

<sup>12</sup>Cenfri. 2019. Insurtech tracker.

## Accident insurance

One surprising result is the low proportion of accident insurance observed in the data. Accident insurance represented around 21% of the lives covered identified in 2014 but just 0.1% of total lives covered in 2017. This may be in part due to the collapse of MNO-linked freemium products, in which accident covers played an important part. In addition, accident insurance is frequently included in bundled products, and it is possible that products that include accident covers have been reported as life or health products.



## Crop and livestock insurance

Crop insurance made up a larger proportion of reported lives covered in 2017 in comparison to 2014, at 8.7% compared to less than 2% in 2014. Interviews with stakeholders suggest that, since 2014, there has been a period in which schemes moved from pilots towards scaling up, with varying degrees of success. While many schemes have remained at very small scale, a small number, in many cases those with government involvement, have been successful in scaling up. In Zambia, for example, over one million farmers were enrolled in the state-supported agriculture insurance programme by 2017.

State support has proved particularly important for an insurance type which is relatively expensive to provide, with higher claims ratios, and which commonly aims to support very vulnerable populations. Without government support, the private sector remains wary of the feasibility of distributing crop and livestock microinsurance profitably and at scale. However, with climatic events very much evident in many countries in the African continent, insurance has moved up the agenda of several governments, particularly within agriculture ministries, and interest in sponsoring such schemes has grown. This is reinforced by an imitation effect, as countries observe successful schemes in countries such as Kenya and are persuaded to test similar models.

Donors have also maintained a strong interest in crop and livestock insurance since 2014. However, since that time donors report a shift to supporting fewer, larger projects and facilities, many at a meso- and macro-level, rather than, strictly speaking, microinsurance schemes.

Increasingly, crop and livestock insurance schemes are focusing on value chain institutions as distributors of agriculture insurance, such as input providers, off-takers and agricultural banks. They are also innovating on product design and technology. Area yield insurance has recently gained in popularity but is the subject of a running debate on its profitability due to high operational costs. Technology solutions such as drones have been proposed but remain largely untested. The crop and livestock insurance landscape could still change significantly in coming years should innovative technologies and product designs take off.

# 5. Business Case

## Players in the microinsurance market

Data was received from a total of 100 insurers from 16 countries for this study, out of around 150 insurers who were contacted. While large commercial insurers have continued to invest in the market, local insurers are also increasingly involved in microinsurance, though some lack the capacity and resources to invest in it.

Specialised microinsurance brokers and technical service providers still play a very important role in the market. Specialised microinsurers play a relatively small role. Out of the 100 insurers who responded to the study, 18 insurance companies from diverse countries (Ghana, Malawi, Mozambique, Rwanda, South Africa, Tanzania, Uganda, Zambia and Zimbabwe) identified themselves primarily as microinsurers. Between them, these microinsurers offer 40 products covering 90,660 lives (around 1% of total lives covered) with net premiums of almost US\$ 12.5 million (around 13% of total premiums collected).

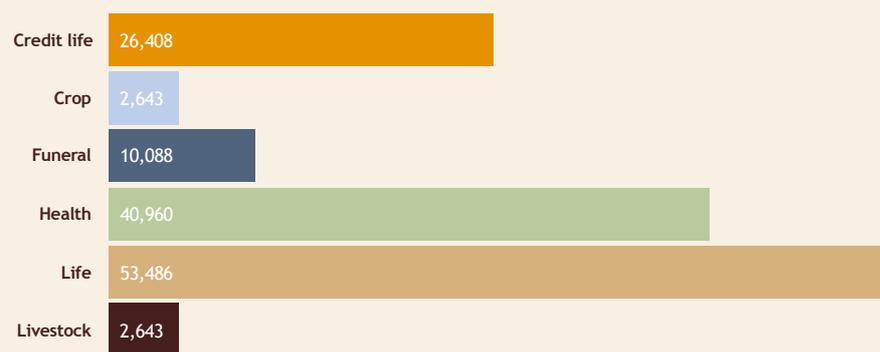
Several new players have entered the market in recent years, particularly insurtech players. Cenfri has reported that 202 fintech initiatives exist in Africa in 2019, of which 88 were launched since 2017.<sup>13</sup> In addition, some companies that are not traditional insurers have gained insurance licences, like South Africa's largest MNO Vodacom which gained an insurance licence in 2011 and has been offering funeral insurance directly to consumers since 2012. At the same time, some insurers, particularly in South Africa, are expanding their product ranges beyond insurance. This can help make more expensive distribution channels, like branch networks and call centres, viable.

## Scale

Although a reasonable number of products in the region are reaching over a million clients, the median number of lives covered per product is 12,600. On average, life products reach the highest numbers of clients, followed by health and credit life products (see Figure 5). However, insurers included in this study are struggling to reach significant scale for livestock, crop and funeral insurance products. There are, of course, some notable exceptions, such as Zambia's crop insurance product provided through a public-private partnership which has reached over a million lives.

It is important to note that the response rate for South Africa for this study was relatively low. This missing data matters particularly in the context of funeral insurance, because funeral insurance is both widespread and highly successful in South Africa. The limited data that was provided on funeral products in South Africa suggests that these products are reaching more than 200,000 lives each. It is therefore likely that the figures for funeral insurance would look very different if more data were available from the country.

**FIGURE 5.**  
MEDIAN LIVES COVERED PER PRODUCT FOR EACH PRODUCT LINE



<sup>13</sup>Cenfri. 2019. Insurtech tracker.

## Premiums

The median premium per life covered is approximately US\$ 10 across the region. This represents an increase compared to the average premium per life covered of US\$ 6.30 in 2014 (excluding South Africa). This is likely due to a reduction, since 2014, of very low-cost products distributed through MNOs, which often had premiums of less than US\$ 1 a year. In particular, life products have gone from being the second lowest cost product in 2014 (considering premiums outside of South Africa) to the product line with the highest premiums in 2017.

Health insurance products have the lowest median premium per life covered, reflecting a surge in low-cost hospital cash products (see Table 1).

**TABLE 1.**  
MEDIAN PREMIUM PER LIFE COVERED FOR EACH PRODUCT LINE (US\$)

	MEDIAN PREMIUM PER LIFE COVERED
Life	US\$ 15.82
Crop	US\$ 14.36
Credit life	US\$ 11.56
Livestock	US\$ 9.49
Funeral	US\$ 9.49
Health	US\$ 3.91

These figures should be understood as a rough guide, especially since the length of the policy cannot be determined (for example, credit life insurance may be provided for the duration of a loan and not as an annual policy). There was not enough data to determine the median premium per life covered for property or accident insurance.



## Potential market value

This landscape study shows a median premium per life covered of approximately US\$ 10. If every low-income person in Africa were to be covered by just one microinsurance product, the market would be worth an estimated US\$ 7 billion in premiums per year. In that case, the US\$ 420 million in premiums recorded in this study represents just a fraction of the potential microinsurance market.

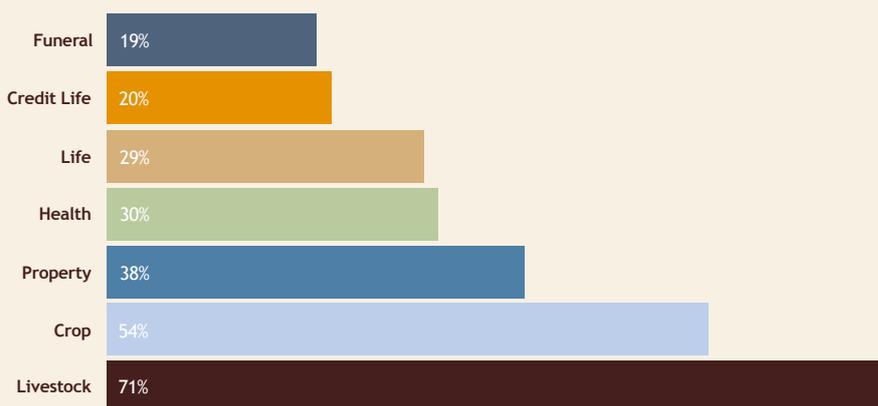
## Claims

In 2017, the median claims ratio across all product lines was 30%. This represents an increase from 25% in 2014 but remains below the 44% claims ratio observed in Africa in 2011.

The increase may be in part due to the reduction in MNO-linked freemium products which often had lower claims ratios (the 2014 landscape study observed that products with mobile claims processes, recently launched products, and those with low benefit levels tended to have lower claims ratios – all features of MNO-lined schemes). It also likely reflects the fact that claims ratios were not reported for any personal accident or endowment products in this study, both of which had very low median claims ratios in 2014 (of 0% and 8% respectively).

In 2017, claims ratios were highest for livestock and crop insurance products (see Figure 6). When considering the particularly high claims ratios for livestock insurance it should be noted that half the data for livestock insurance in the study was reported in Ethiopia, where a drought occurred in 2017. Claims ratios for crop and livestock products have generally been reported as higher and more volatile than other product lines, which is one of the reasons why government support and subsidies are often required for these products.

**FIGURE 6.**  
MEDIAN CLAIMS RATIOS FOR EACH PRODUCT LINE



Voluntary products generally had higher claims ratios, at a median of 33%, compared to 20% for mandatory products. It should be noted that these were calculated based on a smaller set of claims ratio data, as it was not possible to separate out claims ratios between voluntary and mandatory products in all cases. Higher claims ratios for voluntary products likely reflect higher levels of awareness and higher benefit levels generally associated with voluntary products.

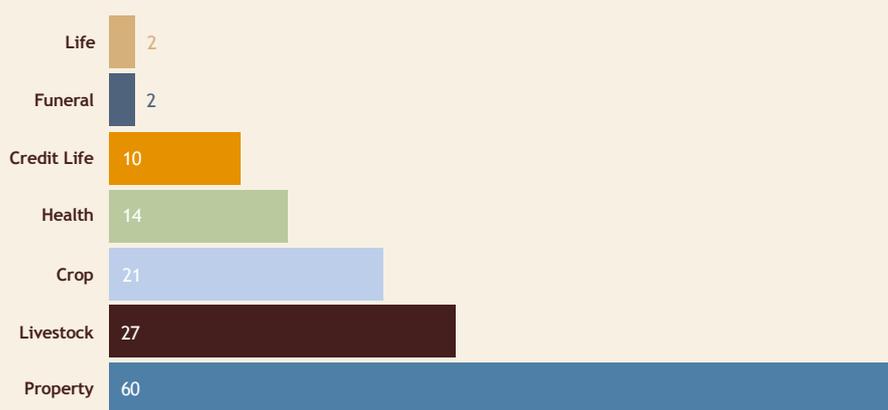
Low claims levels for credit life products may be related to low awareness, as family members often do not know about the insurance policy and therefore do not claim. Another possible reason for low claims ratios across many lines of business is inefficiency. Many insurers are still reaching economies of scale, resulting in high expenses which increase prices and in turn impact on claims ratios. This was suggested in a number of interviews, but data on expense ratios is not available to verify this.

Although claims ratios have improved since 2014, it is important to monitor claims ratios carefully and to focus on efforts to increase them over time for certain product lines.

Aside from the level of claims paid out, inefficient and slow claims payments continue to be a problem in many countries and to affect client experience. The median claims turnaround time for the region was 10 days (see Figure 7), but turnaround times varied significantly from just one day to 90 days.



**FIGURE 7.**  
**MEDIAN CLAIMS TURNAROUND TIME IN DAYS FOR EACH PRODUCT LINE<sup>14</sup>**



<sup>14</sup>Accident insurance, property insurance and livestock insurance are not included due to insufficient data.

## Claim rejection rates

The median claim rejection rate for the region was 3%, with the lowest claim rejection rates reported for crop and livestock products and the highest for funeral products (see Figure 8). It should be noted that this was the question with the lowest response rate in the questionnaire, with just 51 out of 121 questionnaires providing usable data. With a reduced data set, this data is likely to be less reliable.

The low rejection rates for crop and livestock insurance are likely related to the fact that they are often index insurance products for which claims are paid out automatically when certain levels on weather-based or other indices are reached, rather than when individuals make claims for damage. Therefore,

individuals who believe they should be paid but do not receive a claim would be more likely to show up in complaints data, which is beyond the scope of this study.

It is unclear why the funeral products in this study have particularly high rejection rates. Rejected claims for funeral products may be due to factors including a lack of documentation of insured family members, dependent relationships that are not reflected in policy wordings, or misunderstanding of policy terms.

It is also notable that claims rejection rates are higher for voluntary products (4%) than for mandatory products (2%), likely due to the higher proportion of individuals making claims rather than doing so through an intermediary like a microfinance institution.

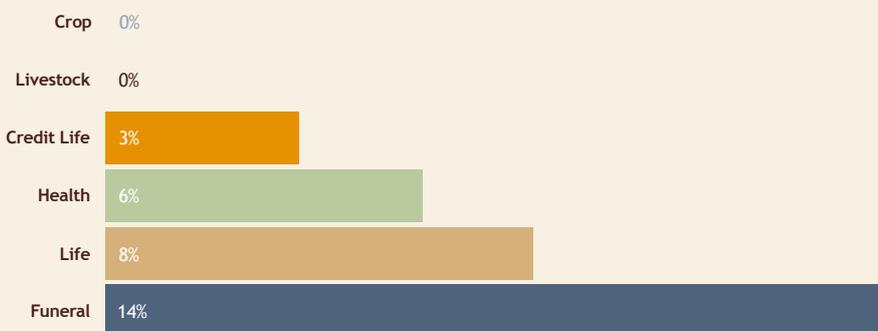
## A changing business case?

Interviews with players in the African microinsurance market suggest that the business case may be changing. In previous years, a long-term business case for microinsurance was often expressed in terms of building a relationship with low-income customers who were expected to become tomorrow's middle class. Yet, despite significant reductions in poverty, the emergence of the African middle class has so far failed to materialise in many parts of the continent<sup>16</sup> and insurers now talk less frequently in these terms. Yet, even in countries where the middle class has grown significantly, this segment also remains underserved by insurers. Some insurers interviewed for this study felt that there was now increasing pressure from boards and management for shorter-term sustainability and profits, especially among the minority of insurance companies registered on the stock exchange in some countries.

Nonetheless, many insurers who have been in the microinsurance business for a decade and more, have succeeded in building profitable microinsurance operations, suggesting that a long-term business model does exist. The experiences of businesses such as Britam in Kenya over more than a decade provide insights into how this can be achieved.<sup>17</sup>

Some insurers reported a shift towards excluded but slightly higher-income customers, and towards slightly higher cost optional products designed for these customers. This forms part of a broader trend that blurs the lines between microinsurance, inclusive insurance and mass market products.

**FIGURE 8.**  
MEDIAN CLAIMS REJECTION RATE FOR EACH PRODUCT LINE<sup>15</sup>



<sup>15</sup>Property and accident insurance are not included due to insufficient data.

<sup>16</sup>Kochhar, Rakesh. 2015. 'A Global Middle Class Is More Promise than Reality: From 2001 to 2011, Nearly 700 Million Step Out of Poverty, but Most Only Barely.' Washington, D.C.: Pew Research Center.

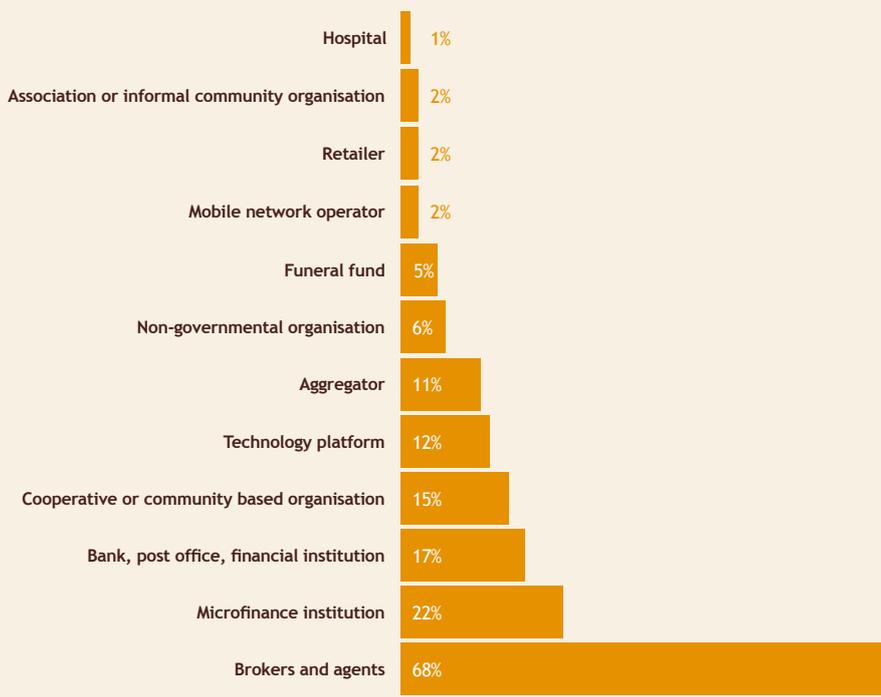
<sup>17</sup>Dalal, Aparna; Sharma, Saurabh. 2019. 'Making a profitable inclusive insurance business: a case study of Britam, Kenya.' Geneva: ILO.

# 6. Distribution

## Brokers, agents and microfinance institutions remain dominant

Brokers and agents, including specialised microinsurance brokers, still play a very important role in this market, as seen in the percentage of insurers working with each distribution channel type in Figure 9. In many cases, insurers work with brokers to establish a relationship with another distribution channel, meaning that insurers frequently work with both brokers and other distribution channel types. Aside from brokers and agents, microfinance institutions continue to play a very important role in microinsurance distribution. Some channels, including digital platforms, are growing in importance. Regardless of the channel used, compulsory or bundled products still represent a major driver of the African insurance market and are responsible for 72% of total reported lives covered.

**FIGURE 9.**  
PROPORTION OF COMPANIES MAKING USE OF EACH DISTRIBUTION CHANNEL TYPE



It is likely that funeral funds would be more prominent were it not for the lack of data received from South Africa.

## The opportunity of increased mobile money use

Since 2017, new possibilities are emerging for MNO-linked microinsurance distribution as a result of increasing mobile wallet use. For some time, there has been a great deal of buzz around mobile wallets, but they have largely been used only to send money and customers did not keep money on them. However, mobile money has begun to gain traction beyond money transfers, particularly in Kenya, Ghana and Tanzania, where it has become increasingly common for customers to make regular payments and store money in mobile wallets. In addition, an increasing number of mobile money wallets allow for the establishment of recurring payments, with the notable exception of M-Pesa in Kenya. Such a recurring payment functionality is an important facilitator for using mobile money for premium payments. As a result, there has been a shift from premium payment through mobile airtime to payment through mobile money in some countries. BIMA, for example, is already running this model in Tanzania and Ghana. These developments could allow for MNOs to re-emerge as a dominant distribution channel.



<sup>18</sup>Rinehart-Smit, Kate; Johnson, Chernay; Chamberlain, Doubell. 2018. The potential of digital platforms as distributors and enablers of insurance in Africa. Cape Town: Cenfri.

<sup>19</sup>Smit, Herman; Johnson, Chernay; Hunter, Renée; Dunn, Matthew; Janse van Vuuren, Pieter Frederik. Africa's digital platforms and financial services: An eight-country overview. Cape Town: Cenfri.

Nonetheless, a seamless mobile money experience for insurance has not yet been achieved in most cases, even where mobile money is well established. In many cases, products are not fully integrated with mobile money meaning that, although premium payment might be through mobile money, for example, claims are settled through a different payment channel.

## The emergence of digital platforms

In recent years, we have begun to see the emergence of more diverse distribution channels. In particular, digital platforms, including online shopping, freelancing platforms and ride-hailing platforms, are emerging as important channels for selling microinsurance. Many of these also take advantage of increasing use of mobile money. Such platforms offer insurers a large customer base, valuable data on their users, a wide variety of payment mechanisms, and the ability to reach customer segments, including small businesses, which are difficult to access through other channels. They were already being used by 12% of insurers in 2017, as seen in Figure 9.

Digital platforms are likely to increase in importance as distribution channels in the future as they grow in popularity and accessibility as a result of the increasing availability of smart phones. Research from Cenfri in Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania and Uganda found 277 unique digital platforms and estimated that 4.8 million people earned income through digital platforms in these countries.<sup>18</sup> Cenfri found that 20 of these platforms were already offering some kind of insurance product.<sup>19</sup> One example is SweepSouth, a digital platform for cleaning services which has partnered with the insurtech Simply to provide basic accidental death and disability cover for the cleaners working through the platform.

## Tentative shift to direct customer sales

Microinsurance continues to be highly reliant on partnerships. However, a tentative shift towards direct sales to customers appears to be taking place. This model still relies on a partnership with a channel like an MNO or a bank but, instead of depending on the partner to make sales, the insurance provider uses tools such as direct call centres and field sales teams to sell to customers of the partner organisation. This is the model that has been used by BIMA for some time and is also now being adopted by some other providers. It will be interesting to observe how this nascent trend develops in future landscape studies.

# Appendix 1.

Proportion of usable data provided for the indicators used in this study<sup>20</sup>

INDICATOR	Number of usable replies	Proportion of usable replies
Number of products provided by product line	84	69%
Number of regulated products	79	65%
Number of active policies	83	69%
Number of group policies	75	62%
Number of lives covered	77	64%
Premiums collected	114	94%
Claims submitted	71	59%
Claims turnaround time	62	51%
Claims rejected	51	42%
Claims paid	110	91%
Mandatory and voluntary products	102	84%
Distribution channels used	110	91%

<sup>20</sup>Unusable data includes missing data and replies that were provided in a way that they could not be used to calculate the relevant indicator.

# Appendix 2.

---

## General questionnaire

### 1. Purpose of this document

This document is for use by interviewers engaging with insurance providers in the context of collecting data for the 2018 Landscape of Microinsurance in Africa.

The data contained in completed forms will be exported to a consolidated Excel database.

Each respondent company is likely to operate in more than one country, and may offer more than one product line in each of these countries. The full list of countries included in the scope of this study is appended. Please complete one Product line form per country and per product line.

### 2. General questions

Respondent first name	Respondent last name
Job title	Email address
Organisation name	Interview date

#### **Interviewer script**

*Thank you for taking the time to speak with me today and for contributing data to the 2018 Landscape of Microinsurance in Africa Study.*

*To begin with, we would like to share our working definition of microinsurance. A product is generally defined as a microinsurance product if it meets the following conditions:*

*Microinsurance products have modest premium levels based on the risks insured. They are developed intentionally to serve the low-income population. The insurer is the risk carrier, and the product must be working towards profitability or at least sustainability, and managed on the basis of insurance principles.*

**How does your organisation define microinsurance?**

**Which of the following product lines does your organisation make available for the low-income market?**

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Life        | <input type="checkbox"/> Health              |
| <input type="checkbox"/> Credit-life | <input type="checkbox"/> Crop insurance      |
| <input type="checkbox"/> Funeral     | <input type="checkbox"/> Livestock insurance |
| <input type="checkbox"/> Accident    | <input type="checkbox"/> Property (non-agri) |

Other (specify)

In which of the following countries does your organisation offer insurance products?

- |  |  |   |                                       |
|--|--|---|---------------------------------------|
| <input type="checkbox"/> Algeria         | <input type="checkbox"/> Benin                 | <input type="checkbox"/> Botswana                 | <input type="checkbox"/> Burkina Faso |
| <input type="checkbox"/> Burundi         | <input type="checkbox"/> Cameroon              | <input type="checkbox"/> Central African Republic | <input type="checkbox"/> Chad         |
| <input type="checkbox"/> Comoros         | <input type="checkbox"/> Congo, Dem. Rep.      | <input type="checkbox"/> Côte d'Ivoire            | <input type="checkbox"/> Djibouti     |
| <input type="checkbox"/> Egypt           | <input type="checkbox"/> Ethiopia              | <input type="checkbox"/> Gabon                    | <input type="checkbox"/> Ghana        |
| <input type="checkbox"/> Guinea          | <input type="checkbox"/> Guinea Bissau         | <input type="checkbox"/> Kenya                    | <input type="checkbox"/> Liberia      |
| <input type="checkbox"/> Libya           | <input type="checkbox"/> Madagascar            | <input type="checkbox"/> Malawi                   | <input type="checkbox"/> Mali         |
| <input type="checkbox"/> Mauritania      | <input type="checkbox"/> Morocco               | <input type="checkbox"/> Mozambique               | <input type="checkbox"/> Namibia      |
| <input type="checkbox"/> Niger           | <input type="checkbox"/> Nigeria               | <input type="checkbox"/> Republic of Congo        | <input type="checkbox"/> Sierra Leone |
| <input type="checkbox"/> Western Sahara  | <input type="checkbox"/> Sao Tome and Principe | <input type="checkbox"/> Senegal                  | <input type="checkbox"/> Tanzania     |
| <input type="checkbox"/> South Africa    | <input type="checkbox"/> Sudan                 | <input type="checkbox"/> Swaziland                | <input type="checkbox"/> Uganda       |
| <input type="checkbox"/> The Gambia      | <input type="checkbox"/> Togo                  | <input type="checkbox"/> Tunisia                  |                                       |
| <input type="checkbox"/> Zambia          | <input type="checkbox"/> Zimbabwe              |   |                                       |
| <input type="checkbox"/> Other (specify) |  |   |                                       |

## Product line form

### 1. Purpose of this document

This document is for use by interviewers engaging with insurance providers in the context of collecting data for the 2018 Landscape of Microinsurance in Africa.

The data contained in completed forms will be exported to a consolidated Excel database.

Each respondent company is likely to operate in more than one country, and may offer more than one product line in each of these countries. The full list of countries included in the scope of this study can be viewed in the dropdown list below (under “Country”) is also appended. We anticipate six product lines: life; credit-life; funeral insurance; health (including hospital cash plans); crop insurance; livestock insurance.

Please complete one Product line form per country and per product line.

### 2. Product line questions

Respondent first name	Respondent last name
Organisation name	Interview date
Country	Product line
Other country	Other product line

#### ***Interviewer script***

*Thank you for taking the time to speak with me today and for contributing data to the 2018 Landscape of Microinsurance in Africa Study. Any information you choose to share will be curated by Microinsurance Network. The answers to questions marked with an asterisk (\*) will be treated confidentially and used only to help us analyse the extent to which the report’s findings are representative.*

*The questions I will be asking you now relate specifically to the [insert product line] insurance services provided in [insert country name]. When answering these questions, please take into consideration all products that fall into this product line that you deem to be products designed for the low-income market. All answers apply to the calendar year 2017.*

1. How many products were included in this product line in 2017?

---

2. How many of these products were regulated?

---

3. a. How many policies were active at 31.12.2017?  
b. Of these, how many were group policies?

---

4. How many lives were covered by these policies, including the policy-holder?

---

5. What is the US dollar value of premiums collected for this product line in 2017?<sup>21</sup>

---

6. What is the value, in local currency units (LCU), of premiums collected for this product line in 2017?

---

7. What is the currency used in question 6?

---

8. In calendar year 2017, how many claims were submitted for this product line?

---

9. By average claims duration in the year, we mean the average number of days between when the claim was initially received by the insurer or its representative and when the benefit was paid. Is this consistent with the definition used by your company?  Yes  No

---

10. If you answered “No” to question 9, please briefly provide your definition (i.e. how the start and end dates of the claims process are determined).

---

11. On average for this product line, how many days did it take to settle claims from the day documentation was first received?<sup>22</sup>

---

12. For this product line, how many claims relating to calendar year 2017 were rejected?

---

13. What is the US dollar value of claims paid out for this product line in 2017?<sup>23</sup>

---

14. What is the value, in local currency units, of claims paid out for this product line in 2017?<sup>21</sup>

---

15. What is the currency used in question 14?

---

16. Does your answer to question 13 (or 14) refer to:
  - a. Decisions to pay claims       b. Actual settlement of claims       c. Not sure

17. How many of the products falling within this product line are:
  - a. Mandatory       b. Voluntary       c. Not sure

<sup>21</sup> If the US dollar value is not available, ask for the value in local currency (questions 6 and 14).

<sup>22</sup> Note: please ensure that it is clear whether the answer to Q11 uses the definition provided in Q9 or Q10.

<sup>23</sup> The answer should refer to when the decision to pay the claim was made.

18. What is your organisation's role in the supply chain for this product line (tick all that apply)?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Reinsurer                                     | <input type="checkbox"/> Primary insurer          | <input type="checkbox"/> Administrator                                    |
| <input type="checkbox"/> Risk carrier                                  | <input type="checkbox"/> Technology platform      | <input type="checkbox"/> Brokers and agents                               |
| <input type="checkbox"/> Bank, post office,<br>financial institution   | <input type="checkbox"/> Microfinance institution | <input type="checkbox"/> Mutual society (health)                          |
| <input type="checkbox"/> Cooperative / community<br>based organisation | <input type="checkbox"/> NGO                      | <input type="checkbox"/> Association / informal<br>community organisation |
| <input type="checkbox"/> Funeral fund                                  | <input type="checkbox"/> Syndicate                | <input type="checkbox"/> MNO  |
| <input type="checkbox"/> Hospital                                      | <input type="checkbox"/> Retailer (e.g. food)     | <input type="checkbox"/> Travel agency                                    |
| <input type="checkbox"/> Shipping broker                               | <input type="checkbox"/> Religious community      | <input type="checkbox"/> Aggregator                                       |

Any comments:

19. What intermediaries (distribution channels) do you use for this product line?

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Brokers and agents                            | <input type="checkbox"/> Technology platform                              | <input type="checkbox"/> Microfinance institution |
| <input type="checkbox"/> Hospital                                      | <input type="checkbox"/> Mutual society (health)                          | <input type="checkbox"/> NGO                      |
| <input type="checkbox"/> MNO   | <input type="checkbox"/> Funeral fund                                     | <input type="checkbox"/> Retailer (e.g. food)     |
| <input type="checkbox"/> Aggregator                                    | <input type="checkbox"/> Syndicate  | <input type="checkbox"/> Travel agency            |
| <input type="checkbox"/> Religious community                           | <input type="checkbox"/> Bank, post office,<br>financial institution      | <input type="checkbox"/> Shipping broker          |
| <input type="checkbox"/> Cooperative / community<br>based organisation | <input type="checkbox"/> Association / informal<br>community organisation |   |

Any comments:

20. To help us avoid double-counting, please can you tell us the names of the partners you work with for [this product line] in [this country]?

21. Are any of your products within this product line gender specific?  Yes  No

22. Who are your main competitors in [this country] with respect to [this product line]? Please provide names of insurance companies.<sup>24</sup>

### Interviewer script

*Thank you very much indeed for your time.*

<sup>24</sup> Note: the purpose of this question is to identify other respondents for the study.



## About the World Map of Microinsurance

The World Map of Microinsurance (WMM) is an interactive map that enables insurers and microinsurance practitioners to gain a bird's-eye view on the landscape of microinsurance worldwide, to search and extract sector-specific data by region, in order to gain insights into trends in microinsurance, and to foster better decision-making at an operational and policy level.

[worldmapofmicroinsurance.org](http://worldmapofmicroinsurance.org)

## About the Microinsurance Network

A not-for-profit membership-based association, the Microinsurance Network is driven by its vision of a world where people of all income levels are more resilient and less vulnerable to daily and catastrophic risks through improved access to effective risk management tools. Low-income consumers lie at the heart of our mission. We work with a broad range of stakeholders around the world to prioritise the needs, interests and well-being of our ultimate beneficiaries.

[www.microinsurancenetwork.org](http://www.microinsurancenetwork.org)

## Find out more



Visit us at:

[www.microinsurancenetwork.org](http://www.microinsurancenetwork.org)



Read our publications:

[www.microinsurancenetwork.org/resources](http://www.microinsurancenetwork.org/resources)



View our landscape studies and country profiles:

[www.microinsurancenetwork.org/landscape-microinsurance](http://www.microinsurancenetwork.org/landscape-microinsurance)



Contact us:

[info@microinsurancenetwork.org](mailto:info@microinsurancenetwork.org)



Twitter:

[@NetworkFlash](https://twitter.com/NetworkFlash)