

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

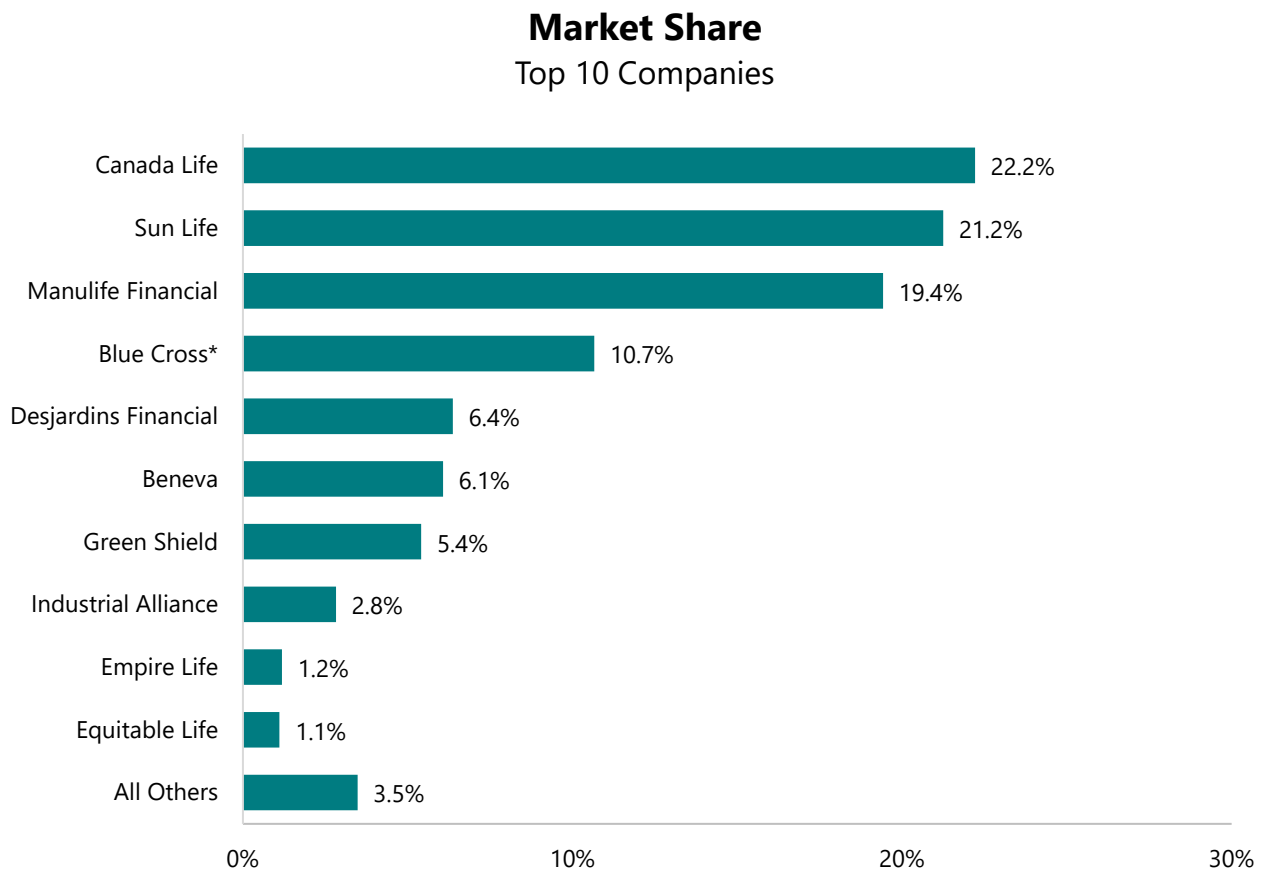
We estimate the total 2023 revenue received by all group insurance companies from Employee Benefit Group Life and Health plans to be about \$59.7 billion.

Growth Rate

The market in 2023 grew 9.4% over the year 2022.

Top 10 Companies

The top 10 companies comprise 96.5% of the market.



* Represents aggregate of all Blue Cross plans in Canada

Market Size by Region

Region	Revenue (in \$millions)	Market Share
British Columbia	6,500	11%
Alberta	6,300	11%
Saskatchewan	1,100	2%
Manitoba	1,600	3%
Ontario	31,400	52%
Quebec	10,100	17%
Atlantic	2,600	4%
Territories and Misc.	100	*
Total Row	59,700	100%

* Value is greater than zero but less than rounding error

Market Size by Benefit

Region	Revenue (in \$millions)	Market Share
Life/AD&D	4,200	7%
Medical	28,600	47%
Dental	12,400	21%
Short Term Disability	2,800	5%
Long Term Disability	11,400	19%
CI	300	1%
Total Row	59,700	100%

Market Size by Employer Size

Region	Revenue (in \$millions)	Market Share
1 – 49 employees	6,100	10%
50 – 999 employees	13,200	22%
1000+ employees	40,400	68%
Total Row	59,700	100%