

THAILAND

Insurance Market Overview

by Hussein Elsayed



(I) THAILAND: General Information

Region	South-eastern Asia	UN membership date	16 December 1946			
Population (000, 2025)	71 620 ^a	Surface area (km ²)	513 140 ^b			
Pop. density (per km ² , 2025)	140.2 ^a	Sex ratio (m per 100 f)	94.7 ^a			
Capital city	Bangkok	National currency	Baht (THB)			
Capital city pop. (000, 2025)	10 350.2 ^c	Exchange rate (per US\$)	34.0 ^d			
Economic indicators	2015	2020	2025			
GDP: Gross domestic product (million current US\$)	401 296	500 462	514 945 ^b			
GDP growth rate (annual %, const. 2015 prices)	3.1	- 6.1	1.9 ^b			
GDP per capita (current US\$)	5 689.0	6 986.0	7 182.0 ^b			
Economy: Agriculture (% of Gross Value Added) ^{e,f,g}	8.9	8.7	8.6 ^b			
Economy: Industry (% of Gross Value Added) ^{e,h}	36.2	33.3	32.9 ^b			
Economy: Services and other activity (% of GVA) ^{e,i}	54.9	58.0	58.5 ^b			
Employment in agriculture (% of employed) ^j	32.3	31.4	30.1 ^b			
Employment in industry (% of employed) ^j	23.7	22.6	22.1 ^b			
Employment in services & other sectors (% employed) ^j	43.9	46.0	47.8 ^b			
Unemployment rate (% of labour force)	0.6	1.1	0.6 ⁱ			
Labour force participation rate (female/male pop. %)	61.1 / 77.9	59.1 / 75.5	58.4 / 74.3 ⁱ			
CPI: Consumer Price Index (2010=100) ^k	110	112	123 ^d			
Agricultural production index (2014-2016=100)	97	99	103 ^b			
International trade: exports (million current US\$)	214 309	231 634	300 759 ^d			
International trade: imports (million current US\$)	202 642	206 150	307 555 ^d			
International trade: balance (million current US\$)	11 667	25 484	- 6 796 ^d			
Balance of payments, current account (million US\$)	27 753	20 933	11 089 ^d			
Major trading partners	2024					
Export partners (% of exports)	United States	18.3	China	11.7	Japan	7.7
Import partners (% of imports)	China	26.2	Japan	9.3	Other Asia, nes	6.7
Social indicators	2015	2020	2025			
Population growth rate (average annual %)	0.4	0.2	- 0.1 ^a			
Urban population (% of total population)	47.7	50.7 ^c	...			
Urban population growth rate (average annual %)	2.1 ^l			
Fertility rate, total (live births per woman)	1.5	1.3	1.2 ^a			
Life expectancy at birth (females/males, years)	80.9 / 72.5	81.9 / 73.0	81.2 / 72.6 ^a			
Population age distribution (0-14/60+ years old, %) ^m	18.1 / 15.3	16.2 / 18.9	14.4 / 22.7 ^a			
International migrant stock (000/% of total pop.) ^{n,o}	2 853.2 / 4.0	3 015.0 / 4.2	3 179.4 / 4.4 ^d			
Refugees and others of concern to the UNHCR (000)	625.3	573.5	673.9 ^{p,d}			
Under five mortality rate (per 1000 live births)	10.4	8.7	9.8 ^a			
Health: Current expenditure (% of GDP) ^q	3.9	4.4	5.4 ^r			
Health: Physicians (per 1 000 pop.)	0.5	0.5	0.5 ^s			
Education: Primary gross enrol. ratio (f/m per 100 pop.)	101.6 / 108.8 ⁱ	107.2 / 108.4 ⁱ	101.2 / 105.7 ^b			
Education: Lowr. sec. gross enrol. ratio (f/m per 100 pop.)	120.0 / 131.6 ⁱ	120.2 / 130.5	118.3 / 119.4 ^b			
Education: Upr. sec. gross enrol. ratio (f/m per 100 pop.)	125.1 / 127.2 ^j	113.2 / 112.1 ^j	102.6 / 100.1 ^b			
Intentional homicide rate (per 100 000 pop.)	4.8 ^t			
Seats held by women in the National Parliament (%)	6.1	16.2 ^u	19.6 ^u			
Environment and infrastructure indicators	2015	2020	2025			
Individuals using the Internet (per 100 inhabitants) ^v	39.3	77.8	89.5 ^b			
Research & Development expenditure (% of GDP)	0.6	1.3	1.2 ^s			
Threatened species (number)	595	674	905 ^d			
Forested area (% of land area)	39.3	38.9	38.8 ^r			
CO ₂ emission estimates (million tons/tons per capita)	253.5 / 3.6	253.4 / 3.5	246.3 / 3.4 ^r			
Energy production, primary (Petajoules)	3 148	3 024	2 733 ^r			
Energy supply per capita (Gigajoules)	81	80	79 ^r			
Tourist/visitor arrivals at national borders (000)	29 923	6 725	511 ^s			
Important sites for terrestrial biodiversity protected (%)	67.6	68.0	68.2 ^d			
Pop. using safely mgd. sanitation (urban/rural, %)	27.7 / 21.1	29.6 / 22.1	30.0 / 22.2 ^r			
Net Official Development Assist. disbursed (% of GNI)	0.02 ^w	...	0.01 ^r			
Net Official Development Assist. received (% of GNI)	0.02	0.04	0.02 ^b			

a Projected est. (medium fertility variant). **b** 2023. **c** 2019. **d** 2024. **e** Data classified according to ISIC Rev. 4. **f** Exc. irrigation canals and landscaping care. **g** Inc. taxes less subsidies on production and imports. **h** Exc. publishing activities. **i** Inc. irrigation canals. **j** Inc. publishing activities and landscape care. **k** Exc. repair of personal and household goods. **l** Estimate. **m** Calculated by the UN Statistics Division from national indices. **n** Data refers to a 5-year period preceding the reference year. **o** Calculated by the UN Statistics Division. **p** Including refugees. **q** Refers to foreign citizens. **r** The total statelessness figure includes 586,500 stateless persons reported by the Royal Thai Government and registered with the national civil registration system by the end of 2023. **s** Data refer to fiscal years beginning 1 October. **t** 2022. **u** 2021. **v** 2011. **w** Data at 1 January of the reporting year. **x** Population aged 5 years and over. **y** 2014.

THAILAND: COUNTRY RISKS

▪ *Political & Security*

- Generally stable political environment, but with periodic instability linked to military influence and constitutional disputes.
- History of military coups and political polarization between conservative and reformist factions.
- Southern insurgency in the Malay-Muslim provinces (Pattani, Yala, Narathiwat) continues to pose localized security risks.
- Protests and political demonstrations occasionally disrupt economic activity in Bangkok.
- Security risks for foreign businesses remain moderate and largely localized.



▪ *Economic & Fiscal*

- Upper-middle income economy with strong integration into global manufacturing and trade networks.
- Growth outlook moderate ($\approx 3\text{--}4\%$), driven by tourism, exports, and domestic consumption.
- Public debt rising but manageable ($\approx 60\text{--}65\%$ of GDP).
- Economy highly sensitive to global trade cycles, tourism demand, and supply-chain disruptions.
- Structural challenges include aging population, productivity slowdown, and income inequality.

▪ *Financial Sector & Liquidity*

- Banking sector stable, well-regulated, and adequately capitalized, supervised by the Bank of Thailand.
- Exposure to household debt (among the highest in Asia) and SME credit risks.
- Strong foreign exchange reserves and generally stable Thai Baht, though vulnerable to global capital flows.
- Financial system relatively resilient but exposed to tourism downturns and export volatility.

▪ *Geo-Regional Risks*

- Strategically located within ASEAN trade networks and regional supply chains.
- Maintains balanced diplomatic relations with both China and the United States.
- Regional geopolitical tensions (South China Sea, Myanmar instability) could indirectly affect trade and border security.
- Cross-border economic links with Cambodia, Laos, Myanmar, and Malaysia create exposure to regional political and economic shifts.

THAILAND: NATURAL CATASTROPHE (NATCAT) RISKS

▪ *Flooding*

- Primary natural hazard, causing significant economic losses.
- Major historical events include the 2011 floods, which disrupted global manufacturing supply chains.
- Hotspots: Chao Phraya River Basin, Bangkok Metropolitan Area, Central Plains, and Ayutthaya industrial zones.
- Urbanization and land subsidence increase flood vulnerability.

▪ *Drought & Heat Stress*

- Increasing frequency due to El Niño cycles and climate change.
- Hotspots: Northeastern Thailand (Isan region) and parts of the Central Plains.
- Major impacts on agriculture, water availability, and hydropower generation.

▪ *Coastal Erosion & Storm Surge*

- Long coastline along the Gulf of Thailand and the Andaman Sea exposed to storm surge and sea-level rise.
- Hotspots: Bangkok coastal areas, Samut Prakan, Chonburi, Phuket, and southern provinces.
- Risks to tourism infrastructure, fisheries, and coastal communities.

▪ *Geophysical (Earthquake)*

- Moderate seismic risk, mainly in northern and western regions near tectonic fault systems.
- Hotspots: Chiang Rai, Chiang Mai, Tak, and border regions near Myanmar.
- Earthquake risk lower than in many Pacific Ring of Fire countries but still relevant for infrastructure resilience.

(II) THAILAND: Insurance Market

KEY HIGHLIGHTS

- *The Thai insurance industry is regulated by the OIC.*
- *The foreign direct investment (FDI) regime of Thailand allows up to 49% foreign ownership in the country with permission from the OIC, which can be increased to over 49% with permission from the Ministry of Finance.*
- *Composite insurance is not permitted in Thailand.*
- *Motor third-party liability insurance and workmen's compensation insurance are compulsory in Thailand.*
- *Non-admitted insurance is not permitted in the Thai insurance industry.*

(A) Insurance Market - Historical Landmarks and Regulatory Environment

Pre 1900 Various British companies had agencies in Thailand.

1911 The Partnerships and Companies Act required insurance companies to obtain government permission to operate.

1925 A Civil and Commercial Code introduced the first detailed regulation of insurance.

1929 The Division of Insurance Control in the Department of Commercial Registration was set up as the first regulatory agency.

1930 Thai Paiboon Insurance Company the first domestic non-life company was established.

1939 to 1941 All foreign insurance companies left Thailand at the outbreak of World War II and the war in the Pacific.

1949 American International Assurance was the first foreign company to return to Thailand after the cessation of hostilities.

1967 The first Non-Life Insurance Act was passed, requiring foreign insurance companies to apply for branch status and put up deposits.

1979 The first specialist health insurance companies were established.

1983 In the years leading up to 1983, foreign companies with branch offices were encouraged to establish joint venture operations with Thai shareholders. The foreign insurance companies that did so were allowed shareholdings of up to 49%. The government then announced that no new insurance licences would be issued.

1992 A new Non-Life Insurance Act and the Protection for Motor Accident Victims Act were passed. The latter act introduced compulsory motor insurance on a no-fault basis.

1995 The first insurance licences since 1983 were approved for 13 new non-life and healthcare insurers.

2001 The Non-Life Insurance Act was amended, requiring the separation of life and non-life operations.

2004 The tsunami which struck Thailand on 26 December 2004 caused huge losses.

2007 The Department of Insurance (DOI) was converted into an independent regulatory body, the Office of the Insurance Commission (OIC).

2008 The Non-Life Insurance Act (1992) was amended, with changes including the introduction of a risk-based capital (RBC) regime, establishment of a policyholders' protection fund, a requirement that all insurance companies should become public companies within five years and allowing up to 49% foreign participation.

2009 A Product Liability Act came into force, along with the Consumer Case Procedure Act.

2011 The RBC system was fully implemented from 1 September. Major floods between June and December inundated large parts of the country, causing around 900 deaths locally and USD 12bn in insurance claims and contingent losses across the world.

2012 Property premiums increased dramatically in response to the flood losses and reinsurers imposed severe restrictions on natural catastrophe cover. A government-backed natural disaster fund was created, but this was short-lived as reinsurance conditions improved over the next two years.

2013 All local insurance companies converted to public company status.

2014 Capacity in the market, and the premium rates charged, returned to levels which had applied prior to the 2011 floods.

2015 Further amendments to the legislation introduced relaxations on the size of foreign shareholdings.

2016 The OIC introduced its new five-year Insurance Development Plan 2016 to 2020 and published draft new insurance laws. One of the objectives is for tariffs to be removed gradually.

2017 The Ministry of Finance issued a notification relating to the conditions required for a foreign shareholder to be allowed to hold more than 49% of the voting shares of a Thai insurance company.

2019: Enhancement of the Risk-Based Capital (RBC) regime to the RBC2 framework, strengthening capital adequacy and risk governance requirements.

2020–2022

- The insurance sector was significantly affected by the COVID-19 pandemic, particularly insurers offering infection coverage without sufficient reinsurance protection.
- Resulted in financial stress for some companies and led regulators to tighten product oversight and risk management supervision.
- Thailand adopted TFRS 17 (equivalent to IFRS 17) for insurance contracts, marking a major reform in insurance financial reporting.

2024

- Preparatory implementation programs for TFRS 17, including parallel reporting and infrastructure development for insurers.
- New regulatory guidelines introduced for battery electric vehicle (BEV) insurance policies, including standardized wording and premium structures.

2025

- Full implementation of TFRS / IFRS 17, transforming financial reporting, profit recognition, and liability valuation in the insurance industry.
- Revision of premium reserve calculation rules to better reflect risk exposure by line of business.

2026

- Introduction of Group-Wide Supervision using a Full Consolidation approach, expanding regulatory oversight to the entire insurance group structure including parent companies and subsidiaries.
- Regulatory easing of investment rules for insurers, allowing greater equity investment flexibility while maintaining solvency requirements.
- A directive issued by Thailand's regulator, the Office of Insurance Commission (OIC), which addresses motor insurance policies and the issuance and delivery of coverage, entered into effect on 1 January 2026.
- Thailand Considers Mandatory Travel Insurance for Rail Passengers



Thailand: Insurance Market Supervision

The Insurance Regulator:

Office of Insurance Commission (OIC):

The OIC is the sole regulator and supervisor of Thailand's insurance sector. It was established as an independent regulatory authority under the Insurance Commission Act (ICA) in 2007. The OIC oversees the insurance industry under the Life Insurance Act (LIA) and the Non-Life Insurance Act (NLIA). For 2025 fiscal year, the OIC has an annual budget of around THB 2.25 billion (USD 65.5 million) and employed 633 professional staff.



คปภ.

สำนักงานคณะกรรมการกำกับและส่งเสริม
การประกอบธุรกิจประกันภัย (คปภ.)

Despite its formal designation as a versatile and independent supervisory body under the ICA, the OIC's operational independence is constrained by the legal framework. Notably, Section 45 of the ICA grants the Minister of Finance the authority to suspend or override any OIC decision deemed inconsistent with government policies. Similarly, Section 12 of the ICA stipulates that all insurance licences must be approved by the Minister of Finance or the Cabinet, while the OIC provides an opinion for the decision. Further limitations apply to supervisory enforcement powers. For instance, according to Sections 55 of the Life Insurance Act, the OIC can recommend revoking a licence or taking over a financially troubled insurer, but the Minister of Finance has the final say in whether to take such action. These legal provisions significantly limit the OIC's autonomy and may impede its ability to respond swiftly to supervisory risks and keep pace with market developments. They also diverge from international best practices under the Insurance Core Principles (ICP), particularly ICP 2, which calls for the operational independence of insurance supervisors.

While the OIC has made notable progress in enhancing its supervisory framework, its overall capacity and resources are perceived as constrained in relation to its oversight responsibilities. Stakeholders believe that the OIC may face challenges in fully implementing and operationalising risk-based supervision due to gaps in specialised expertise. This shortfall may hinder the OIC from fully exercising its regulatory function if the industry is granted greater flexibility to innovate and adopt more advanced modelling approaches. Without sufficient in-house technical capabilities, the OIC may struggle to keep pace with evolving market dynamics, comprehensively assess insurers' risk profiles, or critically evaluate internal models with the necessary level of rigour.

Insurance Associations:

➤ Thai General Insurance Association (TGIA) (<https://www.tgia.org>)

The stated objectives of the TGIA are:

- Main industry body representing non-life (general) insurance companies in Thailand.
- Established in 1967 as a non-profit organization supporting the development of the non-life insurance market.
- to co-ordinate with the OIC and the Ministry of Finance to support the Insurance Institute's operations
- to conduct public relations activities to promote the business and to create public awareness and fairness for all
- to serve as a non-profit organisation.



สมาคมประกันวินาศภัยไทย
Thai General Insurance Association

➤ The Thai Life Assurance Association (TLAA) (<https://www.tlaa.org>)

- The central professional association representing life insurance companies in Thailand.
- Promotes industry development, policyholder protection, and cooperation with regulators and international organizations.



- **Thai Insurance Brokers Association (TIBA)** (<https://www.tiba.or.th>)
 - Represents insurance and reinsurance brokers operating in Thailand.
 - Focuses on professional standards, training, and market development.
 - Co-organizes major industry events such as the Thailand Reinsurance Conference.
- **Thailand Insurance Institute (TII)** (<https://www.tii.or.th>)
 - Professional and educational body for insurance training, certification, and research.
 - Provides technical education and professional qualifications for insurance practitioners.

Key laws and regulations:

- The insurance sector, including insurers, brokers and agents, is regulated under both of: Life Insurance Act BE 2535 (1992) and the Non-Life Insurance Acts BE 2535 (1992), together with amendments in 2008 and 2015.
- Foreign Businesses Act (FBA) BE 2542 (1999), as amended
- Civil and Commercial Code



Recent Regulatory Trends (2024–2026)

- **Strengthening risk-based supervision and solvency frameworks.**
- **Adoption of international accounting standards (IFRS 17).**
- **Promotion of InsurTech and digital insurance innovation.**
- **Increasing focus on ESG and climate-related risks in insurance supervision.**

➤ Company Registration and Operation

To operate in Thailand’s insurance market, companies must be incorporated locally, obtain a Ministerial insurance license, meet capital and solvency requirements, comply with foreign ownership rules, and operate under continuous supervision by the Office of Insurance Commission (OIC).

Key Steps Summary

- 1 - Incorporate a public limited company in Thailand
- 2 - Prepare business plan and capital structure
- 3 - Submit license application to OIC
- 4 - Obtain approval from the Ministry of Finance
- 5 - Meet solvency and RBC requirements
- 6 - Obtain approval for insurance products
- 7 - Begin operations under regulatory supervision

➤ Subsidiary/Branch

- Both Thai-incorporated public limited company (including subsidiaries of foreign insurers) and branches of foreign insurers are eligible to apply for an insurance licence; however, the OIC’s current policy is not to grant new licences for either on the basis that the insurance company market requires consolidation.
- Brokers can be individuals or a legal entity in Thailand.
- Only individuals can be insurance agents.

➤ Capital Requirements

Minimum paid-up capital requirement:

- **Life insurer/reinsurer** - THB500m (min registered capital)
 - **General insurer/reinsurer:** THB300m (min registered capital)
- THB31.45 = USD1.00 at January 1, 2026*

➤ FDI Restrictions

Foreigners (i.e., non-Thai individuals/entities) can hold the total issued shares of insurance and reinsurance companies as follows:



- Up to 25 per cent less one share is permitted, without any specific regulatory approval;
- Above 25 per cent but only up to 49 per cent with approval from the OIC; and
- Above 49 per cent with approval from the Minister of Finance (with the recommendation of the OIC).

Furthermore, the Thai Ministry of Finance allows foreign shareholding in insurers to exceed 49% subject to Ministerial approval and regulatory conditions.

To obtain approval, insurers must:

- Maintain an adequate capital adequacy ratio,
- Submit a business plan to strengthen insurer or industry stability, and
- Demonstrate the financial strength and insurance experience of the foreign investor.

Minimum capital requirements apply: THB 4 billion for life insurers; THB 1 billion for non-life insurers.

Additional conditions include Ministerial approval for certain share transfers, limits on multiple insurance operations by the foreign shareholder, and other conditions imposed by the Minister.

Foreign ownership above 49% may also be permitted when:

- the insurer faces financial or operational instability,
- existing shareholders cannot raise capital, and
- Thai investors are unavailable to support the business.

In such cases:

- foreign ownership may reach 75% for non-life insurers and unlimited for life insurers,
- approval is granted for 10 years (extendable 5 years for life insurers),
- after expiry, foreign ownership must return to ≤49% within one year.

Minimum foreign capital injection requirements: THB 2 billion (life); THB 500 million (non-life).

Foreign shareholders are prohibited from transferring shares to other non-Thai investors.

➤ Solvency Margin:

Thailand's RBC framework requires insurers to maintain a minimum solvency ratio of 140%, with capital requirements calculated based on underwriting, market, credit, and operational risks. The regime is designed to ensure the financial stability of insurers and protection of policyholders.



Key developments in the Thai solvency regime include:

- Enhancement of RBC 2 framework to better reflect catastrophe and market risks.
- Increased focus on climate risk and catastrophe exposure.
- Integration with IFRS 17 / TFRS 17 financial reporting standards.
- Strengthened stress testing and enterprise risk management requirements.

➤ Compulsory Insurances

The key compulsory insurances are:

- Motor third party bodily injury.
- Aviation liability.
- Workers' compensation (state scheme).
- Personal accident insurance for boat passengers.
- Worksite inspectors' liability.
- Fire and explosion liability for operators of specified fuel oil and gas facilities.
- Liability for transportation of hazardous substances.
- Shipowners' liability against marine oil pollution (financial guarantee or insurance).
- Insurance for damage to hired-out jet-skis.
- Liability insurance for unmanned aircraft (drones) weighing more than 2 kg and up to 25 kg and used for non-commercial purposes.



➤ Pools:

- **Thai National Crop Insurance Scheme (TNCIS)**

Purpose: To provide agricultural insurance protection for farmers, particularly for rice and maize crops.

Mechanism:

- Operates as a coinsurance pool among several local insurers.
 - Managed by the Thai General Insurance Association with participation from: Office of Insurance Commission, Ministry of Finance, Department of Agriculture Extension & Bank for Agriculture and Agricultural Cooperatives.
- Provides named-peril crop insurance and complements the government's disaster relief programme.

- **National Catastrophe Insurance Fund (NCIF)**

Purpose: To provide protection against natural catastrophe risks (floods, windstorms, earthquakes) following the severe 2011 floods in Thailand.

Mechanism:

- The fund acted as a reinsurance backstop for local insurers.
- Insurers retained about 0.5–1% of the risk, while the remainder was ceded to the fund.
- Initially capitalised at around THB 50 billion with government support.
- The programme was later discontinued once reinsurance market conditions stabilised.

- **Road Accident Victims' Protection Company (RVP)**

Purpose: To administer Thailand's **compulsory motor third-party liability insurance system**.

Mechanism:

- A specialized company jointly owned by most licensed insurers in Thailand.
- Functions as a centralised mechanism for issuing and administering compulsory motor liability policies, especially for motorcycles.
- Ensures compensation for road accident victims.

➤ Reinsurance Business:

- **Cross-border reinsurance:**

- Permitted. However, the credit risk charges in RBC calculation do not apply to local reinsurers (e.g. Thai Re or other local insurers writing reinsurance inwards). This gives domestic insurance companies incentive to place business locally.
- Under the Rules, Methods, Conditions for Reinsurance of Non-Life Insurers BE 2566 (effective from 27 June 2023) there are no restrictions on using foreign reinsurers which are rated A- or above by Standard & Poor's (or the equivalent rating from AM Best, Fitch or Moody's). But for reinsurers rated BBB+ to BBB- (or equivalent), placements are limited to 50%.

- **Discriminatory collateral or asset localization requirements:**

- There are no discriminatory requirements on cross-border foreign reinsurers for collateralisation or localisation of assets

- **Foreign ownership and establishment of subsidiaries/branches:**

- The Office of the Insurance Commission (OIC) can permit up to 49% foreign ownership and can permit foreign directors to comprise more than one out of four directors, but less than half of the total number of directors. However, a licensed insurance company may apply to the Finance Minister for permission to have 50% or more (and up to 100%) foreign shareholding, and for foreign directors to comprise more than half of the directors on its board.

- **Compulsory cessions:**

- There is no Compulsory cession (The compulsory cession to Thai Re is no longer applicable)





(B) THAILAND: Insurance Market Performance & Statistics

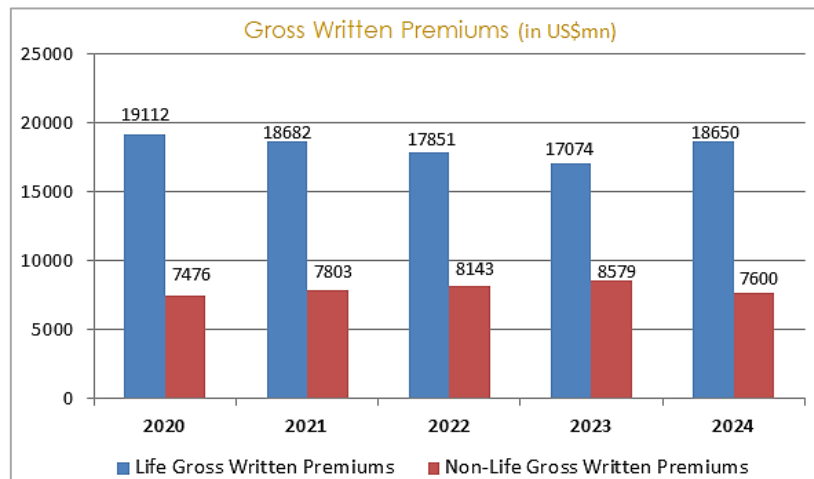


Market Structures	Type	2020	2021	2022	2023	2024
	General Insurers	56	53	51	49	48
	Life Insurers	21	21	21	21	22
	Reinsurers	2	2	2	2	2
	Total	79	76	74	72	72

Gross Written Premiums and Penetration		2020	2021	2022	2023	2024
	Life					
	Gross Written Premiums (in US\$m)	19112	18682	17851	17074	18650
	Penetration (%)	3.83%	3.69%	3.55%	3.32%	3.5%
	Non-Life					
	Gross Written Premiums (in US\$m)	7476	7803	8143	8579	7600
Penetration (%)	1.5%	1.54%	1.62%	1.67%	1.6%	

- The Thai insurance market has expanded rapidly over the last two decades. Currently, the insurance industry consists of 22 life insurance companies and 48 non-life insurance companies.

- Life insurance premiums have soared from USD 3.2 billion in 2000 to USD 19 billion in 2024, while non-life premiums have increased nearly quadrupled from USD 2.1 billion in 2000 to USD 8.2 billion in 2023. Insurance penetration, defined as the ratio of insurance premiums to GDP, reached 5.1% in 2024, positioning Thailand second only to Singapore among ASEAN members



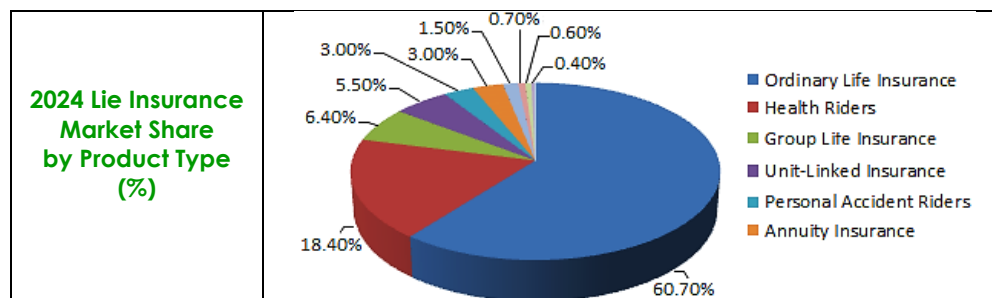
- The market is expected to reach \$32.58 billion in gross written premiums by 2025, with life insurance accounting for the largest share.
- The Thai general insurance market is expected to continue growing at around 4% p.a. between now and 2028.
- The Thai Life Insurance Association (TLAA) forecasts growth of 2-3% in 2025, reaching \$21 billion. Life insurance remains a mainstay of the sector, accounting for a significant share of written premiums and offering savings and financial protection solutions.

THAILAND: Insurance Market 2024

1 - LIFE INSURERS

Premium Distribution by Product Type: (Unit: million baht)

Product Type	Premiums (THB mn)	Market Share	Key Insights
Ordinary Life Insurance	396,182	60.7%	Total Life Insurance Premiums: THB 653,042 million Traditional life insurance dominates the Thai life market, accounting for more than 60% of premiums. Health-related riders represent the second largest segment, reflecting growing demand for healthcare protection. Investment-linked policies (Unit-linked) are expanding but still represent a relatively small share of the market.
Health Riders	120,228	18.4%	
Group Life Insurance	41,702	6.4%	
Unit-Linked Insurance	35,827	5.5%	
Personal Accident Riders	19,442	3.0%	
Annuity Insurance	19,508	3.0%	
Other Riders	9,493	1.5%	
Personal Accident Insurance	4,380	0.7%	
Industrial Life Insurance	3,671	0.6%	
Universal Life Insurance	2,602	0.4%	



Source: OIC 2024 Annual Report

Life Insurance Companies: 2024 Market Share (%)	Rank	Company	Market Share 2024	Market Share 2023	Trend
	1	AIA Thailand	~25%	~25%	Stable
	2	Thai Life Insurance	~14–15%	~14%	Slight ↑
	3	FWD Life Insurance	~14%	~13.7%	↑
	4	Muang Thai Life Assurance	~11%	~11%	Stable
	5	Krungthai-AXA Life	~7%	~7.4%	Slight ↓
	6	Allianz Ayudhya	~5.7%	~5.6%	↑
	7	Prudential Thailand	~5.5%	~5.1%	↑
	8	Bangkok Life Assurance	~5.3%	~5.8%	↓
	9	Ocean Life	~2.3%	~2.4%	Slight ↓
	10	Tokio Marine Life	~1.8%	~1.7%	↑

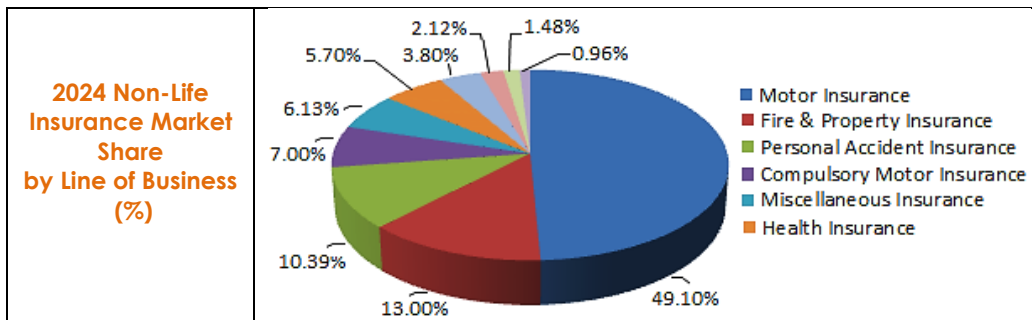
Top 10 companies control >90% of the market

Source: TLAA & Market reports

2 - NONLIFE INSURERS

Premium Distribution by Line of Business (Unit: million baht)

Line of Business	Premiums (THB mn)	Market Share	Key Insights
Motor Insurance	140,735	49.1%	<ul style="list-style-type: none"> → Total Non-Life Insurance Premiums: THB 286,556 million → Motor insurance is the dominant non-life segment, representing nearly half of total premiums. → Property and fire insurance remain significant due to industrial and catastrophe exposures. → Health and personal accident products continue to grow in response to demographic and healthcare trends.
Fire & Property Insurance	37,289	13.0%	
Personal Accident Insurance	29,760	10.39%	
Compulsory Motor Insurance	20,199	7.0%	
Miscellaneous Insurance	17,553	6.13%	
Health Insurance	16,216	5.7%	
Marine Insurance	10,877	3.8%	
Property Insurance	6,076	2.12%	
Liability Insurance	4,242	1.48%	
Travel Insurance	2,739	0.96%	
Credit & Surety	760	0.27%	
Aviation Insurance	106	0.04%	



Source: OIC 2024 Annual Report

Non-Life Insurance Companies: 2024 Market Share (%)	Rank	Company	Market Share 2024	Market Share 2023	Trend
	1	Viriyah Insurance	~17–18%	~17%	↑
	2	Dhipaya Insurance	~13–14%	~13%	↑
	3	Bangkok Insurance	10.3%	9.7%	↑
	4	Muang Thai Insurance	~6–7%	~6%	↑
	5	Syn Mun Kong Insurance	~5–6%	~5%	↑
	6	MSIG Thailand	~4–5%	~4%	↑
	7	Tokio Marine Safety	~3–4%	~3%	↑
	8	LMG Insurance	~3%	~3%	Stable
	9	AXA Thailand General	~3%	~2–3%	↑
	10	Roojai Insurance	~2–3%	~2%	↑

Top 5 insurers control ~50% of market

Sources: TGIA, Bangkok Insurance & Gallagher Re

THAILAND: Insurance Market Regional Comparison



1- Gross Written Premiums (USD million)

Country	2019	2020	2021	2022	2023	2024 (Est.)
Brunei	209	219	230	239	271	285
Cambodia	246	266	293	329	338	360–370
Indonesia	19,204	18,589	19,653	18,349	18,789	19,000–19,500
Malaysia	14,707	15,839	16,604	16,359	16,872	17,500–18,000
Myanmar	182	119	124	99	222	230–250
Philippines	6,345	6,995	6,971	7,708	7,826	8,200–8,500
Singapore	26,159	26,084	33,317	42,617	43,142	45,000–47,000
Thailand	26,265	26,588	26,485	25,994	25,653	26,000–26,500
Vietnam	6,887	8,036	9,363	10,269	9,122	8,800–9,200

2 - GDP (USD million)

Country	2019	2020	2021	2022	2023	2024 (Est.)
Brunei	13,468	12,006	14,046	16,669	15,277	15,500–16,000
Cambodia	27,089	25,291	26,961	29,505	31,773	33,500–34,500
Indonesia	1,118,527	1,061,054	1,058,420	1,319,100	1,392,800	1,450,000–1,500,000
Malaysia	364,778	353,352	370,982	406,486	396,957	410,000–420,000
Myanmar	76,086	79,852	65,068	59,360	65,820	67,000–70,000
Philippines	382,675	373,720	382,293	395,555	437,464	455,000–470,000
Singapore	375,976	354,972	395,456	480,043	509,805	530,000–550,000
Thailand	544,092	499,653	506,199	495,590	514,900	520,000–530,000
Vietnam	330,000	343,000	366,140	409,000	430,000	450,000–470,000

3 - Insurance Penetration (%)

Country	2019	2020	2021	2022	2023	2024 (Est.)
Brunei	1.55%	1.82%	1.64%	1.43%	1.77%	~1.8%
Cambodia	0.91%	1.05%	1.09%	1.12%	1.06%	~1.05–1.10%
Indonesia	1.72%	1.75%	1.86%	1.39%	1.35%	~1.2–1.3%
Malaysia	4.03%	4.48%	4.48%	4.02%	4.25%	~4.2–4.4%
Myanmar	0.24%	0.15%	0.19%	0.17%	0.34%	~0.35%
Philippines	1.66%	1.87%	1.82%	1.95%	1.79%	~1.8–1.9%
Singapore	6.96%	7.35%	8.42%	8.88%	8.46%	~8.5–9.0%
Thailand	4.83%	5.32%	5.23%	5.25%	4.98%	~5.1%
Vietnam	2.09%	2.34%	2.56%	2.51%	2.12%	~2.0–2.2%

Source: [2024-ASEAN-Insurance-Council-Statistical-Report](#)

THAILAND: Insurance Market SWOT



Among South East Asian markets, Thailand has one of more dynamic insurance industries. Therefore, multinationals will focus on the country as a source of future business. The life sub-sector is strong, and there is high long-term growth potential in the non-life market.

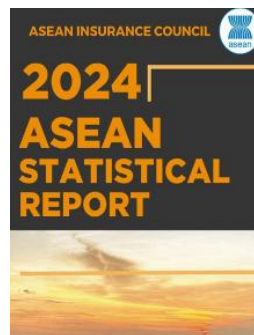
Strengths	<ul style="list-style-type: none"> - A large population and a growing middle class make Thailand one of the more dynamic insurance markets in South East Asia. - Life insurance is well established among Thai consumers as a conduit for savings and investment. - The leading life companies are innovative and well capitalised.
Weaknesses	<ul style="list-style-type: none"> - Many non-life companies are sub-scale and have relatively basic product offerings. - Low income levels mean that many households are still too poor to use many forms of insurance. - Vehicle ownership in Thailand is low, and this has restricted the market for motor insurance products.
Opportunities	<ul style="list-style-type: none"> - Rising household incomes and a growing retirement-age population are natural triggers for growth in life insurance demand. - There will be growth in motor insurance as vehicle ownership expands. - The introduction of copayment health insurance from March 2025 should lead to lower premiums, potentially spurring uptake.
Threats	<ul style="list-style-type: none"> - Prices and margins in the key motor insurance segment are under downward pressure. - Thailand's traditionally unsteady political climate remains a persistent challenge to overseas insurers and investors. - The potential for massive natural disasters remains a risk for non-life insurers.

Source: Business Monitor Online – 17 Feb 2025

REFERENCE
&
RESOURCES



[OIC 2024 Annual Report](#)



[AIC 2024 ASEAN Statistical Report](#)



[OECD Capital Market Review of Thailand 2025](#)

