



HOW WILL THE MARKET LOOK LIKE IN 2013?

Accustomed to a decreasing market, the results of the first half of this year seem no longer out of the ordinary. And, since the market has been registering this evolution, pleasant surprises are unlikely to be seen.

This year's months that have passed so far bring to the center of attention a not at all old theme: market consolidation! GENERALI and ARDAF, on the one hand, with BCR Asigurari and OMNIASIG, on the other hand, have chosen the path of merger.

Beyond the reasons that have led the shareholders of these companies to the merger decision, the immediate reflex is to seek response to the question: how will the new players affect the rankings?

The new structure GENERALI Romania starts from a potential of about 9% of the market, while the new entity resulting from the merger of OMNIASIG and BCR Asigurari starts from over 17% market share. A simple and simplistic calculation would lead us to the statement that a new market leader is foreshadowed.

On the other hand, the experience of GROUPAMA entry on the Romanian market shows that, in 2007, the French group had acquired over 12% of the insurance market. At the end of 2009, the new company GROUPAMA held 9.5% of the market. It remains therefore to expect until 2013 to see the real impact that the recent moves will have on the market. However...

...announced mergers also occur in an unfavorable economic context. This is why the influence that the new structures will have on the tops or on the market share will not be important.

Essential will be: robustness, efficiency and, especially, profitability of the new companies!





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All insurance lines	6
Life insurance	12
Non-life insurance	15
Overall motor insurance	16
Motor Hull	17
MTPL	18
Overall property insurance	21
Fire and allied perils	22
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MEDIATION MARKET

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