


## An open road for life insurance

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Purchases of life insurance surge at a relatively high income threshold.

The inflection point for market takeoff in life insurance is relatively high: sales rarely surge until GDP per capita reaches about \$30,000. Higher income levels, particularly when reinforced by cultural preferences for locking in financial security, correlate strongly with insurance-market penetration. As emerging markets get richer over the next decade, they will fuel more than

80 percent of life-insurance companies' global growth. 

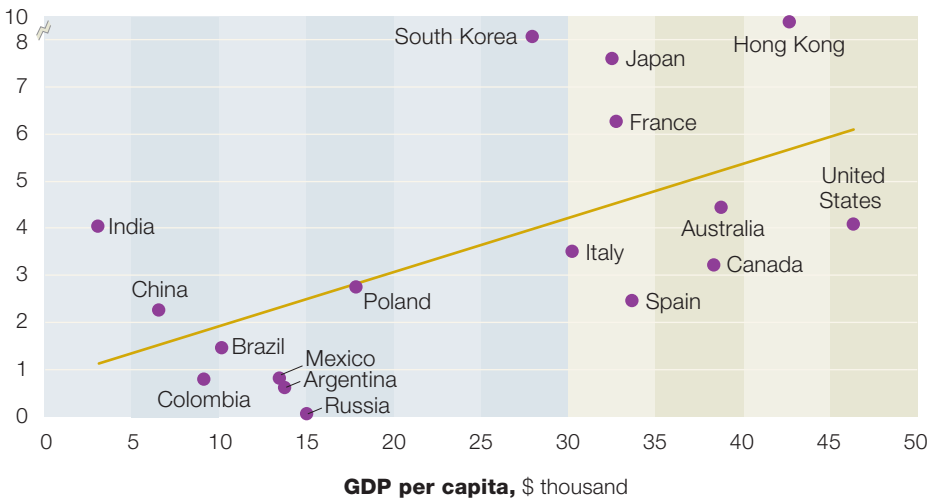
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For more on our research, see "Life journey: Winning in the life-insurance market," March 2014, on [mckinsey.com](http://mckinsey.com).



**While far from deterministic, GDP per capita above \$30,000 seems to correlate with higher life-insurance penetration.**

**Life-insurance penetration,**  
gross written premiums as share of GDP, %



Source: Swiss Re; CIA World Factbook; McKinsey analysis