



## Article Side

Global Retailer Insurance: Affinity Schemes in Supermarkets and Other Stores by [Bharatbook](#)

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Based on a comprehensive investigation covering 6,280 major retail brands worldwide, Global Retailer Insurance: Affinity Schemes in Supermarkets and Other Stores is a report about the involvement of retailers around the world in the distribution of stand-alone motor insurance, household insurance, accident insurance, dental insurance, other health insurance, travel insurance, pet insurance and life insurance, as part of a growing trend in financial services sometimes referred to as "brandassurance"™. Major retail brands were found to be active in this arena in 35 of the 65 countries researched.

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Namely, these are Argentina, Australia, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Ecuador, Estonia, Finland, France, Germany, Hungary, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Peru, Portugal, Romania, Russia, Singapore, South Africa, South Korea, Spain, Switzerland, Thailand, the UK and the USA, hence chapters for each of these are included in the publication. In fact, the study provides a comprehensive and detailed overview of the worldwide market for insurance sold to consumers by supermarkets, department stores and other types of retail chain. Moreover, the PartnerBASE™ database that accompanies the report details each of the 847 marketing initiatives traced by Finaccord for the lines of consumer insurance investigated, including the operating models and insurance providers used. You may be able to use this report and the PartnerBASE™ that accompanies it in one or more of the following ways: gain rapid access to a unique and comprehensive source of intelligence that provides a worldwide perspective on the involvement of major retailers in the insurance sector; understand which of your global or regional competitors have been successful in establishing insurance distribution partnerships with significant retail brands; evaluate the opportunities for creating marketing relationships with different types of retail chain for eight distinct lines of consumer insurance; appreciate the extent to which the retailers that have entered the insurance sector with most success have built up a substantial portfolio of policies; learn about the wider context behind the diversification into insurance of major retail brands and identify retailers already active in financial services that are likely to develop insurance propositions in future. Market Research

For more information kindly visit :

Global Retailer Insurance: Affinity Schemes in Supermarkets and Other Stores

Or

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