

Zambia

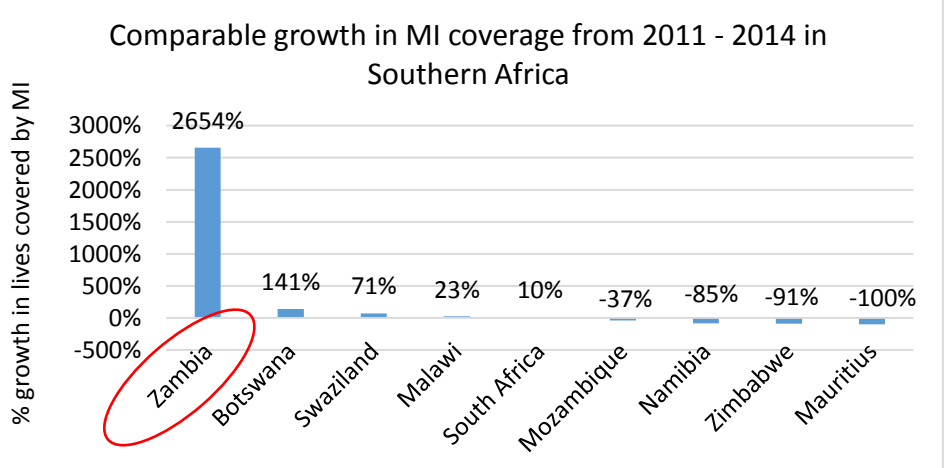
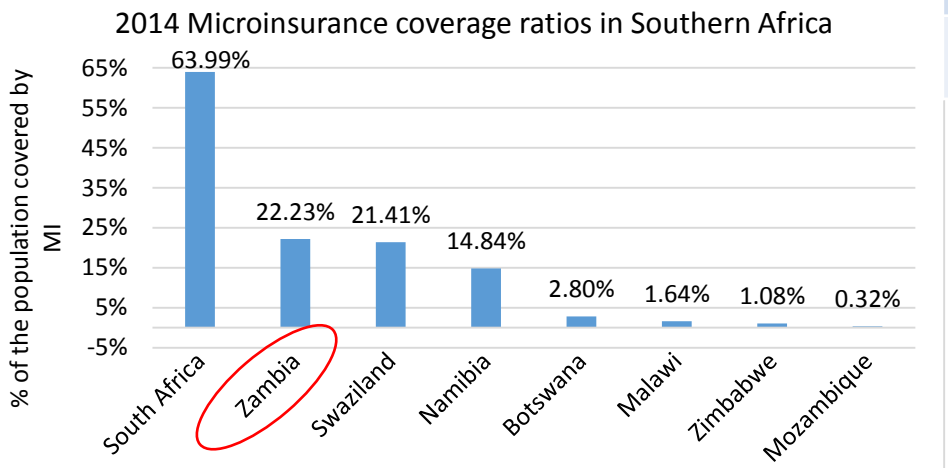
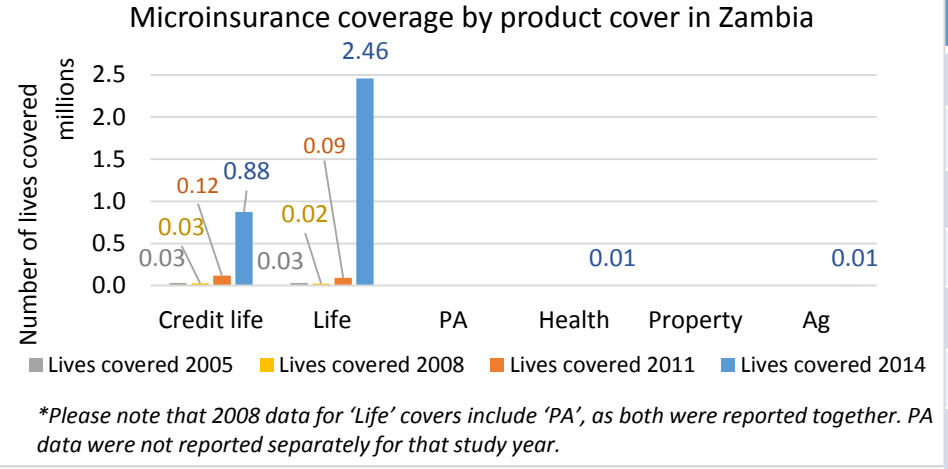
Southern Africa



Key Takeaways

- Products:** In terms of lives covered, the Zambian MI market is dominated by life products, as it was during the previous study. However, since 2011, the market has diversified and launched new Ag products and health covers which are in the scaling up phase.
- Comparable growth and MI coverage ratio:** Not only did Zambia surpass all other Southern African neighbors with respect to comparable growth in lives covered since 2011, it ranked third highest for the entire region. This can mainly be attributed to life covers. The extreme growth brought the country's coverage ratio from under 1% to over 22% in just three years.
- Distribution:** 98% of lives covered in Zambia are reached via other/mass channels, with the main channel being MNOs. A single MNO product covers over 2 million people.

**Please note that the Southern African nations of Angola, Lesotho, and Mauritius are not included in the MI Coverage Ratios graph because they did not report lives covered in 2014. In addition, Angola and Lestho are not included in the Comparable Growth graph because they did not report lives covered by MI in neither 2011 nor in 2014.*



Zambia: Key Figures

MI coverage (millions of lives/properties covered, 2014)	3.34
MI coverage ratio (% of 2014 pop. covered by MI)	22.23%
MI coverage comparable growth from 2011 - 2014	2,654%
Total population (2014, millions)	15.02
Number of MI providers reporting to landscape study	9
Total identified MI written premium 2014 (USD millions)	16.60
Total insurance industry written premium 2014 (USD millions)	305.09
Total identified MI written premium 2014/Total insurance industry written premium 2014	5.4%

