

# Embedding Insurance in Financial Services

Key Global Threats  
and Opportunities for  
Banks and Fintechs



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# Executive Summary

This report shows how embedded insurance, enabled by digital platforms, is growing rapidly in Asia, Europe, and North America. Embedded insurance presents the financial services industry with a major opportunity to generate new revenue streams at low cost, deepen loyalty, and increase customer lifetime value. Despite regulatory complexity, legacy IT, and rising competition, banks and fintechs that act now can reap the rewards.

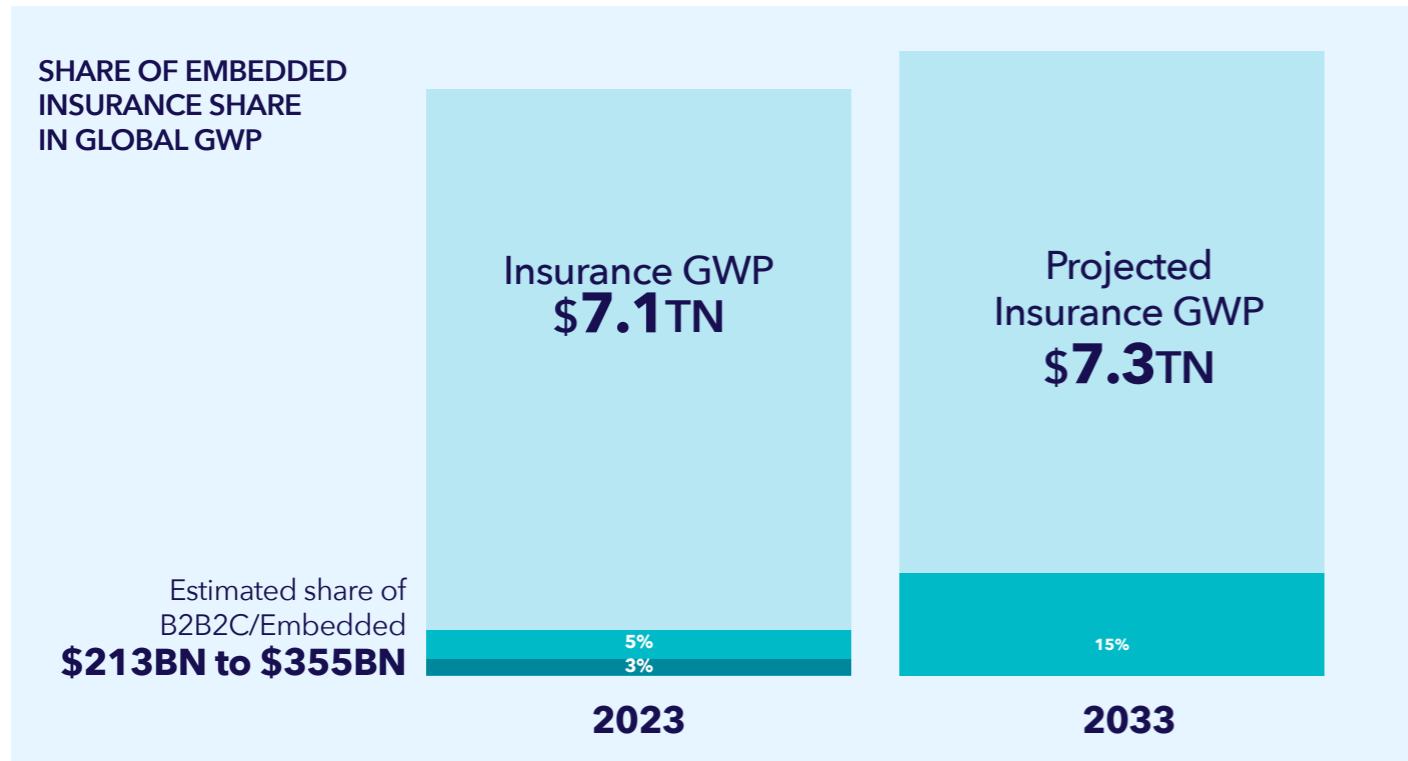
Embedded insurance is becoming a growth engine for global financial services. As this report will show, the market is forecast to more than triple in value between 2023 and 2033 – a trajectory which reflects a customer- and technology-driven reshaping of how protection is bought, sold, and experienced.

Yet the path forward does not belong to banks and fintechs alone. Competition from adjacent industries is intensifying. Regulatory regimes are evolving rapidly across Asia, Europe, and North America, demanding adaptability. Legacy IT systems still limit many incumbents, while data privacy and trust remain non-negotiable.

The opportunities outweigh these obstacles. Case studies from Asian markets will prove the scalability and flexibility of the embedded insurance model and the benefits of working with tech-forward insurance partners, platforms, distributors, and orchestrators. Meanwhile, global insurance incumbents are investing heavily in APIs and B2B2C distribution models, often working with platform partners, pointing the way to the embedded partnerships of the future.

The strategic imperative is simple: **embed protection into everyday financial flows, partner smartly, own the customer experience, and use trust as the ultimate differentiator.** This report will highlight and explore just how financial services companies can take inspiration from global developments and take those all-important next steps.

# Introduction



Embedded insurance - the seamless digital integration of insurance products directly into non-insurance customer journeys - is rapidly shaping how billions of people buy insurance around the world.

From the super apps of Southeast Asia and India's UPI (Unified Payments Interface)-linked platforms to Europe's neobanks and global e-commerce giants, embedded insurance is on the rise.

Embedded is one of the promising new distribution channels for the insurance industry. The global embedded insurance market is expected to grow from an estimated \$213 - \$355 billion in 2023 to \$1.1 trillion by 2033.<sup>1</sup>

In financial services, embedded is a digital evolution of bancassurance, only seamless, contextual, and tech-enabled, offering a wider array of frictionless products offered within digital banking journeys. In many markets, embedded also opens this traditional model from exclusive bank-insurer relationships to multi-insurer platforms.

What began as basic add-on products like extended warranties and travel or device protection has evolved into a sophisticated, application programming interface (API)-driven, model context protocol (MCP)-enabled, method of insurance distribution.

Fintechs, banks, e-commerce platforms, and even mobility players now offer embedded coverage at the moment of need, such as during loan approvals, retail checkouts, or ride bookings. The challenge now for financial services companies is to take advantage of their natural position as banking journey orchestrators for the digital age and enable genuine omnichannel customer experiences.

## Time for Financial Institutions to Embrace This New Channel

If embedded insurance is an evolution of traditional bancassurance, it is also a potential disruptor, due partly to changing customer behaviors, partly to advances in data analytics, APIs, and regulation concerning the sharing and protection of consumer data, and mobile-first platforms.

Consumers and small businesses across Asia, Europe and North America increasingly expect frictionless, contextual, and personalized financial products. In many Asian markets the rise of mobile-first digital banking and payments has increased access to simple life and non-life insurance products for millions of people. In the US and Europe, younger consumers are buying simple insurance products at point of sale for convenience, often eschewing traditional policies altogether.

For banks, fintechs, and other financial services companies - including commercial banks, mortgage companies, and wealth managers - embedded insurance represents an unparalleled opportunity to go beyond traditional bancassurance, work with multiple partners, and meet customers where they are.

Research cited in section 2 below shows that consumers are more likely to purchase insurance when it is offered in the right context. Therefore, by offering value-added embedded insurance with products such as credit cards and leveraging insurance as an add-on to other services - such as during a loan application - banks can become full-service financial hubs, increasing user engagement and long-term retention.

*“In today’s increasingly digital world, people are relying more on technology and less on human interactions.”*

- Ben Coumans, Managing Director Europe, Ageas

On the one hand, insurers are under pressure to expand distribution while lowering acquisition costs. On the other hand, many banks and fintechs seek to differentiate their value propositions and generate new revenue in a crowded digital market.

Technology costs are falling. API platforms now allow easy integration of underwriting, claims, and policy administration without insurers having to build digital infrastructure from scratch.<sup>2,3</sup>

Consent-based data sharing is also on the rise. The embedded channel works most effectively when it can leverage customer data to support seamless low-click customer experiences. Regulators all around the world are supporting secure data sharing to foster open banking, with key examples including India, the European Union, the United Kingdom, and the United States.<sup>4,5,6,7</sup>

This report will demonstrate that this momentum represents a real and measurable strategic growth opportunity, using data, case studies, and expert views to guide stakeholders toward decisions that will give them competitive advantage.

*“Banks are asking themselves, ‘How can we upgrade service to customers, improve loyalty and increase profitability?’”*

- Brigid McDermott, Financial Services Vertical Lead, bolt



*“Banks are in the business of selling trust. Innovation must strengthen that trust—because once lost, it’s nearly impossible to regain. This is why banks often move more cautiously in certain markets.”*

- Ben Coumans, Managing Director Europe, Ageas

SECTION  
01Global Market  
Landscape

Embedded insurance channels are gaining momentum for insurers, driven by advances in digital infrastructure, evolving customer expectations, and strategic partnerships between insurers, banks, and fintechs.

Publicly available sources citing credible comparable statistics are hard to come by. However, our research shows a consensus that Asia-Pacific is the largest regional embedded insurance market (where we estimate that embedded currently accounts for around 10% of total non-life GWP, compared with around 5% in Europe) and is likely to lead growth globally, with the pace of North American market adoption also widely predicted to accelerate.

### Evolution of Embedded Insurance in Financial Services

In Asia, the rise of super-app ecosystems such as WeChat and Alipay has redefined how insurance is bundled with payments, e-commerce, and mobility services.<sup>8</sup> India's unified payments interface (UPI)-linked fintech platforms are leveraging embedded models to reach a vast underinsured population, with a compound annual growth rate (CAGR) exceeding 45% in certain verticals.<sup>9</sup>

In the United States, embedded insurance has moved beyond traditional channels to digital banking platforms like Chime and SoFi, as well as the retail and automotive sectors, integrating policies at the point of sale.<sup>10</sup> Europe's evolution has been characterized by bancassurance models and regulatory innovations such as the European Union's Payment Services Directive (PSD2) and the UK's Consumer Duty framework, which encourages personalized insurance offerings directly within financial products.<sup>11,12</sup>

**“The European market benefits from strong consumer protection laws and digital infrastructure, enabling smoother adoption and customer trust.”**

– Olivier Lecocq, Director, Mobility and Financial Services Segments, Europe & Africa, bolttech

### Market Trends Driving Embedded Insurance Adoption & Competition

Key trends driving embedded insurance adoption include the shift towards digital-first consumer experiences, open banking frameworks, and the cost efficiency of API-based integrations.

**“Banks, utilities, telcos and legacy brands have two things in common. First, millions of customers interact with them often – for example, paying bills, checking balances, monitoring consumption. Second, many are asking ‘what more can I do for my customers?’ Embedded protection offerings are on the short list.”**

– Rob Bauer, President and Chief Growth Officer, bolttech

In Asia, mobile-first adoption has been central to the rise of embedded insurance ecosystems. In the US, partnerships between fintechs and insurtechs are capitalizing on consumer demand for seamless, real-time coverage. In Europe, uptake is strongest in larger markets like France, Germany, and the UK, where banks are partnering with insurtechs to provide embedded auto and health coverages.

## Key Challenges and Barriers

Despite the strong momentum, embedded insurance faces several challenges. One persistent myth is that embedded channels are limited to low-value products like travel or gadgets, when high-value products such as automotive and health are now leading drivers of growth.<sup>13</sup>

Another misconception is that embedded insurance requires massive infrastructure investments. However, API-based platforms have significantly lowered barriers to entry while masking the complexity of the marketplace.

Regulatory challenges vary by region and can be complex, yet many embedded ecosystem pioneers see this as an advantage - a solid framework within which they have clear boundaries. Many also welcome the existence of data privacy laws which force them to think through the ramifications of new innovations and consider consumer trust.

**“Clients expect digital experiences to be fast and convenient—but they also demand safety and trust”**

- Ben Coumans, Managing Director Europe, Ageas

## Market Opportunities

Embedded insurance is fast becoming a competitive differentiator across financial ecosystems for its potential to access new customer market segments and strengthen customer stickiness.

**“We see an opportunity to use technology in regulated, traditional industries like banking to introduce embedded insurance propositions that deliver stronger profitability and improved customer experiences.”**

- Brigid McDermott, Financial Services Vertical Lead, bolt

For financial services firms facing margin pressure or rising acquisition costs, embedding insurance into credit, payments, or onboarding journeys offers low-friction monetization. In mature markets, this can almost double customer lifetime value.<sup>14</sup>

**“If you look at Southeast Asia, the insurance penetration in many countries is still well below 2% of GDP on average, so these digital channels are playing an important role expanding the market to a broader segment of the population which traditional insurance has not been reaching effectively.”**

- Dominik Smeets, Regional Executive Director, Southeast Asia at Ageas

In Asia, embedded insurance doesn't just improve the experience for existing customers, it also helps reach underserved demographics through a mobile-first payments infrastructure that bypasses the need for traditional bank accounts. In Europe, regulatory clarity and API orchestration are enabling scalable models that reduce customer acquisition costs and improve retention. In North America, embedded protection in lending and retail flows is already improving conversion and ancillary revenue.<sup>15,16</sup>

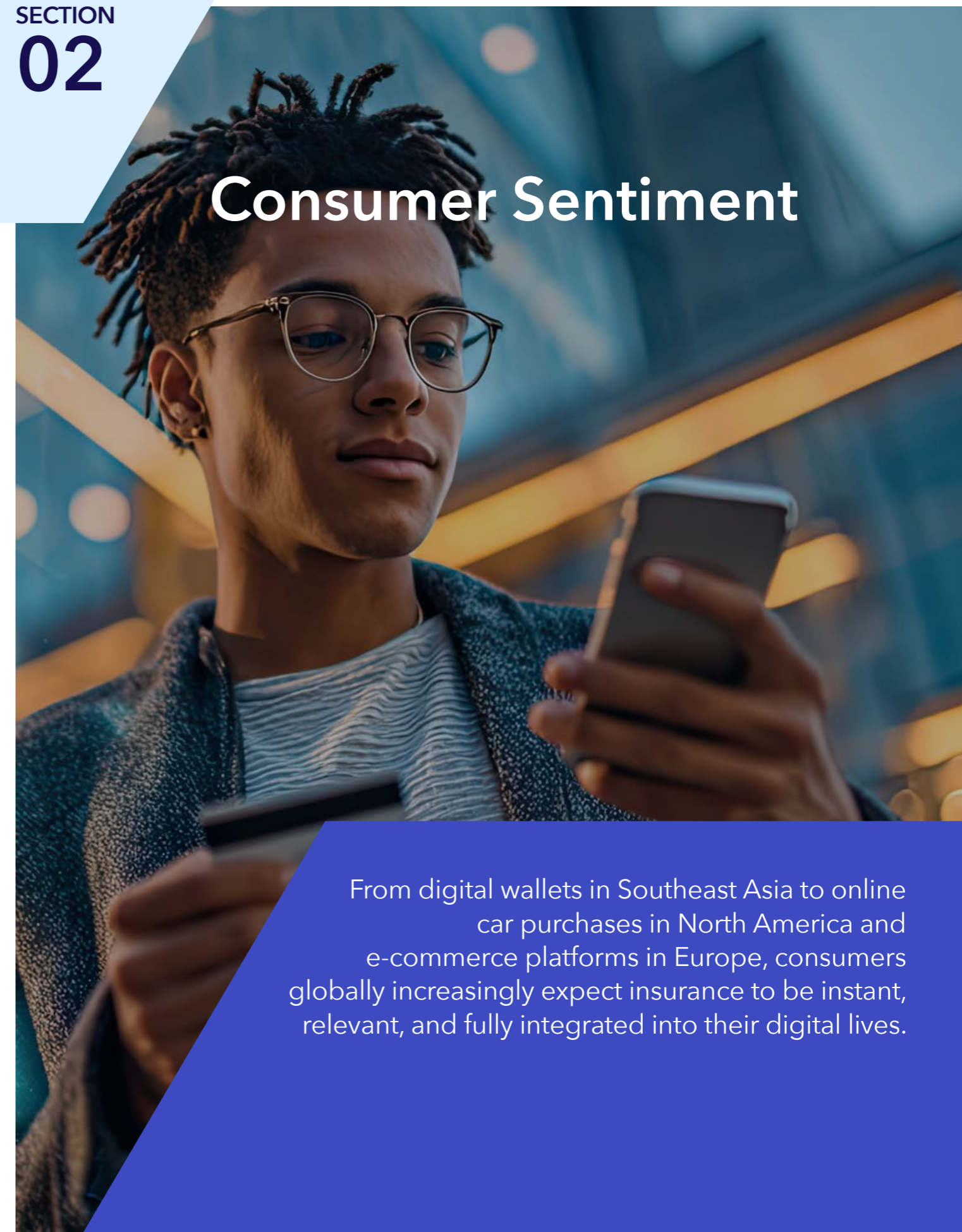
**“The benefits for banks are clear: Increased customer acquisition, retention and lifetime value, new revenue streams and data insights, and enhanced brand relevance in digital ecosystems.”**

- Olivier Lecocq, Director, Mobility and Financial Services Segments, Europe & Africa, bolttech

While this opportunity represents an evolution of - and challenge to - the traditional bancassurance model in Europe and Asia, it also represents a new opportunity for some banks and fintechs. This is particularly the case for challenger banks, as well as established incumbents in markets like the US where the bancassurance channel has been less important historically.

## SECTION 02

# Consumer Sentiment



From digital wallets in Southeast Asia to online car purchases in North America and e-commerce platforms in Europe, consumers globally increasingly expect insurance to be instant, relevant, and fully integrated into their digital lives.

## Key Benefits Impacting Consumer Sentiment

Simplicity, speed, and relevance remain the core benefits cited by consumers engaging with embedded insurance.<sup>17</sup> For example, in Asia, microinsurance delivered via mobile payment platforms like GCash and MoMo is helping millions access affordable, event-based coverage with a few taps.<sup>18,19</sup>

In Europe, embedded offerings through e-commerce and neobanks are welcomed by users seeking opt-in models with transparent pricing.<sup>20</sup> North American consumers prefer embedded policies at transaction points like car purchases or fintech onboarding, often citing convenience and trust in the digital experience.<sup>21</sup>

## Consumer Behavior and Expectations by Region

In Southeast Asia, mobile-native consumers are comfortable purchasing insurance via apps they already use for payments and services. In the Philippines, over 51 million GInsure policies have been issued through GCash.<sup>22</sup> Indonesia and Vietnam are following suit, with microinsurance policy volumes exceeding 23 million and 15 million respectively.<sup>23,24</sup> Young users – especially Gen Z and Millennials – are driving demand.<sup>25</sup>

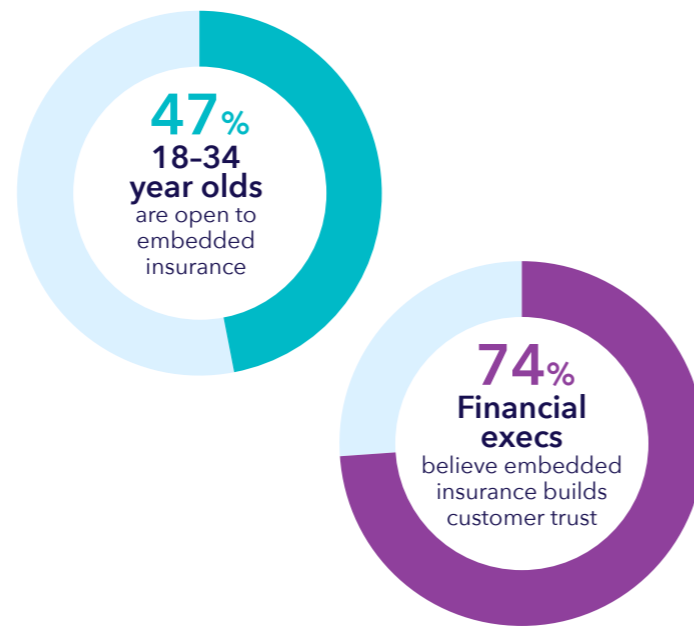
In North America, a 2025 J.D. Power study found 47% of 18-34-year-olds are open to purchasing embedded insurance at dealerships or within fintech platforms.<sup>26</sup>

European consumers, while more conscious of data privacy risks, respond positively when products are offered via known banking apps or e-commerce channels with clear terms.<sup>27</sup> Surveys in Germany and the UK show that digital bancassurance is the preferred channel among digital banking customers.<sup>28</sup>

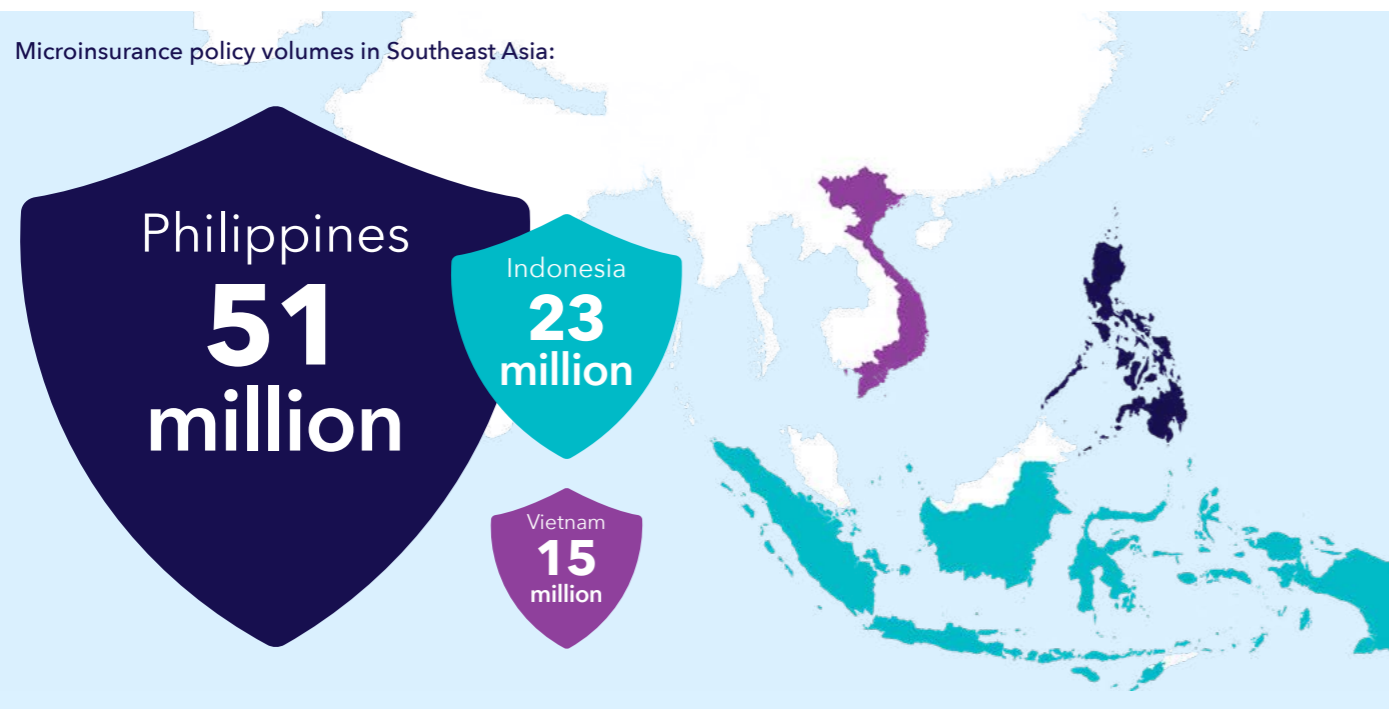
## Rejection of Traditional Insurance Experiences

In contrast to the rising trust for fully digital insurance, consumers increasingly perceive traditional insurance processes as bureaucratic, opaque, and disconnected from daily life.

Embedded insurance addresses these pain points by simplifying the customer journey, with clear potential benefits for financial services companies themselves. According to a Chubb report, 74% of financial services executives believe embedded insurance builds stronger customer trust.<sup>29</sup> Consumers value instant policy issuance, contextual relevance, and automated onboarding.



Microinsurance policy volumes in Southeast Asia:



# SECTION 03

# Embedded Insurance Business Models: A Global and Regional View

Embedded insurance is rapidly maturing across most regions, though at different speeds and in different forms. Asia currently leads in adoption as the largest embedded insurance market in 2024, while Europe shows unique strengths via bancassurance and e-commerce integration, and North America is the fastest-growing region.

This section analyses common embedded insurance models by region, outlines how firms are integrating insurance within financial products, and provides examples of key fintech-driven cross-industry deployment innovations.

## Overview of Common Embedded Insurance Models by Region

Asian markets vary wildly, although much of the region shares several common growth trends, including mobile-first ecosystems with widespread consumer adoption of super apps and digital wallets that integrate microinsurance and usage-based policies. Embedded models are delivered via APIs not just within payments and lending platforms, but also ride-hailing and other non-financial platforms.

In Europe, banks and insurers distribute embedded coverage via digital banking and savings products (as well as non-financial services channels such as e-commerce) with strong regulatory oversight via the EU's revised Payment Services Directive and the UK's Financial Conduct Authority.

In North America, collaborations between dealerships and fintechs offer embedded motor and property insurance at point-of-sale. Startup-led API models are enabling digital channel distribution even where traditional financial services companies are proving slower at scaling adoption.<sup>30</sup>

*“Europe has quite deep integration in financial services. Interest rate volatility encouraged bancassurance players to look for new sources of revenue and loyalty drivers in a market investing in digital transformation, and strong partnerships between insurers and digital platforms.”*

– Olivier Lecocq, Director, Mobility and Financial Services Segments, Europe & Africa, bolttech



## Integrations with Financial Products

Consumers are increasingly encountering insurance offers embedded within the digital journeys of core banking products such as loans, credit cards, and savings accounts. The following examples demonstrate how insurers and financial institutions embed protection into everyday financial services.

### Asia:

#### Notable Banking Product Integration Examples

- Direct Lending (Malaysia)**  
 – Conversational Loan Onboarding via WhatsApp  
 Direct Lending enables customers to apply for personal and SME micro-financing through a WhatsApp-based journey. Built into this flow, borrowers are offered DirectCare+ microtafaful insurance, underwritten by PolicyStreet, which provides personal accident and loan protection cover. The entire process – from loan enquiry to application and insurance opt-in – is completed within the familiar WhatsApp chat interface.<sup>31</sup>
- MoneyHero via bolttech (Hong Kong)**  
 – Digital Car Insurance in Two Minutes  
 MoneyHero offers customers a fully online car insurance journey within its comparison platform. Users can review providers, receive real-time quotes, and complete purchases in around two minutes. Vehicle data is pre-filled and e-policies are issued instantly, streamlining the process into a single digital flow.<sup>32</sup>
- Federal Bank (India)**  
 – Credit Life Insurance Embedded in Digital Loan Journeys  
 Federal Bank, in partnership with Ageas Federal Life Insurance (AFLI), offers credit-linked life insurance seamlessly embedded within its mobile and WhatsApp-based personal loan journeys. Customers receiving pre-approved loan offers are shown an optional life insurance add-on within their journey. This has generated a 20% conversion rate, all fully digital and executed without agent interaction.
- CIMB Bank via GCash (Philippines)**  
 – Embedded Life Insurance with GSave  
 In the Philippines, CIMB Bank provides GSave savings accounts via GCash, allowing customers to open, manage, and maintain accounts entirely within the app. As part of this embedded banking experience, users receive free life insurance coverage of up to 250,000 Philippine pesos (PHP), automatically integrated when maintaining an average daily balance of PHP 5,000 or more.<sup>33</sup>
- Singtel (Singapore)**  
 – Embedded Bill Protection and Device Warranty  
 In Singapore, telco Singtel integrates protection into both telecom and device journeys. Through a partnership with Etiqa Insurance, postpaid mobile and broadband customers receive complimentary bill-protection that waives charges in case of getting laid off or provides lump-sum payouts on accidental death. Separately, Singtel partners with bolttech to embed extended warranty coverage into device purchases, extending repair and replacement beyond manufacturer terms across retail and online channels.<sup>34,35</sup>
- MB Bank (Vietnam)**  
 – Embedded Insurance Amid Regulatory Reform  
 New regulations here are designed to enhance transparency, protect consumers, and manage risks, particularly in the bancassurance channel. To comply with these while also advancing its “digital acceleration” strategy, MB Bank is embedding insurance offerings into its wider banking and lifestyle ecosystems with its joint venture, MB Life, in partnership with Ageas and Muang Thai Life Assurance. MB Life is piloting bundled products, such as cancer screening and insurance, with Vietnam’s largest hospital. It is also piloting microinsurance through e-commerce platforms. Meanwhile, credit life policies are embedded in lending flows where permitted, and all integrations are powered by MB Bank’s 1,000+ open APIs. (See case study in section six for more information.)
- Bank INA / GoTyme Bank (Indonesia)**  
 – Embedded Insurance in Lending and Savings  
 Indonesia’s GoTo ecosystem (Gojek + Tokopedia) through GoTyme Bank (formerly Bank INA) embeds optional life and accident insurance into its microloan (credit) and savings product journeys. When customers apply for GLoan microcredit or open a GoSave account, they are offered optional insurance features integrated into the digital interface as a seamless part of the financial product application process.<sup>36</sup>
- PhonePe (India)**  
 – Affluence Score-Based Life Insurance Onboarding  
 PhonePe, India’s largest UPI payments platform, partnered with Ageas Federal Life Insurance (AFLI) to pilot a frictionless term life insurance offer based on user “affluence scores.” These scores, derived from UPI transaction data, serve as a proxy for income, enabling AFLI to underwrite life policies without manual underwriting steps. The offer is embedded within the app, featuring a three-click journey, targeting digitally active users with no prior insurance coverage.

*“The process of credit underwriting to price a loan, and risk underwriting to price insurance are closely related. Why ask the same questions, of the same individual or business, within seconds of the same transaction...twice?”*

– Rob Bauer, President and Chief Growth Officer, bolttech

## Europe: Embedded Insurance via Digital Banking Channels

While banks typically don't disclose insurance attach rates publicly, there are examples from leading financial services providers that illustrate the effectiveness of embedded insurance:

- **Revolut (UK):**  
Travel insurance and purchase protection for devices embedded into premium account tiers, with real-time activation and claims tracking.
- **Qonto (France):**  
Purchase protection, travel insurance, and fraud cover into premium business cards, with automated activation at payment and coverage.
- **N26 (Germany):**  
Purchase protection and extended warranties for premium cardholders, enhancing customer retention.
- **Klarna (Sweden):**  
Payment protection insurance (PPI) into BNPL (buy now / pay later) offerings, improving conversion rates and reducing risk.
- **BBVA (Spain):**  
Partners with insurtechs to offer home and auto insurance through its mobile banking app, using customer data for personalization.
- **ING (Netherlands):**  
Offers cyber insurance and identity theft protection as part of digital banking packages, focusing on security for digitally active users.<sup>37</sup>

## North America: Embedded Insurance in Consumer Finance Journeys

As already seen, in Europe many fintechs and digital banks (Revolut, Qonto, N26, etc) have built-in, standardized embedded insurance benefits inside their premium account tiers or cards. These benefits (purchase protection, travel cover, device insurance, cyber protection, etc) are explicitly packaged as part of the product bundle - always on, triggered automatically when the customer uses the account or card.

In the US, those kinds of financial-service-as-a-platform examples are less common. Instead, what we see more often are:

- **Credit card perks**  
(Travel insurance, purchase protection, extended warranties) which function similarly but are marketed as "cardholder benefits" rather than a separate "embedded insurance strategy."<sup>38</sup>
- **Dealer/auto-finance integrations (see box opposite)**  
Which are embedded insurance in the strict sense but tied to large purchase finance rather than everyday accounts.
- **Standalone insurtechs**  
Which embed insurance into a payment mechanism, but not always within a mainstream bank/fintech account tier.<sup>39</sup>

There's a distinction in terms of how explicitly the offering is positioned as "embedded insurance" within consumer finance. In Europe, it's a selling point for fintechs, In the US, the same mechanics exist, but they're framed more as perks or protections rather than "embedded insurance."

### US CAR DEALER INTEGRATION EXAMPLE 1: Carvana and Root Insurance

When Carvana customers purchase or finance a vehicle, they're offered embedded auto insurance from Root at checkout. Since launching in 2021, the partnership has reportedly led to over 60,000 policies issued and opt-in rates exceeding 40% among eligible car buyers.<sup>40</sup>

### US CAR DEALER INTEGRATION EXAMPLE 2: Stellantis Financial Services + bolt (Automotive)

When customers purchase vehicles from Stellantis brands such as Chrysler, Dodge, Jeep, Ram, Fiat, and Alfa Romeo, they can now access auto insurance embedded directly through Stellantis' websites or apps. The program is offered by Stellantis Financial Services US, the captive automotive finance company of Stellantis in North America and is powered by insurtech bolt to deliver personalized coverage options in real time.<sup>41</sup>

## Global Innovations

While innovation differs by region, it is converging on one goal: Meeting customers where they already are and building journeys around them.

In Asia, mobile-first fintechs embed microcoverage into everyday transactions to insure the previously under- or uninsured, as well as leveraging widespread super app and digital wallet usage to offer insurance via multiple partners.<sup>42</sup>

*// Starting with simple coverages embedded in everyday transactions helps lower the barrier to entry, as onboarding can remain straightforward. As customers naturally engage more over time, they tend to share additional information, enabling a more personalized experience and service. This gradual deepening of engagement lays the foundation for building a long-term, life-long relationship."*

- Dominik Smeets, Regional Executive Director, Southeast Asia, Ageas

In North America, insurtech platforms insert insurance into car buying and credit onboarding.

In Europe, regulation shapes innovation. Fintechs and insurers design infrastructure around detailed compliance rules from the start, using them as a framework for scale, not a limitation. This has driven the rise of modular APIs and orchestration platforms that support seamless, cross-border embedded offerings.

*// I see regulation as a positive force. It makes us pause, reflect, and double-check that we're doing right by the customers. In our industry, strong regulation helps protect the trust we rely on."*

- Ben Coumans, Managing Director Europe, Ageas

## Innovations Beyond Financial Services

The key point to note with these trends is that the convergence of consumer expectation and technology is creating solutions to fill any gaps left by traditional financial services companies.

*// In Europe, retailers like Fnac, MediaMarkt, and Decathlon are embedding insurance into purchases of electronics or sports equipment. Telcos such as Orange, Vodafone, and Deutsche Telekom offer device protection and cyber insurance bundled with mobile plans. Digital platforms like Klarna and Revolut are integrating insurance into financial services and ecosystems. Banks are responding by partnering with insurtechs, launching white-label embedded products, or enhancing their digital channels."*

- Olivier Lecocq, Director, Mobility and Financial Services Segments, Europe & Africa, bolttech

Insurers are using APIs to partner with all manner of distributors, from telcos to car dealerships to e-commerce sites to Big Tech giants. The result of this is serious competition filling those spaces that banks have left open, such as in the US, where consumer appetite for embedded seems to be much greater than banks' appetite to provide it.

SECTION  
04

# Technology Enablers Driving Embedded Insurance

The rapid growth of embedded insurance is powered by a convergence of digital infrastructure, data analytics, and innovation driven by artificial intelligence (AI). One of the most significant shifts is the proliferation of API-first platforms that enable insurers, banks, and fintechs to integrate coverage directly into digital user journeys.

## API-Based Integrations

As of 2024, over 65% of embedded insurance offerings globally are supported by API-based distribution infrastructure, facilitating real-time pricing, quote delivery, and policy issuance.<sup>43</sup> Platforms like bolt in the US are building modular, compliance-ready APIs for retail, travel, and banking partners, drastically reducing deployment times.<sup>44</sup>

Customer data is central to the personalization of these offers. Insurers now tap into transactional, behavioral, and contextual banking and fintech data to tailor policies by user segment. This data-driven approach has shown to increase customer conversion in embedded flows, especially when combined with event-based triggers.<sup>45,46</sup> For example, insurers in Southeast Asia use digital wallet transaction patterns to target uninsured users with micro-coverage for life and health risks.<sup>47</sup>

*“The pace of API development has accelerated dramatically. Integrating an app with an insurance product is now a simple 'plug-and-play' process, reducing what once took months to just a few weeks. This efficiency is driving an increase in rapid, collaborative partnerships across the industry.”*

- Dominik Smeets, Regional Executive Director, Southeast Asia, Ageas

## Artificial Intelligence and Machine Learning

Artificial intelligence (AI) and machine learning are further optimizing embedded insurance by enhancing risk modeling, automating underwriting, and improving real-time customer engagement. AI is enabling claims processing speed increases of up to 50%, while Hiscox reports that AI augmentation could reduce underwriting time from three days to as little as three minutes.<sup>48,49</sup> This enables instant protection aligned with user intent, improving trust and reducing churn.

*“We’re seeing some interesting potential using AI agents to get components of the information needed to build more personalized and responsive customer journeys.”*

- Brigid McDermott, Financial Services Vertical Lead, bolt

## Other Emerging Technologies

Other technologies are now being layered on top of this foundation. Telematics is enabling usage-based auto policies, while blockchain is being tested for instant verification and smart contract-based payout logic. Even in regions with more traditional players, banks and fintechs are exploring partnerships to plug these innovations into everyday products. These advances are not future concepts but live developments, expanding rapidly, and reshaping consumer expectations for what insurance should look like in a digital age.<sup>50</sup>

**65%**  
embedded insurance offerings globally are supported by API-based distribution infrastructure

**50%**  
AI is enabling claims processing speed increases of up to 50%

SECTION  
05

# The Evolving Competitive Landscape

As insurance is increasingly delivered through digital journeys, those who control the user experience will control access to customers. While we can see traditional banks, fintechs, and neobanks amongst those digital-first brands in many markets, this is not the case everywhere.

While it makes sense for banks to become financial hubs for their customers, able to offer precisely the right suite of insurance offerings at the appropriate time, if they allow other brands to take over, they may forever lose the opportunity to build those relationships.

Competition now comes from any cloud-based product or service offering – from airlines to Amazon – with API integration capabilities. New entrants can deliver protection products more contextually, with lower acquisition costs and faster customer conversion.

## Key Players and Routes to Market

Insurtechs like Owen (Europe), CoverEase (North America), and bolttech (Asia) are emerging as orchestration layers. They simplify regulatory and operational complexity so non-insurance platforms can offer modular coverage.<sup>51,52,53</sup>

Meanwhile, digital challengers like bunq (Netherlands), Neo Financial (Canada), and Paytm (India) are embedding insurance into savings, payments, and credit flows, capturing transaction data and context to make protection relevant.

Partnerships are the dominant go-to-market route, but there is growing vertical integration: Fintechs launching MGAs, SaaS platforms bundling liability coverage, and e-commerce firms offering white-labeled policies at checkout. What will define the winners in this market is not the number of products they offer per se, but timing, context, and API capability.

## Banks: Empowered and Exposed

Banks typically control financial journeys in mature markets, yet many remain on the sidelines. This is particularly the case in the US, where only 19% have active embedded offerings.<sup>54</sup>

Fintechs are moving faster, treating insurance as a retention and monetization lever. Digital-first players already control onboarding, data capture, and customer communication, making them natural distribution partners. Insurers, in contrast, are becoming product and capital providers.

The strategic opportunity is not just selling policies but becoming the invisible infrastructure behind digital services which is where insurers have an advantage, given that this is a big part of their traditional underwriting role.

*“In the European market we’ve seen how integrating insurance into everyday financial products builds trust and convenience. However, we can also see how bank legacy systems can slow innovation or drive reluctance to develop new products and services. The lesson from this is to lean on technology that enables flexibility, and to prioritize customer-centric design and transparency in product offerings.”*

Olivier Lecocq, Director, Mobility and Financial Services Segments, Europe & Africa, bolttech

Leading insurers like Chubb, Allianz, AXA, and Ageas are investing in embedded APIs and B2B2C distribution models to stay relevant, as of course are digital- and mobile-first insurers such as Wakam.<sup>55,56,57,58,59</sup> Other traditional insurers remain slow to adapt, creating an opportunity for nimble orchestration platforms and MGA-tech startups to steal market share.

*“As an industry, we need to recognize that banks and other distribution partners are ahead of us when it comes to technology and digital customer journeys. To keep pace, we must invest in updating our processes and infrastructure.”*

– Ben Coumans, Managing Director Europe, Ageas



*// In the US, most banks will offer cash bonuses for opening an account, whereas in Europe they offer features like device protection and travel insurance. The latter may cost the same as offering cash bonuses, but it encourages loyalty and higher customer lifetime value. Those customers will stay with you because you're offering them a service they want. This reduces customer churn and acquisition costs."*

- Brigid McDermott, Financial Services Vertical Lead, bolt

### Opportunities for Differentiation

The embedded opportunity lies in creating seamless, useful coverage delivered at the exact moment of need. The biggest threat to banks is not other banks. It's platforms like Shopify, Uber, and vertical SaaS firms embedding protection into workflows. These players own attention, data, and purchase context. They are increasingly using these to offer insurance with greater precision and lower customer acquisition costs.

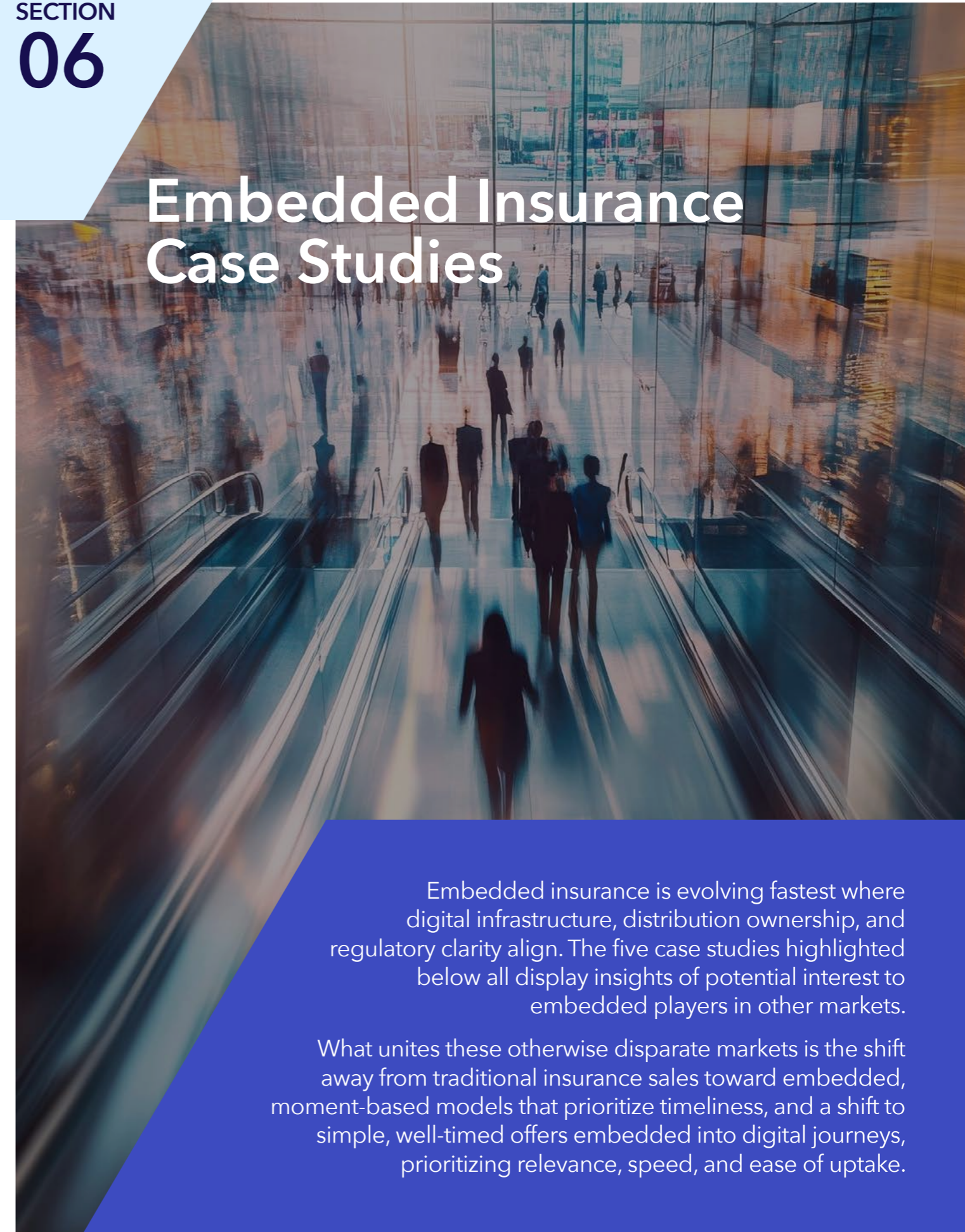
To compete, banks must move beyond passive referrals and start integrating insurance experiences into their core customer journeys. This requires working with orchestrators such as insurers, MGAs, insurtechs, or platforms, curating relevant products, and integrating opt-in logic, claims tracking, and real-time pricing, all within the native banking UX. Those who do can reduce churn, drive customer lifetime value (CLTV), and build more trust than traditional policy sellers ever could.

What's unfolding is a structural shift in how protection is delivered. Embedded insurance is fragmenting old distribution and redistributing value toward those who own timing and context. For financial institutions, the choice is clear:

**Integrate and lead, or remain static and cede control to faster-moving platforms.**

## SECTION 06

# Embedded Insurance Case Studies



Embedded insurance is evolving fastest where digital infrastructure, distribution ownership, and regulatory clarity align. The five case studies highlighted below all display insights of potential interest to embedded players in other markets.

What unites these otherwise disparate markets is the shift away from traditional insurance sales toward embedded, moment-based models that prioritize timeliness, and a shift to simple, well-timed offers embedded into digital journeys, prioritizing relevance, speed, and ease of uptake.



Case Study: bolttech & Home Credit

# Scaling Embedded Protection Through Retail Financing

## Overview

Home Credit, a consumer finance company with more than 130 million customers across Asia, sought to expand its insurance offering into more product categories. By linking protection directly to financed purchases, the company aimed to provide a seamless experience for consumers purchasing devices, appliances, and other goods.

## Challenges and Goals

In many of Home Credit's markets, financing a phone, appliance, or household item meant taking on additional commitments with limited protection options. Customers faced exposure to accidents, damage, or income loss, while lenders carried higher risk of default when unforeseen events struck.

Home Credit identified the opportunity to make protection an integral feature of the financing process. Its goals were to ensure customers could access affordable cover at the point of sale, to expand beyond device protection into broader product categories, and to leverage its scale to co-develop new products that could be delivered to market rapidly.

## Building the Product

The partnership between Home Credit and bolttech developed in strategic phases:

### Phase 1 - Device protection:

Accidental damage and extended warranty cover were embedded into financed phone journeys, with policies issued instantly at point-of-sale.

### Phase 2 - Expanded categories:

Home contents and personal accident cover were introduced, extending protection to wider household needs.

### Phase 3 - Expanded distribution:

From retail counters into telesales and digital platforms, allowing customers to access protection in more situations.

### Phase 4 - Product innovation:

The partnership has co-developed new products such as life and hospitalization coverage, displaying a focus on agility and tailored solutions to meet the evolving needs of customers in multiple markets.

**Results** The approach scaled rapidly, with measurable impact:

**4.5m+**

accumulated policies issued across 8 Asian markets

**Expansion**

from device protection into multiple insurance lines, including home contents, personal accident, and payment protection

**Omnichannel**

distribution through retail point-of-sale, telesales, and digital channels

**Innovation**

Established long-term partnership and ongoing product innovation

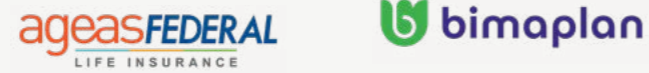
## What's Next

Home Credit continues to expand its protection categories, with emphasis on affordability and local tailoring. The infrastructure now supports rapid product launches, ensuring protection remains a consistent feature of its financing model.



## Key Lessons for Embedded Insurance

- Embedding protection at the point-of-sale drives accessibility and adoption.
- Co-development accelerates product design and launch.
- Scaling across markets requires standard frameworks with local adaptation.
- Diversified product selection enhances customer value and retention.



# Case Study: Ageas Federal Life Insurance & Bimaplan

## Driving Microinsurance Scale Through Digital Integration

### Overview

In a rapidly digitizing Indian financial landscape, Ageas Federal Life Insurance (AFLI) sought to expand beyond its traditional bancassurance roots. Bimaplan, a tech-driven fintech startup, was building a digital platform for underserved populations through banks, microfinance institutions (MFIs), and non-banking financial companies (NBFCs). Their collaboration created a scalable, API-powered solution for delivering affordable micro life insurance products at scale.

### Challenges and Goals

Bimaplan is a platform that connects banks and microfinance institutions with multiple insurers to deliver microinsurance at scale. It focuses on low-ticket, high-volume products, emphasizing automation, speed, and reach.

In late 2022, Ageas Federal Life Insurance (AFLI) was actively seeking digital partners to expand distribution. Simultaneously, Bimaplan was looking for an insurer who could support microinsurance via APIs.

*“The timing was right... we were looking for more banks and digital partnerships for embedded insurance; they were looking for an insurer who could provide a robust tech platform for integration.”*

- Sachin Gupta, Business Head - Digital & D2C, AFLI

### Building the Product

#### Co-Development

The two companies collaborated to design and build a micro life insurance product from the ground up. Using Bimaplan's specifications, AFLI and its tech partners (EPAM, and eBaoTech) implemented:

- A microinsurance product with premiums of around ₹1,450 - c. \$16 or €14
- API integration for real-time data and policy issuance
- A floating premium model to avoid per-transaction payments

The project used an agile methodology and was completed in under 90 days from business requirement to go-live.

#### Operational Model

- Banks and MFIs use BimaPlan's platform to issue microloans of around ₹40,000 - ₹45,000 - c. \$450 - \$515 or €385 - €440
- Insurance is automatically bundled unless the borrower opts out
- The premium is managed via a digital float account
- Bimaplan sends data to AFLI via secure APIs, enabling real-time policy issuance

This automated flow eliminated manual tracking and reconciliation, thereby eliminating errors and dramatically reducing the operational burden for partner banks.

### Results

AFLI created reusable infrastructure for other digital partnerships. Bimaplan was able to scale its platform capabilities with a tech-savvy insurer while enabling banks and MFIs to offer insurance without manual effort.

**\$9m**  
(€7.7m)  
GWP in year 1

**\$9.5m**  
(€8.2m)  
GWP in year 2

**48hrs**  
onboarding time  
for new MFIs

**1 million**  
policies sold  
and counting

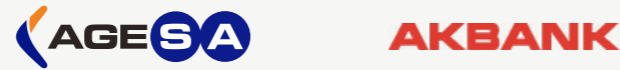
### What's Next

Following the success of the Bimaplan partnership, AFLI has replicated the model with more partners and expanded into adjacent digital journeys (e.g. WhatsApp-based personal loans with Federal Bank, insurance for credit card users of Federal Bank, and affluence score-based offers with digital payments app PhonePe). Their investment in API-first infrastructure has positioned them as one of the most agile insurers in the embedded insurance space in India.



### Key Lessons for Embedded Insurance

- Speed and agility are critical for embedded insurance success.
- Digital products can go live in under 30 days with the right partners.
- Leveraging platform partners can unlock underserved market segments at scale.



Case Study: AgeSA & Akbank

# Scaling Embedded Insurance Through Mobile Banking

## Overview

Through a combination of mobile-first product delivery, interest rate-linked insurance incentives, and collaborative product design, AgeSA and Akbank have achieved industry-leading penetration rates in credit-linked life insurance and pensions.

## Challenges and Goals

Akbank is one of Turkey's largest retail banks with a rapidly growing mobile user base. As of 2025, it serves 14 million customers - double its user base from five years ago - driven by major investments in mobile onboarding, UX simplification, and product digitization.

Akbank began its digital transformation in 2016 with a simple goal: Make every bank service as fast and intuitive as possible. Paperless onboarding, seamless lending, and mobile-first design became the foundation of this new area. Around the same time, AgeSA proposed embedding credit life insurance into Akbank's digital lending flow. The two teams aligned on a vision: Frictionless protection, directly linked to customer needs.

The mobile channel became the focal point for insurance delivery, and Akbank integrated insurance into both its loan journeys and a dedicated insurance menu within its mobile app.

## Building the Product

The partnership evolved through **iterative product development**:

**2019:** One unified credit life product tied to loan maturity

**2021:** Added an unemployment rider to cover income shocks

**2023:** Added a critical illness rider for deeper protection

This made the product **personalized** to loan types, customer age, and repayment period.

### How It Works: Operational Model

- When customers apply for a loan in Akbank's mobile app, they are offered **credit life insurance**, with optional unemployment and critical illness riders.
- Riders come with **tiered interest rate discounts**, which Akbank funds to improve NPL (non-performing loan) outcomes.
- The entire journey - loan + insurance + documentation - takes **less than one minute** to complete.
- All pricing, eligibility, and underwriting are handled via **web service APIs** between AgeSA and Akbank.
- No personal customer data is exchanged; instead, **risk scoring and offer logic** is powered by Akbank's internal segmentation.

**// This is one of the most evolved embedded insurance journeys globally... mobile-led, incentive-aligned, and operationally seamless."**

- Viola Zsédely-Takács, Ageas Business Development Director

**// We don't see the raw data, but we integrate directly with Akbank's analytic model. Everything is done behind the scenes."**

- Selim Avşar, Bancassurance CSO, AgeSA & Akisgorta

## Results

This partnership delivers a clear "win-win-win". For the consumer, life insurance with interest rate discounts. For the bank, lower NPLs and higher digital engagement. For the insurer, cost-efficient distribution and growth in market penetration.

**93%**  
credit life attachment rate via mobile

**82%**  
mobile channel share of total credit life sales

**60%**  
unemployment rider attachment rate

**<1min**  
time to complete full journey

## What's Next Beyond Credit Life?

### Pensions

In 2023, Akbank began offering private pensions through the same frictionless model. In just one year, **17% of all new pension policies now originate from mobile channels**. High uptake is driven by:

- UX simplification (a policy application can be completed in 2-3 minutes)
- **30% government co-contribution** incentive - Turkey's 30% government co-contribution makes participation highly attractive
- Periodic **targeted marketing campaigns** on Akbank Mobile

**Akbank and AgeSA** aim to deepen relationships with pension customers through fully digital post-sale servicing. Within the mobile journey, customers can now choose to pay via a single lump-sum premium or switch payment methods all seamlessly, without visiting a branch.

**// Akbank integrates pension into its digital onboarding campaigns and in-app communications, ensuring that new-to-bank customers are offered long-term savings solutions from day one. Lead generation is no longer separate from servicing - it's embedded into the mobile ecosystem itself."**

- Selim Avşar, Bancassurance CSO, AgeSA & Akisgorta

### General Insurance (GI)

General insurance company Akisgorta has had a longstanding exclusive bancassurance relationship with Akbank. The insurer leveraged Akbank's digital transformation by developing a range of five embedded insurance products through an end-to-end digital process on Akbank Mobile, enabling customers to complete the entire purchase journey seamlessly within the app. These products include travel, cyber, card security, comprehensive motor insurance, and TCIP - Turkey's state-backed compulsory earthquake insurance.

However, the most significant success in this embedded insurance partnership so far has been **credit card unemployment insurance**. Launched within the Akbank Mobile app in December 2023, this product currently accounts for **70%** of mobile channel sales.

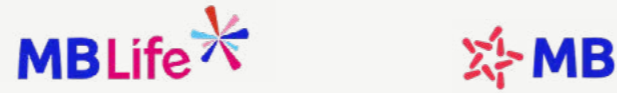
At the Qorus Insurance Innovation Awards 2024, the embedded insurance solution implemented within Akbank Mobile was recognized with the Bronze Award in the 'Re-imagining Customer Experience' category.

**// This award demonstrates the strength of a simplified user experience, the potential of digital insurance, and the strategic alignment between the two institutions."**

- Selim Avşar, Bancassurance CSO, AgeSA & Akisgorta

## Key Lessons for Embedded Insurance

- Alignment between **product, UX, and incentives** is key.
- **Getting incentives right** makes a huge positive difference - in this case, the discounted interest rate led to very high attachment rates, even for riders.
- **Data collaboration without sensitive data sharing** is possible with the right APIs (Akbank uses its own models and segmentation to drive eligibility).



Case Study: MB Life & MB Bank

# Reinventing Digital Insurance Amid Regulatory Upheaval

## Overview

After a nationwide mis-selling scandal shook public trust in the fast-growing, tech-forward Vietnamese market, regulators imposed strict new rules, forcing insurers to rebuild products and operating models. In response, MB Bank and MB Life (a joint venture between MB Bank, Ageas and Muang Thai Life Assurance) are looking to leverage core platform flexibility with real-world use cases to protect and foster growth.

## Challenges and Goals

MB Bank is Vietnam's #1 digital bank, with **34 million customers** and a sophisticated digital-first model.

From July 1 2025 new regulations impose the following changes:

- Investment-linked products can no longer be sold digitally without human consultation
- Human consultants must conduct recorded consultations
- E-policies are banned; insurers must issue paper policies
- Insurers **cannot sell investment-linked products** to bank loan customers **until 60 days before or after** a customer takes the loan
- All insurers must also retire legacy products and refile under new rules

These changes have deeply impacted embedded insurance, reducing embedded sales potential by up to **50%**. Further, only **four out of MBAL's previous 21 products** have been reapproved.

*// It used to take one minute to buy a policy via mobile. Now it requires human advice, recorded consultation, and paper delivery."*

- Nguyễn Thùy Linh, Deputy CEO, MB Life and MB Bank

In response MB life is adapting their embedded insurance strategy.

### Adapting to the New Reality

MB Life is adapting to the changes with **three strategic shifts**:

1. **New Product Development**
2. **Ecosystem Pilots in Health and Retail**
3. **Investing in Digital and Open API Infrastructure**

### New Product Development

MB Life is developing 10 new compliant products, including term life and non-investment linked covers. Products are aligned to customer personas and follow a needs-based assessment.

### Ecosystem Pilots in Health and Retail

MB Life is working with Vietnam's largest hospital to pilot bundled cancer screening and insurance packages. With the country's cancer diagnostics market projected to double by 2033, this bundled model aims to meet rising preventative care demand through insurance.

A second pilot targets younger consumers via Vietnam's largest e-commerce platform, offering **microinsurance** through online shopping journeys and looking into possible **daily premium payment models**.

*// It's not just about platforms. We are testing journeys – where the customer is, what they're doing, what they need."*

- Nguyễn Thùy Linh, Deputy CEO, MB Life and MB Bank

### Investing in Digital and Open API Infrastructure

MB Bank has invested heavily in modular digital services, offering **1,000 APIs** powering **400 modular services**, from payments to compliance. These are delivered as **Banking-as-a-Service (BaaS)** to fintechs, retailers, and SMBs and support compliant embedded journeys even when insurance must be sold via partners or hybrid models.

*// We're building flexibility into the core. That's how we protect growth while staying compliant."*

- Nguyễn Thùy Linh, Deputy CEO, MB Life and MB Bank

## Outcomes

**1,000 APIs**

**10**  
new digital non-investment and term life products in development

**400**

modular BaaS services

**2**

ecosystem pilots in health and retail with trusted brands

*// This is no longer pure embedded. It's ecosystem insurance – digital, compliant, and contextual."*

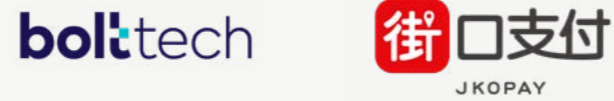
- Nguyễn Thùy Linh, Deputy CEO, MB Life and MB Bank

## Key Lessons for Embedded Insurance

- **Open architecture wins:** A flexible platform (API-first, modular services) is key to adjusting in real time.
- **B2B2C over direct digital:** Regulation now favors hybrid and advisor-led sales journeys.
- **Think ecosystem, not just product:** Insurance is being reimaged as a feature inside broader services, such as healthcare, e-commerce, SME/SMB banking.

*// Insurance is no longer just embedded in the bank. It's embedded in life moments – health, shopping, protection."*

- Nguyễn Thùy Linh, Deputy CEO, MB Life and MB Bank



Case Study: bolttech & JKOPay

# Launching an Embedded Insurance Marketplace Within a Digital Wallet

## Overview

Taiwanese e-wallet platform JKOPay sought to diversify its services into insurance as part of its broader fintech strategy. Partnering with bolttech, the company built a digital insurance marketplace to provide personalized, compliant, and fully embedded protection products within its app to its 6 million users and 200,000 merchants.

## Challenges and Goals

JKOPay initially considered building its own insurance platform, but this approach posed significant challenges, from regulatory complexity to long development timelines and high operational costs.

The team instead needed a solution that would launch a fully embedded, seamless insurance marketplace within its existing app infrastructure, be compliant with Taiwan's regulatory framework, deliver personalized, user-friendly insurance experiences at scale - all while reducing development time and operational overhead.

## Building the Product

JKOPay partnered with bolttech to build its embedded insurance capabilities, significantly accelerating the go-to-market timeline and reducing operational complexity. bolttech provided:

- **Digital distribution API**  
Embedding insurance directly into the e-wallet app
- **Personalization engine**  
Tailoring product recommendations to user profiles
- **Digital design system**  
For intuitive in-app purchase journeys
- **Token-based payments**  
Integrating seamless cardless transactions into the existing wallet experience

*// We chose bolttech because of their existing insurer partnerships and scalable platform. The speed and performance of the launch exceeded expectations."*

- Clare Fann, Chief Product Officer, JKOPay

## Outcomes

The solution was designed and deployed in less than three months, leveraging bolttech's distribution and compliance infrastructure, resulting in:

**1m+ visits**  
within six months

**46% conversion rate**  
among registered users

**3 mins**  
average end-to-end purchase journey time

**2-3x higher**  
conversion rate than industry benchmarks

**3 major innovations**  
launched, including token-based payments

## Key Lessons for Embedded Insurance

- Embedded marketplaces accelerate time to market compared with building from scratch.
- Personalization drives conversion and engagement in digital channels.
- Compliance-ready infrastructure is essential for fintech and e-wallet players.
- Payment innovation, such as tokenization, enhances ease of use and user trust.
- Insurtech partnerships allow brands to maintain control while outsourcing complexity.

## Key Lessons and Strategic Insights

Despite showcasing differing levels of regulatory and market maturity, these five case studies highlight several critical success factors for embedded insurance in financial services.

- Successful implementations prioritize API-driven infrastructure and modular integration, enabling speed, scale, and resilience.
- Contextual and needs-based product alignment - whether through credit-linked policies, mobile-centric riders, or life-event triggers - consistently improves uptake and conversion.

- Strategic alignment between banks and insurers is essential to streamline journeys and share data without breaching consumer trust or data privacy regulations.

Challenges such as Vietnam's compliance restrictions underscore the need for agility and hybrid distribution models. Executives looking to expand embedded insurance must treat digital architecture as a strategic enabler, not an IT concern, and must pilot real-world journeys through retail, healthcare, and mobile banking platforms to remain relevant.

SECTION  
07

# Strategic Opportunities for Banks and Fintechs in Embedded Insurance

While US fintechs such as bolt are taking inspiration from European models that integrate insurance into retail banking and credit journeys, European players such as Ageas are turning to Asia's data-rich and mobile-native use cases that push the envelope on engagement and personalization.

*“I strongly believe Southeast Asia is a key influencer in the global embedded insurance market. Embedded insurance is rapidly becoming a standard feature in various financial and lifestyle products and is seeing deeper integration, with the super app ecosystem acting as a major accelerator.”*

– Dominik Smeets, Regional Executive Director, Southeast Asia, Ageas

So, what comes next? Here are nine future-facing strategies that leading banks and fintechs are exploring to fully capture the promise of embedded insurance.

- **Reimagining Insurance as a Service, Not a Product**  
Today's future-focused insurance and banking leaders are designing protection into every financial flow from payments to savings and lending. Insurance will shift from a transactional purchase to an invisible, always-on service.
- **Unlocking the Power of Data-Driven Personalization**  
With consent-based data, banks can move beyond generic offers. The winners are using transactional and behavioral insights to trigger highly relevant, contextual policies offered at exactly the moment of need.

*“We're working with one financial institution in the US, and they've seen a 135% increase in conversion and a more than 75% increase in revenue from working with us to offer insurance at a relevant point in the digital customer journey. Customers are seeing the value, and that's reflected in the conversion rate and revenue increases.”*

– Brigid McDermott, Financial Services Vertical Lead, bolt

- **Building Value Through Bundled Accounts**  
Think beyond perks. Premium accounts with embedded protections, from device cover to cyber protection, become sticky propositions that encourage customers to stay for the long term.

*“Tiered benefits, such as bundled insurance, are offered with premium accounts for almost all top retail banks in Europe.”*

– Olivier Lecocq, Director, Mobility and Financial Services Segments, Europe & Africa, bolttech

- **Expanding into Lifestyle Ecosystems**  
The future isn't confined to banking apps. Smart players are embedding protection along with a range of other financial services into ecosystems like mobility, health, retail, and telco, positioning themselves as trusted anchors across customers' digital lives.
- **Prioritizing Underserved and Emerging Segments**  
Accessing underserved and emerging segments via digital wallets, gig platforms, or SMB tools is closing the protection gap for millions, generating extra revenue while also having a positive societal impact.
- **Shifting from Protection to Prevention**  
Embedded wellness and risk-prevention models – whether via IoT devices, health tracking, or cyber monitoring – is transforming banks from insurers of loss to enablers of resilience. Indeed, this is already happening in parts of Asia.
- **Reinventing Loyalty**  
Why spend on cash bonuses to acquire customers when embedded insurance can reduce churn and extend lifetime value at the same cost? Banks who haven't already should rethink incentives through this lens, which at this point has become commonplace in many countries.
- **Making Regulation a Competitive Advantage**  
Those who design compliance-ready, modular journeys will move faster, scale wider, and win trust. Regulation doesn't have to slow leaders down – instead, it can define their differentiation.
- **Creating Embedded Marketplaces**  
Multi-insurer marketplaces embedded within banking apps will give consumers choice, transparency, and convenience while keeping banks at the center of trust.

*“Southeast Asia is a global leader in embedded insurance, demonstrating the future of the industry today. The region's powerful super apps are key to this transformation, allowing insurance to become a seamless part of daily life. This ecosystem is providing these platforms with a constant stream of real-time data, enabling them to create highly personalized, dynamic insurance products that function more like a life service that continuously adapts to the user's needs.”*

– Dominik Smeets, Regional Executive Director, Southeast Asia, Ageas

# Conclusion and Strategic Outlook

## A Pivotal Moment for Embedded Insurance

Embedded insurance has reached a critical turning point, with multiple forces converging to make this an urgent consideration for banks, fintechs, and insurers.



### Insurance market pressures:

Insurers are under pressure to lower customer acquisition costs and diversify distribution channels. Embedded models offer low-cost, high-relevance pathways to achieve this, providing a ready source of capacity for banks and fintechs to leverage.



### Technological readiness:

API-first platforms, AI-based underwriting, and modular digital infrastructure have matured to a point where integration is faster, cheaper, and more scalable than ever.



### Consumer digitization:

Shifting habits away from branches toward mobile-first platforms mean customers increasingly expect instant, contextual insurance embedded in digital journeys, valuing convenience and relevance over traditional provider track records. Embedded insurance helps to meet these expectations.



### Regulatory momentum:

Sandboxes in Asia, evolving frameworks in Europe, and clearer guidelines in North America are reducing compliance friction and opening the path for embedded models to scale.

These shifts create a window of opportunity. Financial services providers who act now will secure competitive advantage. Those who wait risk being displaced by faster, nimbler platforms and non-traditional competitors.



### Banking and fintech disruption:

Financial institutions need new revenue streams and ways to deepen customer engagement. Forward-looking traditional banks, neobanks, and digital platforms are using embedded insurance to meet these needs, particularly in saturated or margin-constrained markets.

## Consumers Lead the Way

Customers now expect insurance to be easy, contextual, and built into the digital experiences they already use.

In Asia, protection is embedded into payment apps and lending journeys. In North America, younger users are engaging with embedded offers inside fintech platforms and within financing for consumer purchases. In Europe, embedded insurance is increasingly being integrated into banking apps with clear UX and opt-in logic.

Wherever they are, consumers don't want a separate insurance process. They want the right protection to appear at the right time, with minimal friction. They increasingly expect it from their financial providers. In mature markets, they also expect financial providers and platforms to use their data in a secure a trustworthy manner.

## Next Steps for Financial Services Firms

Banks and fintechs are in a unique position. They already own multiple digital journeys where insurance is most relevant and have a unique breadth and depth of customer data. But many are not yet capitalizing on it.



## The path forward is clear

- Embed protection at the point of need, during account creation, loan approval, checkout, or payments.
- Leverage your unique customer data sets.
- Make insurance a feature, not a separate product. Design it into core financial flows.
- Use embedded insurance to grow loyalty, improve customer lifetime value, and deepen trust.
- Partner smartly. Work with tech-forward insurance platforms or orchestrators to offer policies without taking on complexity.
- Control the customer experience. Don't outsource it. The real value lies in owning the timing, context, and interface, as well as being able to control and protect customer data.
- Respect regulation and work with it to perfect your approach to consumer data, building trust, and creating compliant products that provide a better experience – which is what regulators are attempting to foster.
- Embedded insurance isn't about upselling. Frame it as reinforcing your role as the customer's trusted financial hub.

Embedded insurance redefines how protection reaches people. By scaling and continuing to innovate embedding insurance now – thoughtfully, contextually, and with customer trust at the core – banks and fintechs can redefine what it means to be a financial hub and lead the next wave of financial innovation.

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- 58 AXA Partners "Plug & Play" embedded solutions for platform integrations
- 59 Wakam - European Leader in Digital and Embedded Insurance



The Open and Embedded Insurance Observatory is a global organization aimed at delivering the value of embedded and open insurance. The Observatory performs research and market intelligence on the global applications of embedded insurance and open insurance and provides its members with actionable insights to best position them in making their business decisions. Based on the ongoing observation and decoding of the global applications of open and embedded insurance, we analyze the information captured, connect them to draw a coherent and meaningful view of the market, and deliver actionable insights on the success cases and lessons learned, leveraging on our extensive advisory experience.

[openinsuranceobs.com](https://openinsuranceobs.com)

## boltttech

boltttech is a global insurtech with a mission to build the world's leading, technology-enabled ecosystem for protection and insurance. boltttech serves customers in 39 markets across Asia, Europe, North America, and Africa.

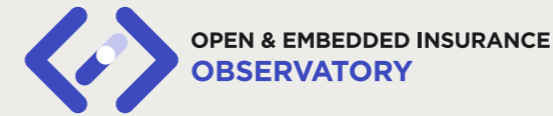
With a full suite of digital and data-driven capabilities, boltttech powers connections between insurers, distributors, and customers to make it easier and more efficient to buy and sell insurance and protection products.

[boltttech.io](https://boltttech.io)

## ageas

Ageas is a Belgian rooted listed international insurance Group with a heritage spanning 200 years. It offers Retail and Business customers Life and Non-Life insurance products designed to suit their specific needs, today and tomorrow, and is also engaged in reinsurance activities. As one of Europe's larger insurance companies, Ageas concentrates its activities in Europe and Asia, which together make up the major part of the global insurance market. It operates successful insurance businesses in Belgium, the UK, Portugal, Türkiye, China, Malaysia, India, Thailand, Vietnam, Laos, Cambodia, Singapore, and the Philippines through a combination of wholly owned subsidiaries and long term partnerships with strong financial institutions and key distributors. Ageas ranks among the market leaders in the countries in which it operates. It represents a staff force of about 50,000 people and reported annual inflows of EUR 18.5 billion in 2024

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