

Market Share

Group Life and Health in Canada

Introduction

The Group Universe Report is an annual analysis of market size and market share in the Canadian Group Life and Health business. Creditors and Affinity Groups are excluded from these statistics.

This brief public summary is based on this proprietary research.

Disclaimer

Most of the data underlying this report was obtained directly from participating companies. In many cases, however, the statistics reported here represent the conclusions of an analytical process for which Fraser Group is solely responsible.

Market Size

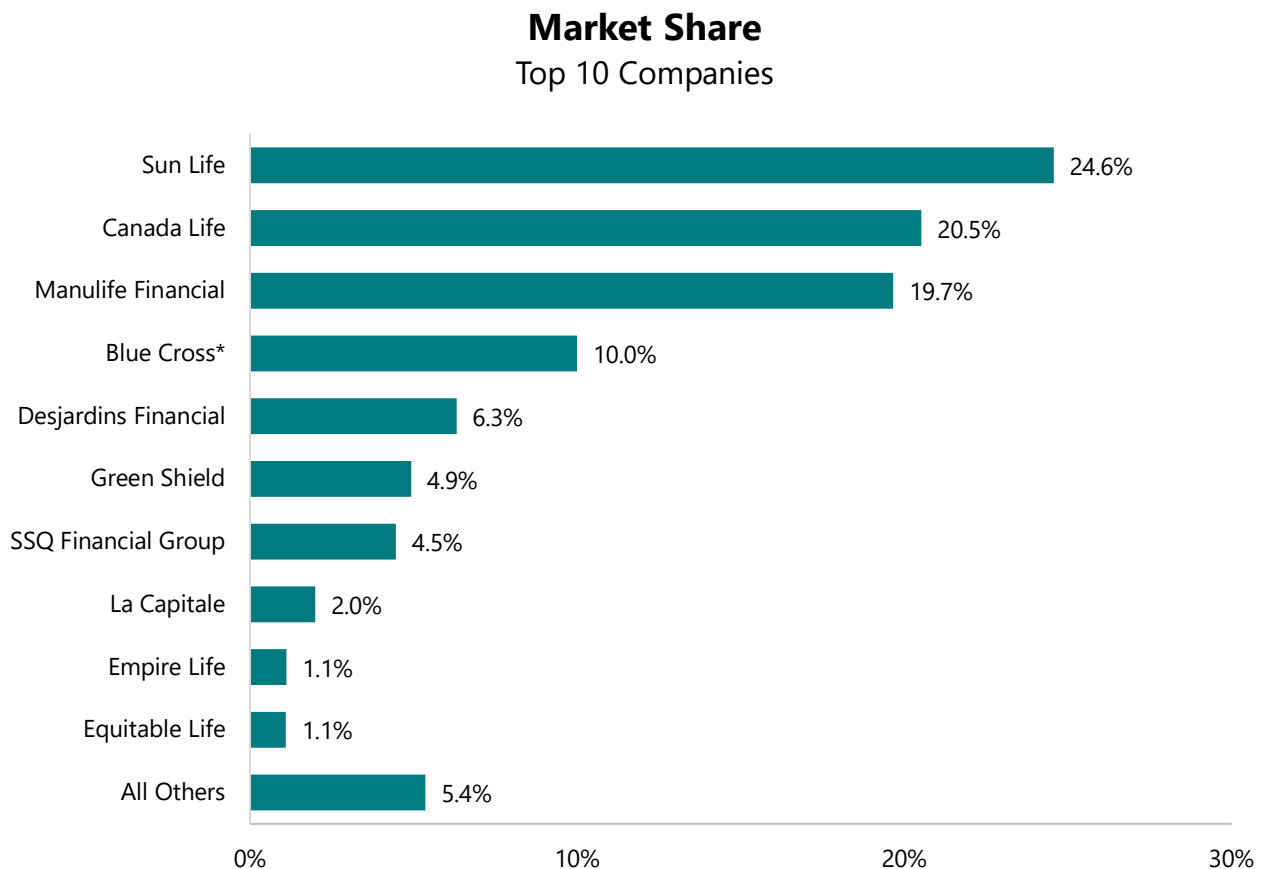
We estimate the total 2020 revenue received by all group insurance companies from Employee Benefit Group Life and Health plans to be \$45.2 billion.

Growth Rate

The market in 2020 shrank 2.0% over the year 2019.

Top 10 Companies

The top 10 companies comprise 94.6% of the market.



* Represents aggregate of all Blue Cross plans in Canada

Market Size by Region

Region	Revenue (in \$millions)	Market Share
British Columbia	4,600	10%
Alberta	4,900	11%
Saskatchewan	800	2%
Manitoba	1,200	3%
Ontario	23,400	51%
Quebec	8,100	18%
Atlantic	2,000	5%
Territories and Misc.	100	*
Total Row	45,200	100%

* Value is greater than zero but less than rounding error

Market Size by Benefit

Region	Revenue (in \$millions)	Market Share
Life/AD&D	3,700	8%
Medical	21,700	48%
Dental	8,500	19%
Short Term Disability	2,100	5%
Long Term Disability	8,900	20%
CI	200	1%
Total Row	45,200	100%

Market Size by Employer Size

Region	Revenue (in \$millions)	Market Share
1 – 49 employees	4,700	11%
50 – 999 employees	10,300	23%
1000+ employees	30,200	67%
Total Row	45,200	100%