

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

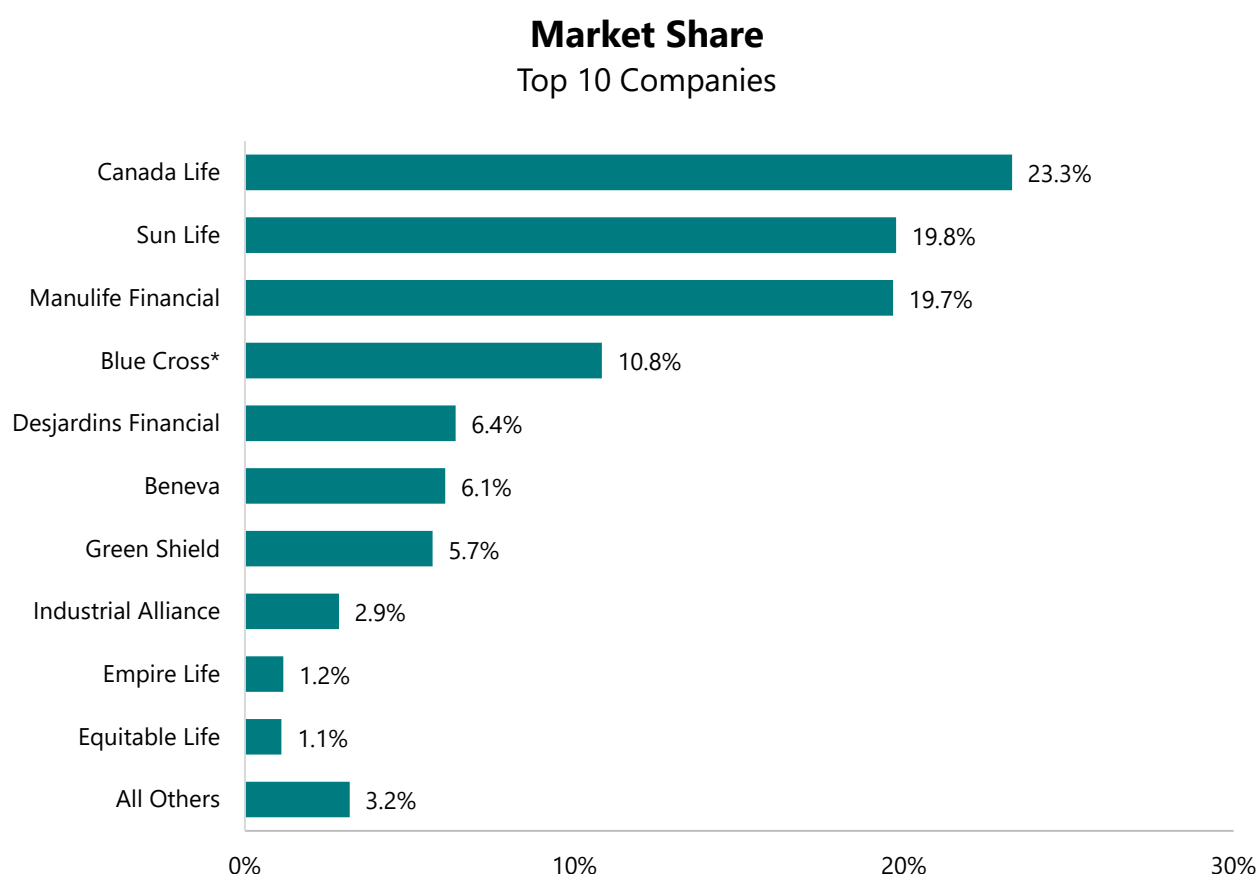
We estimate the total 2024 revenue received by all group insurance companies from Employee Benefit Group Life and Health plans to be about \$64.1 billion.

Growth Rate

The market in 2024 grew 7.5% over the year 2023.

Top 10 Companies

The top 10 companies comprise 96.8% of the market.



* Represents aggregate of all Blue Cross plans in Canada

Market Size by Region

Region	Revenue (in \$millions)	Market Share
British Columbia	7,400	12%
Alberta	6,800	11%
Saskatchewan	1,200	2%
Manitoba	1,600	3%
Ontario	33,200	51%
Quebec	11,000	17%
Atlantic	2,800	4%
Territories and Misc.	100	*
Total Row	64,100	100%

* Value is greater than zero but less than rounding error

Market Size by Benefit

Region	Revenue (in \$millions)	Market Share
Life/AD&D	4,400	7%
Medical	31,300	49%
Dental	13,400	21%
Short Term Disability	2,900	5%
Long Term Disability	11,800	18%
CI	300	0.5%
Total Row	64,100	100%

Market Size by Employer Size

Region	Revenue (in \$millions)	Market Share
1 – 49 employees	6,300	10%
50 – 999 employees	14,000	22%
1000+ employees	43,800	68%
Total Row	64,100	100%