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SOUTH AFRICAN SHORT-TERM INSURANCE INDUSTRY INSIGHTS BROCHURE

Published: MARCH 2026

The South African Short-Term Insurance Industry Landscape Report 2026

provides a dynamic synthesis of industry research, examining the local and global Short-Term Insurance Industry from a uniquely holistic perspective, with detailed insights into the current market dynamics and stakeholder positioning:

- **market environment and size,**
- **industry trends,**
- **innovation and technology,**
- **industry drivers and challenges,**
- **competitor and product analysis.**

The South African Short Term Insurance Market Industry Landscape Report 2026

Key questions the report will help you to answer:

Industry Overview

- What are the **current market dynamics** and size of the **Global and South African** Short-Term Insurance industry?
- Which are the **key global Insurtech firms**?
- What are the latest **Global and South African** Short-Term Insurance industry trends, innovation and technology, drivers, and challenges?

Competitor Analysis

- Which are the **key market players** in the South African Short-Term Insurance industry?
- For each key player, what is the **latest company news** in terms of products, services, and marketing initiatives?
- Which Short-Term Insurance **products** are offered by each key player?
- What is the **latest marketing and advertising** news for each key player?
- What is the **social media following** for each key market player?

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COMPANY OVERVIEW

We are a South African, market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.

Bespoke B2B Market Research Solutions

We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.

Market and Competitor Intelligence

Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

INDUSTRY & COMPETITOR INTELLIGENCE

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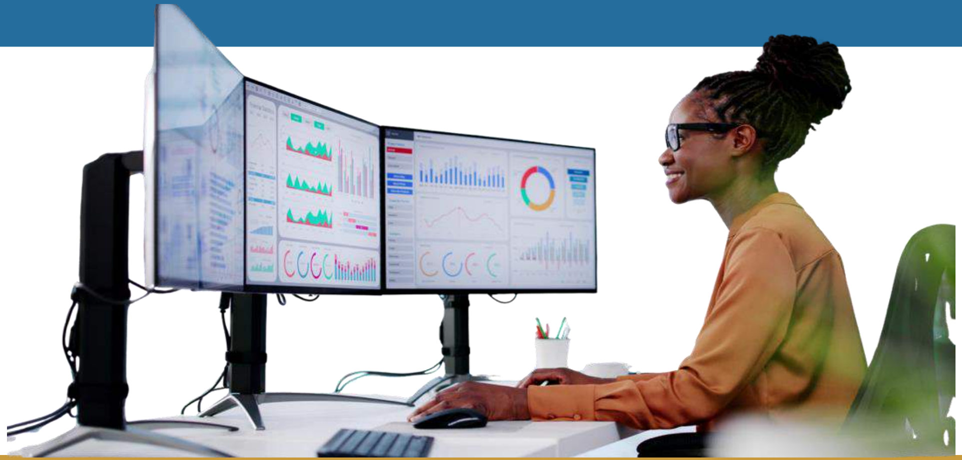
Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision.
From **strategic overviews** of your business's competitive environment through to specific competitor profiles, our **customised Intelligence** is designed to **meet your unique needs**.

QUESTIONS WE HELP ANSWER:

- **What is the current and future market size?**
- **What are the latest global and local trends impacting on the market?**
- **Who are your key competitors and what is their offering in terms of products, services, pricing and branding?**



OUR RESEARCH SOLUTIONS

- Competitor pricing research
- Store visits and store checks
- Competitor interviews
- Customer interviews
- Company website analysis
- Governmental held records

OUR FINANCIAL SERVICES EXPERIENCE

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We are a proudly South African company that have provided market research and intelligence to local and global brands. We have worked with some of the greatest companies and brands in their industries.

SCREENSHOTS FROM REPORT

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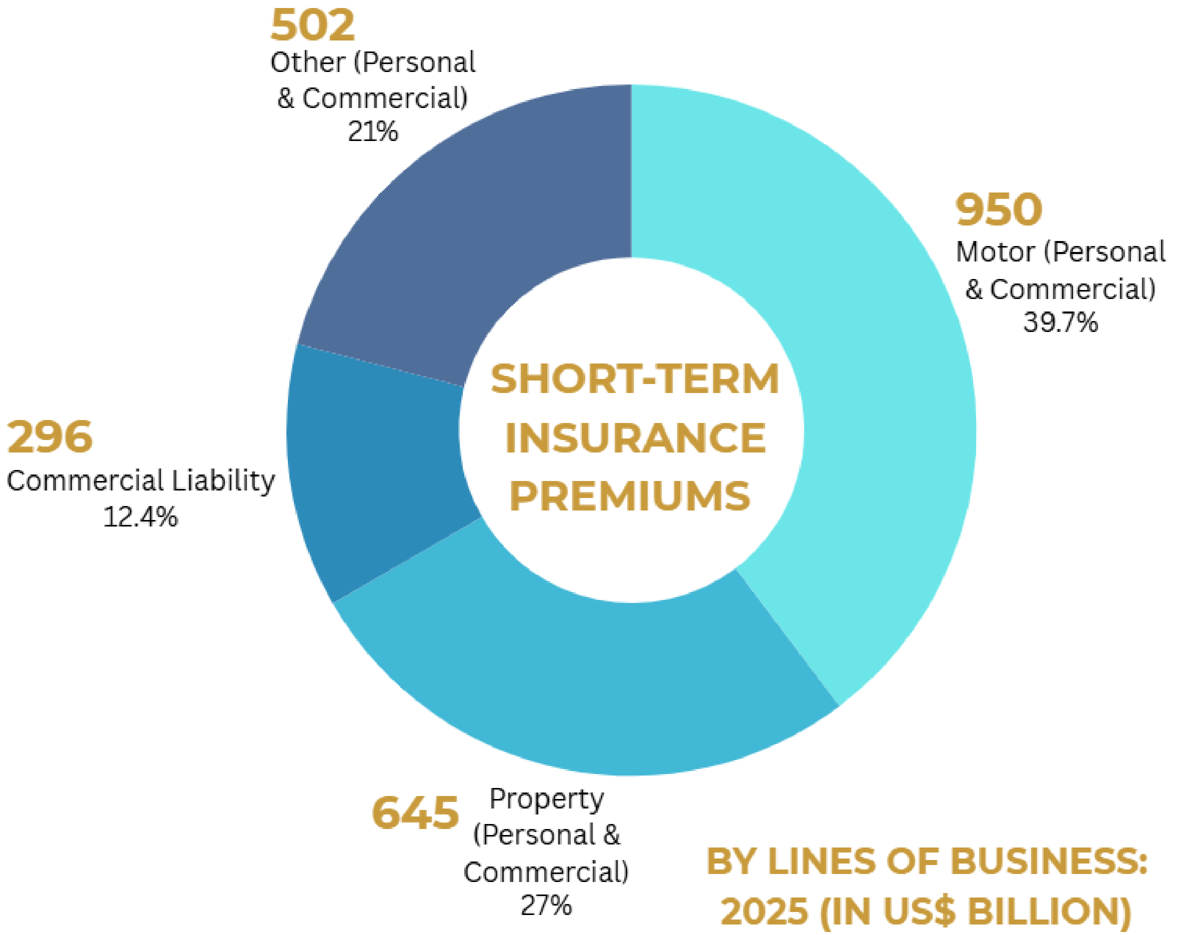
145-page report filled with detailed charts, graphs, and insights

Globally, economic growth is slowing amid significant macroeconomic regime shifts and elevated policy uncertainty, driven largely by United States goods tariffs. The global Short-Term (Non-Life) Insurance market is expected to grow by 5.4% in 2025 and 5.6% in 2026.

- In particular, US tariffs are impacting the primary insurance industry through premium growth, claims costs, and investment returns, with effects varying by geography. The most direct impact is expected on non-life claims severity in the US, particularly in motor and construction insurance. Outside the US, tariffs are more likely to be disinflationary, easing pressure on claims costs.
- Premium growth across the global insurance industry is moderating in both non-life and life segments, reflecting a weakening global economy and an uncertain policy environment. Total premiums are estimated to grow by 2.0% in real terms in 2025, increasing marginally to 2.3% in 2026.
- As illustrated in the adjacent graph, Motor Insurance (Personal and Commercial) was the largest line of business in 2024, valued at approximately US$950 billion.
- This was followed by Property Insurance (Personal and Commercial) at US$645 billion, Commercial Liability at US$296 billion, and Other (Personal and Commercial) at US$502 billion.



BY LINES OF BUSINESS: 2025 (IN US$ BILLION)

SAMPLE FROM REPORT

SA TRENDS, INNOVATION & TECHNOLOGY, DRIVERS AND CHALLENGES

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TRENDS

PARAMETRIC AND INDEX-BASED INSURANCE IS TRENDING

- Parametric and index-based insurance moved from niche experimentation to practical local deployment during 2025, driven by demand for faster payouts and reduced claims friction in climate-exposed segments.
- Unlike traditional indemnity insurance, these solutions trigger predefined payouts based on objective metrics such as rainfall, wind speed, or power-outage thresholds, reducing assessment delays and improving settlement certainty.
- Santam advanced local adoption after securing regulatory approval for Weather Index Insurance targeted at smallholder farmers, demonstrating commercial scalability within the South African regulatory environment.
- Hollard and Old Mutual Insure have increasingly positioned parametric structures as part of broader climate resilience and agricultural risk strategies, signalling growing insurer confidence in index-based models.

INNOVATION & TECHNOLOGY

TOKIO MARINE ‘GREEN TRANSITION’ PLATFORM

- Hollard and iTOO are leveraging the launch of Tokio Marine GX, described as a green transition platform, to expand tailored underwriting support for businesses seeking to decarbonise across Africa.
- The platform is positioned to provide specialist insurance and risk management solutions across sectors, supported by Hollard’s partnership with Tokio Marine.
- By targeting risks linked to energy transition projects, including renewable energy and other green initiatives, the partnership aims to unlock new underwriting opportunities while supporting decarbonisation across the region.

DRIVERS

RAPID DIGITAL INNOVATION DRIVES DEMAND

- South Africa’s Short-Term Insurance market in 2025 is being reshaped by rapid digital innovation, as technology has become central to how insurers compete, scale, and engage customers. What was once a supporting capability is now a core growth driver, as insurers are increasingly reliant on digital platforms to improve efficiency, expand reach and respond to changing consumer expectations.
- Legacy systems are being replaced by API-first, cloud-native platforms, allowing insurers to integrate seamlessly with third party data providers, payment platforms, and distribution partners.
- Digital distribution channels are also lowering barriers to entry for consumers who may have previously found insurance complex or inaccessible.
- As a result, digital innovation is driving and sustaining overall growth and competitiveness in the Short-Term Insurance market in South Africa.

CHALLENGES

POOR INFRASTRUCTURE AMPLIFIES MARKET PRESSURE

- South Africa’s ageing and poorly maintained infrastructure is emerging as a structural constraint for the Short-Term Insurance market, amplifying both the frequency and severity of insured losses.
- Road infrastructure deterioration and insufficient maintenance are also contributing to higher accident rates and motor repair costs, directly increasing claims frequency and loss ratios within personal and commercial motor portfolios.
- These systemic weaknesses increase earnings volatility and place sustained pressure on claims ratios, capital buffers, and reinsurance programmes. Risk accumulation becomes harder to model where infrastructure resilience is uncertain.
- As a result, underwriting complexity increases, pricing adequacy becomes more difficult to maintain, and insurers may be required to tighten risk selection or limit exposure in high-risk areas, constraining portfolio growth and profitability across the market.

1st FOR WOMEN INSURANCE COMPANY NEWS

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1st for Women Wins Top Performer Award for Short-Term Insurance Industry

In September 2025, 1st for Women was recognised as the top performer in the Short-Term Insurance industry at the Ask African Orange Index Awards, achieving the highest service satisfaction scores in the sector. The accolade reinforces the brand's commitment to putting women first and meeting and exceeding customer expectations across all touchpoints. ***(29 September 2025)***

Fancourt Hosts Annual Women's Month Golf Event with 1st for Women

In August 2025, more than 200 female golfers from across South Africa participated in Fancourt's annual 'Ladies @ Home Day'. The event was a Women's Month celebration hosted in partnership with 1st for Women Insurance. Fancourt's courses were awash in pink for the occasion, as most golfers dressed in pink for the event.
(2 September 2025)

New Chief Executive Officer (CEO)-Designate Appointed

In August 2025, 1st for Women parent company, Telesure Investment Holdings (TIH), appointed Khaya Gobodo as CEO-Designate. The transition aims to position the group for future growth, with Gobodo noting that the group's strong foundation and commitment to innovation will guide his focus on strengthening customer experience. ***(21 August 2025)***

1st for Women Celebrates Women's Month with Panel Discussion and Report Insights

In August 2025, 1st for Women held a panel discussion and released its 'Her and Now: Insights into the Women of South African 2025' report. The report revealed several insights about South African women: that they increasingly view softness, balance, and self-preservation as forms of strength, that widespread burnout is prevalent among this group, and that female solidarity remains strong. ***(8 August 2025)***

1st for Women Now Serves More Than 250,000 Customers

In April 2025, an online Media Update article revealed that 1st for Women has spent two decades refining female-focused insurance in South Africa and now serves more than 250,000 customers. The company relies heavily on consumer research and extensive staff training to creative a supportive, pressure-free environment.
(26 April 2025)

South African Founder of 1st for Women Parent Company Passes Away

In February 2025, Douw Steyn, South African billionaire and founder of TIH, passed away at the age of 72. Steyn played a pivotal role in shaping the country's insurance landscape, and his introduction of telephonic motor insurance transformed how insurance was sold. He will be remembered as an exceptional entrepreneur who built a business of immense scale. ***(4 February 2025)***

1st FOR WOMEN'S SHORT-TERM INSURANCE PRODUCTS/SERVICES

- **Buildings Insurance**
- **Business Insurance (Including Business Interruption Insurance, Business Vehicle Insurance, Directors & Officers Insurance, Professional Indemnity Insurance, Public Liability Insurance, and Small Business Insurance)**
- **Home Contents Insurance (Including Comprehensive Home Contents Insurance, Handbag Cover, and Fire and Storm Only Home Contents Insurance)**
- **Personal Insurance (Including Auto Top-up Plus, Cellphone, Legal Cover, Personal Accident, Personal Loans, Scratch & Dent, Tyre & Rim, and Vehicle Warranty Insurance)**
- **Pet Insurance**
- **Portable Possessions Insurance (Including All Risk Insurance Camera, Cellphone, Clothing, Glasses, Handbag, Jewellery, and Laptop Insurance)**
- **Vehicle Insurance (Including Boat, Car, Caravan, Motorcycle, Off-Road, and Trailer)**

1st for women

CLIENTÈLE LIMITED GROUP: FINANCIAL PERFORMANCE

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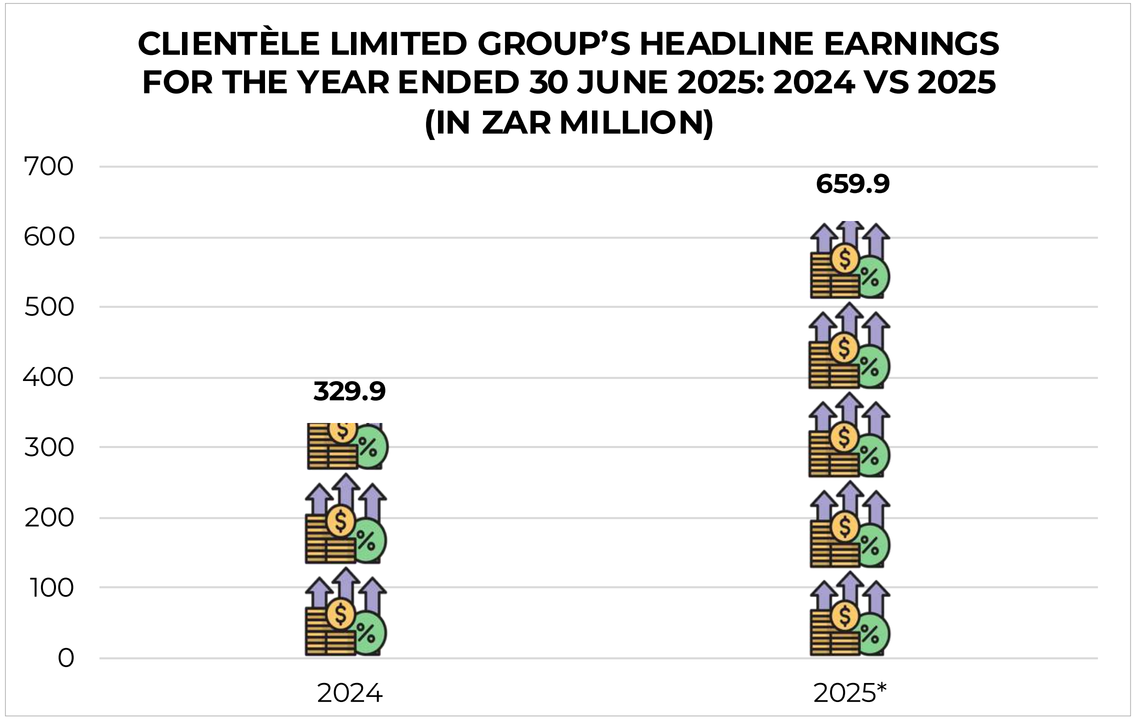
According to Clientèle Limited Group's Condensed Group Results for the year ended 30 June 2025, net profit for the year increased from approximately R333.9 million in 2024, to approximately R1.1 billion in 2025*, as illustrated in the adjacent table.

- In line with this, the Group also experienced an increase in insurance revenue from the year, with this reaching approximately R3.4 billion in 2025*, from approximately R1.9 billion in 2024. Value of new business also increased by 49.8%, from R220.3 million in 2024 to approximately R330.1 million in 2025*.
- Clientèle Limited Group's headline earnings for the year also witnessed an increase, from a restated R329.9 million in 2024 to approximately R659.9 million in 2025*, as illustrated in the adjacent graph. This contributed to a 49% increase in headline earnings per share, from 98.4 cents in 2024 to 147.1 cents in 2025*.
- Net profit for the year for Clientèle General, which houses its Short-Term Insurance, increased by 31% over the year, from approximately R105.6 million in 2024, to approximately R138.3 million in 2025*. This increase was largely driven by a once-off gain of approximately R37 million from the derecognition of leased property, with underlying profitability improving despite pressure from lower new-business volumes and assumption changes on withdrawals.
- Despite these increases, Clientèle General reported a 24.5% decrease in Value of New Business (VNB) for its Non-Life division, from approximately R73.1 million in 2024 to approximately R55.2 million in 2025*.

Clientèle Limited Group's Financial Results (In ZAR Thousand)	Year Ended	
	30 June 2025*	30 June 2024
Insurance Revenue	R3,402,751	R1,931,131
Value of New Business	R330,100	R220,300
Net Profit for the Year	R1,059,348	R333,909



*Clientèle acquired 1Life and Emerald in the current financial year, which had a positive impact on the group's key statistics.

DIALDIRECT INSURANCE: MARKETING AND ADVERTISING OVERVIEW

Dialdirect positions itself as a playful, straightforward, and customer-focused insurer, using humour, wordplay, and relatable content to promote its Short-Term Insurance offerings. Central to its brand identity is its signature promise of 'Less Yada Yada,' which highlights Dialdirect's emphasis on simple and transparent insurance, designed to give consumers peace of mind without confusion or hassle.

- Throughout 2025, Dialdirect consistently reinforced its 'Less Yada Yada' positioning through humorous, clever, and wordplay-driven posts. Campaign content included messages such as 'Yada Yada-free cover with Dialdirect. No dictionary or PhD required', and 'when other insurers bring the yada yada' with meme content parodying complicated insurance. These posts reinforced Dialdirect's key promise of simplifying insurance and reinforced an approachable, relatable, and consumer-focused brand image.

- Additionally, the company continued to grow its '#AnotherOneCovered' campaign, a hero-themed content series demonstrating how Dialdirect steps in when customers face unexpected everyday problems. These cinematic reels showcased Dialdirect as an invisible protector responding to common risks such as dead car batteries, disappearing home contents or minor accidents. With on-screen alerts like 'Monitoring subject: Lebo – Threat: Dead Battery', the reels depicted Dialdirect's 'hero squad' stepping in to help, every video concluded with the memorable line 'Another one covered,' reinforcing Dialdirect's commitment to swift, proactive, and reliable support.

- Peace of mind also remained a central promotional message, expressed through relatable memes and trending formats. Examples included a cat driving with the caption 'me driving with peace of mind knowing I'm insured with Dialdirect', as well as reels showing chaotic scenarios made bearable by Dialdirect cover. These posts used Gen Z-style humour and familiar social media language to make insurance feel accessible and relevant, highlighting the company's relatable positioning.

- Furthermore, Dialdirect strengthened its local cultural relevance through distinctly South African content, including posts about chilly Mzansi morning driving struggles, posts encouraging followers to comment their ultimate winter comfort foods such as potjiekos or samp and beans, and conversations about favourite holiday desserts, such as malva pudding and peppermint crisp tart. This focus on local identity helped the brand build warmth, relatability, and everyday relevance.

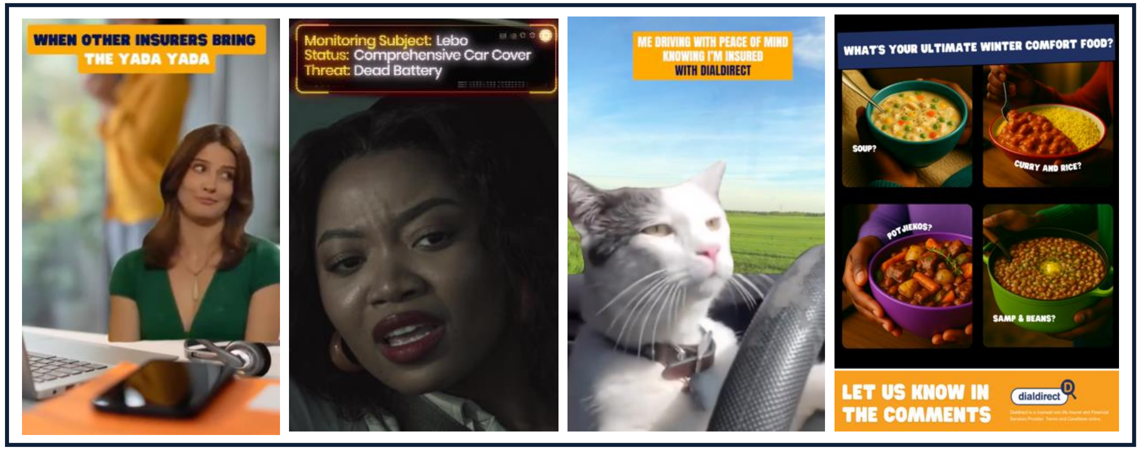


TABLE OF CONTENTS

TABLE OF CONTENTS

TABLE OF CONTENTS

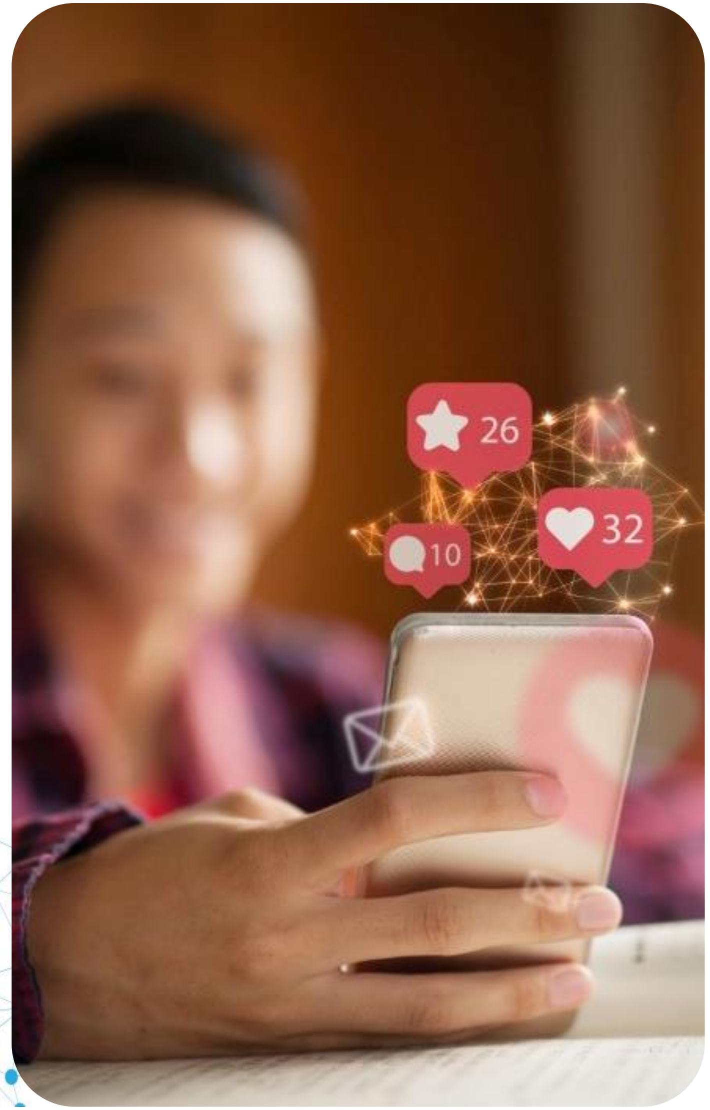


TABLE OF CONTENTS

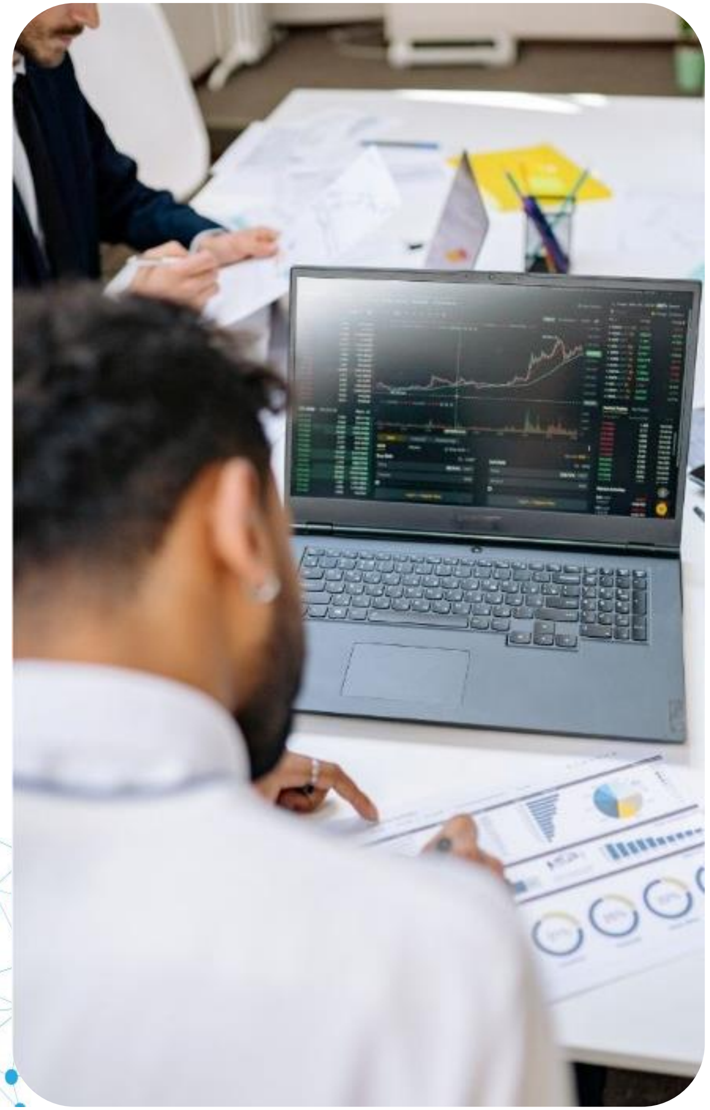


TABLE OF CONTENTS

3. SHORT-TERM INSURANCE COMPETITOR ANALYSIS: INSURANCE COMPANIES (74 Pages) (CONTINUED)

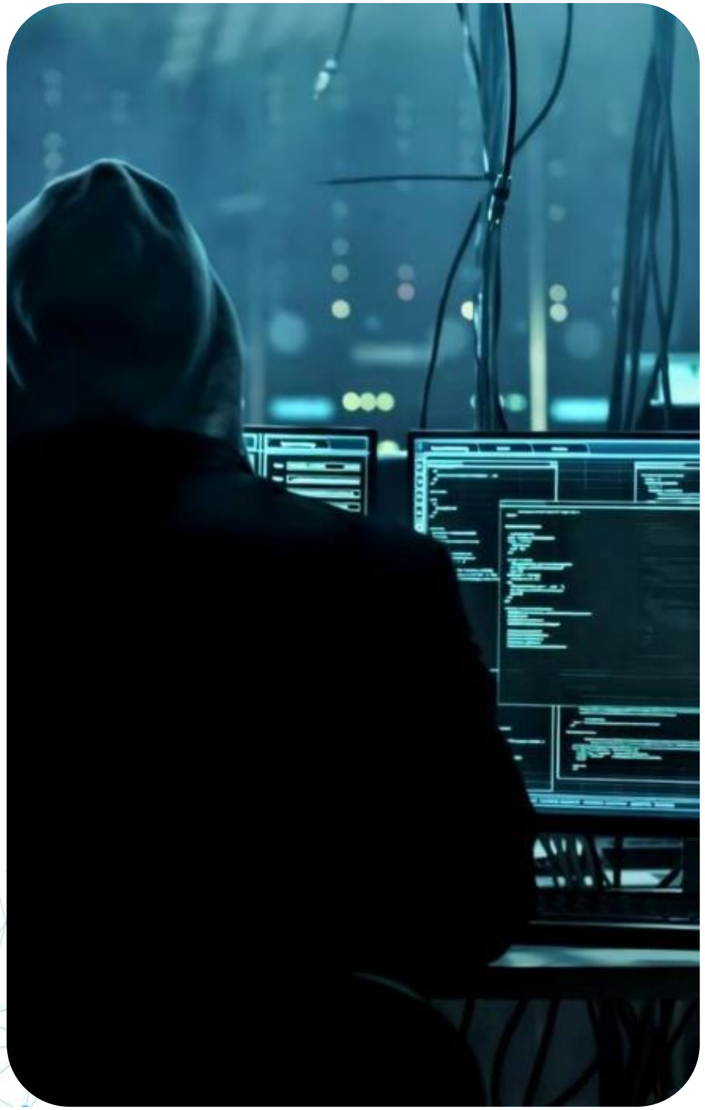


TABLE OF CONTENTS

3. SHORT-TERM INSURANCE COMPETITOR ANALYSIS: INSURANCE COMPANIES (CONTINUED) (74 Pages)

TABLE OF CONTENTS

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TABLE OF CONTENTS

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