



KPMG 2025

# Insurance

CEO Outlook

KPMG. Make the Difference.





# Foreword

A combination of trade wars, tariffs, inflation and low interest rates are impacting the global insurance market. Although premiums are rising, claims costs are also increasing, driven in part by higher prices for goods and labor. At the same time, the growing impact of climate-related factors are influencing natural catastrophe losses, with premiums struggling to keep up with claims linked to extreme weather events.

Regulatory change in many regions places further strain on insurers, including IFRS 17, capital regimes like Solvency II or ICS, and environmental, social and governance (ESG) standards such as Task Force on Climate-related Financial Disclosures (TCFD), which require companies to report their carbon footprints. These regulations can tie up capital and deter investment in higher-yield assets like infrastructure and private equity.

The AI revolution continues to gather pace, offering a promise of significant efficiency gains, and digital interactions with customers, reducing costs and speeding up service.

But insurers must be careful to meet customer expectations of trust over algorithm fairness and address rising churn due to ease of switching via aggregator sites. Lack of a human touch could also deter policyholders, creating impersonal customer experience.

In a sector undergoing considerable transformation — not least to modernize legacy platforms and upskill their workforces — insurance CEOs need to balance investment in technology and people with cost efficiency and effective claims handling, while preserving customer loyalty and reputation.

KPMG's 2025 Insurance CEO Outlook provides a barometer of how the industry's leaders are approaching these challenges, offering some insightful insights for future growth and profitability. To learn more about the topics and ideas raised in this report, I encourage you to contact your local KPMG member firm.



**Dr. Frank Pfaffenzeller**  
Global Head of Insurance,  
KPMG International



# Executive summary

Insurance CEOs display considerable optimism regarding the future of their own companies and the industry as a whole. The appetite for high-impact M&A surpasses any other sector in the survey, as insurers seek consolidation, economies of scale, market and geographical expansion, and new capabilities in AI, Insurtech and specialty lines.

AI adoption is gathering pace, to realize efficiencies in underwriting, speed up onboarding and claims processing, and shore up cyber defenses. Trust in AI is a priority, to reassure customers that pricing, risk profiling, and claims payouts are fair. In some regions, there is growing regulatory pressure to demonstrate transparent, unbiased AI models and outcomes.

CEOs are aware of the need to prepare their workforces for AI, which means hiring new talent, upskilling existing people, and rethinking structures and roles around AI.

They also acknowledge the need to foster an AI-positive culture, to motivate workers who may be fearful of job losses.

Our survey suggests that insurers view sustainability as a route to competitive advantage, by managing the rise in extreme weather events, and launching new products to help customers accelerate the energy transition and make their businesses more resilient. In certain regions, ESG regulations remain a high priority, to maintain a license to operate and meet customer expectations.

Despite continued geopolitical and economic uncertainty, the KPMG 2025 Insurance CEO Outlook finds a sector that is confident in its ability to achieve profitable growth, through effective risk management, efficient operations, and customer service that combines the best of humans and machines.

# 78%

of CEOs are confident in industry growth, up from 76% in 2024.



# Key findings

## Economic outlook and business confidence

**82%** of CEOs are confident in company growth, up from 74% in 2024, and 78% are confident in industry growth.

**15%** anticipate earnings growth of 5–9.95 — up from 11 percent in 2024 and 41% expect earnings growth of 2.5–4.9%.

**50%** anticipate high-impact deal activity in the next three years, higher than any other sector in the survey.

**83%** of CEOs say the biggest barrier to organizational growth is cybercrime and cyber insecurity.

## AI-powered technological innovation

**73%** agree AI is a top investment priority.

**67%** expect returns from AI investments in 1–3 years, compared to 21% in 2024.

**67%** plan to allocate 10–20% of budget towards AI.

**56%** Ethical challenges are biggest obstacle to AI implementation.

## Tuning your workforce into an AI world

**77%** agree that a top constraint on growth is AI workforce readiness and upskilling.

**83%** say AI is impacting how to train and develop employees, and 79% say it changes skills required for entry level roles.

**86%** of CEOs expect their workforce to operate in a hybrid setting in the next three years. While 14% anticipate a complete return to in-office operations for employees.

## Achieving strategic advantage through ESG

**72%** say sustainability is embedded in corporate strategy and business models.

**55%** Biggest ESG priority is compliance and reporting standards — second highest of any sector in survey.

**29%** Top barrier to reaching net zero goals is complexity of decarbonizing supply chains.



# Economic outlook and business confidence

The insurance CEOs surveyed demonstrate growing confidence in their companies' growth prospects, up from 74 percent in 2024 to 82 percent in 2025. And 78 percent are optimistic about industry growth, compared to 76 percent in the previous year. After several years of volatility due to the COVID-19 pandemic, the Ukraine war, and recent tariffs and regulatory change, the sector is becoming more comfortable with uncertainty. The main players appear to have come to grips with the increasing cost of automotive claims in particular. Sector earnings are soaring, with more people and businesses seeking coverage, and health, life, and specialty (cyber, business interruption) lines expanding.

## Economic confidence over the next 3 years

Growth prospects for your global economy



Growth prospects for your country



Growth prospects for your industry



Growth prospects for your company



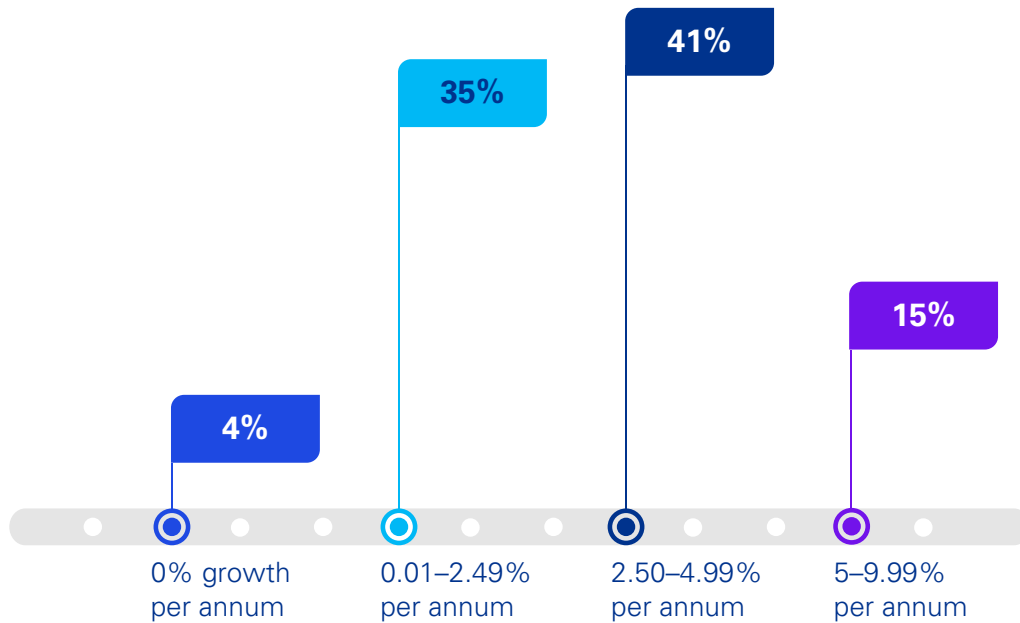
■ Very confident ■ Confident ■ Neutral ■ Not confident

Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.

There is measured optimism in earning projections, with 15 percent of CEOs anticipating 5–9.9 percent growth — rising from 11 percent in 2024 — and 41 percent expecting a 2.5–4.9 percent uptick in earnings. Inflation is putting downward pressure on margins, especially in the non-life space, as insurers struggle to grow prices in line with claims. The cost of cyber risk is also impacting profitability. Regionally, US players are hopeful of a fall in interest rates, which could boost equities and investment performance. In Europe, on the other hand, interest rate hikes could boost insurance profitability.



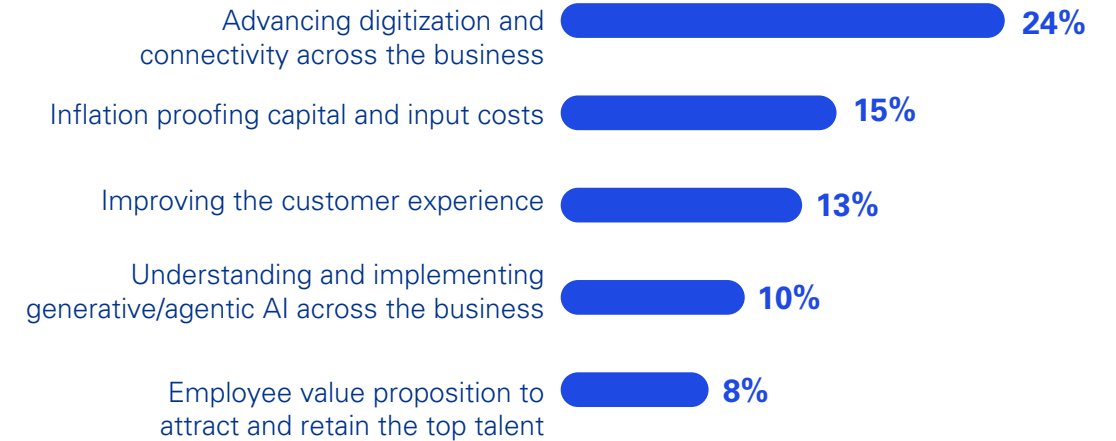
## Earnings outlook in the next 3 years



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.

The number one operational activity to drive growth is digitalization and connectivity (24 percent), as companies strive to create a seamless experience for both customers and employees. Given economic fears, inflation proofing capital and input costs is the second priority (15 percent).

## Top 5 operational priorities



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



## Taking on the cyber threat

With their large customer bases, retail insurers in particular are vulnerable to cyberattacks, putting sensitive data at risk, which can adversely impact their reputation. Transformation programs can also expose companies to hacks and ransomware. The CEOs surveyed say the biggest barrier to organizational growth is cybercrime and cyber insecurity (83 percent), while their number one risk mitigation investment is cybersecurity and digital risks resilience (53 percent). Cyber protection risk insurance is, however, a big growth area in the corporate market — although claims costs and loss ratios remain a concern, with cyber claims climbing fast.

## Top 5 trends negatively impacting organization's prosperity

Cybercrime and cyber insecurity



AI workforce readiness or upskilling of workforce on AI



Successful integration of AI into business processes



Competition for AI talent



Cost of technology infrastructure



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.

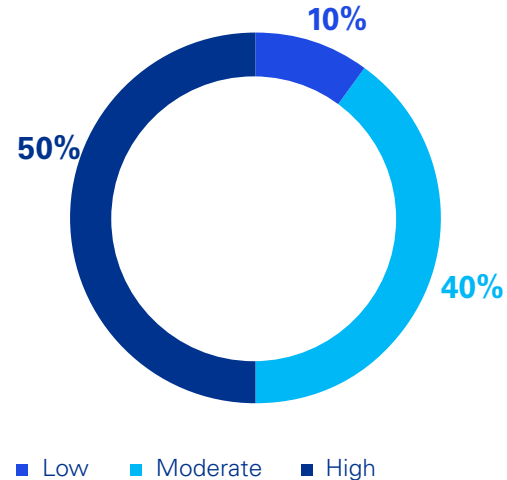


## Enthusiasm for deals

Half (50 percent) of all the CEOs taking part in the global survey expect to undertake high-impact deals in the next three years, higher than any other sector in the survey. In a fragmented market, there is considerable room for consolidation. Other merger and acquisition (M&A) drivers include scale synergies to manage regulatory costs for cyber and ESG, as well as diversification into different geographies, and new lines of business. For example, if a group contains life and non-life businesses, the combination should result in a lower cost of capital.

A further 41 percent are seeking moderate-impact M&A, reflecting targeted acquisitions in Insurtech, data analytics, and specialty lines to enhance operational efficiency and technological capability. Insurers are increasingly investing in new products like cyber, usage-based insurance, and wellness services for life players, and M&A is one route to accelerate their presence in these markets.

### M&A appetite



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



**There is a growing appetite for inorganic growth, as insurers seek to reorganize, reduce costs, improve customer services, and modernize legacy systems. Asset management and private equity firms are buying blocks of businesses and insurance companies are consolidating in certain regions."**

**Dr. Frank Pfaffenzeller**  
Global Head of Insurance  
KPMG International

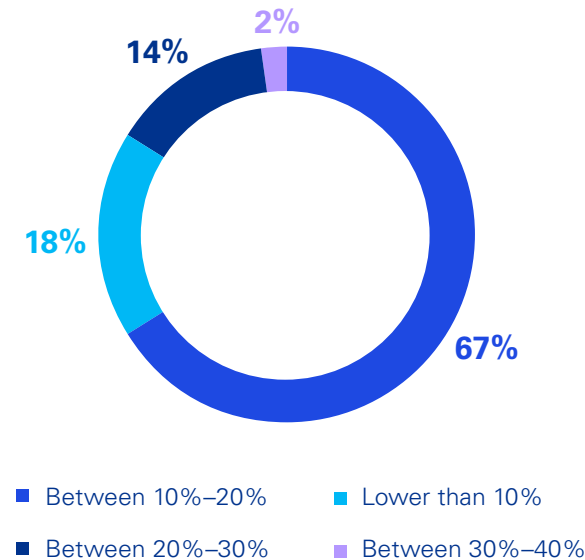


# AI-powered technological innovation

Insurers are adopting AI for multiple purposes, most notably claims processing, to analyze and validate claims swiftly, and generate fast, automated payouts. Other uses include algorithmic underwriting — using alternative data to price policies — and digitizing distribution through Insurtech partnerships and online sales. These advances promise cost savings and quicker service across customer-facing and back-office systems. Some simple policies can be completed in minutes online, while AI can auto-approve many claims, such as car accident photos assessed by algorithms for severity and authenticity.

More than 73 percent of CEOs agree that AI is a top investment priority, and 67 percent expect returns from AI investments in 1–3 years, a giant leap from 21 percent in 2024. 67 percent plan to allocate 10–20 percent of their budgets towards AI. For many insurers, AI is not simply a concept but a value driver. With the exception of a few mutuals, companies are looking for fast payback from their investment in AI, to meet investors' short-term expectations.

**Percentage of budget on AI**



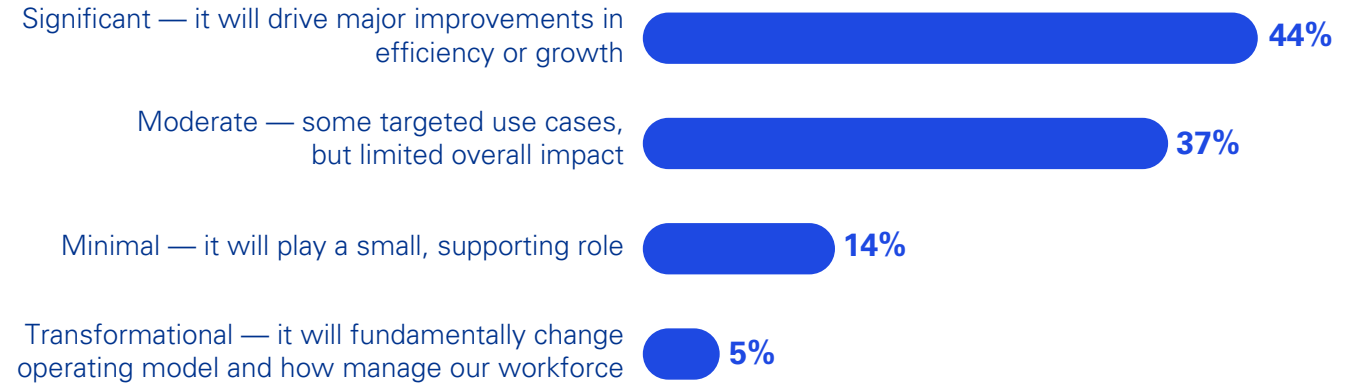
Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



## Agentic AI is a technology whose time has come

44 percent of CEOs surveyed expect Agentic AI to have a significant or transformational impact on their business. This technology has the potential to ease the process of underwriting, buying insurance, making claims and resolving queries, with growing use in call centers to triage questions and assist people. The insurance industry has invested substantially in systems to help ensure that customers are connected, with all relevant information on hand quickly for those serving the customer, whether human or robot.

## Impact of agentic AI on the firm



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



## Overcoming AI trust concerns

When asked about the main obstacles to implementing AI, the top response is ethical challenges (55 percent). Many consumers are already skeptical of their insurers' willingness to pay their claims fairly. Once algorithms enter the mix, to assess claims or drive dynamic pricing, customer trust could erode — especially as they are also seeing premiums going up. Buying insurance has never been easier, thanks to aggregator sites, so companies need to find ways to instill trust in AI, through transparent algorithms and quick payouts. Strong governance and responsible AI frameworks can help to achieve fair outcomes and compliance with insurance laws. Cyber risk protection is a growing area that offers some excellent opportunities for new insurance products.

## Technology regulations are never far from CEO's minds

A large majority of CEOs (77 percent) feel that the pace of regulatory progress could be a barrier to their organization's success, while lack of AI regulation is considered the second biggest challenge to AI implementation. The EU AI Act and the UK's principles-based approach are just two examples. In advance of further regulations, insurers should align to principles of fairness, explainability, data integrity, security and resiliency, accountability, privacy, and risk management. This means identifying how AI models create potential risks for policyholders (or, indeed, employees), and establishing model inventories. Some models may be forbidden to insurers, and others considered high risk.

## Challenges in implementing AI



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



**To get the most from AI, it's important to identify how your AI models could create risks for policyholders or employees. This calls for an inventory of models that use AI, and a clear description of how you use data, to gain trust in the output."**

**Jacques Cornic**  
EMA Lead of Insurance  
KPMG in France



# Tuning the workforce into an AI world

According to the insurance CEOs surveyed, two of the top constraints on their company's growth are AI workforce readiness and upskilling (77 percent) and competition for AI talent (75 percent). There is an urgent need for people that to not only understand AI, but also the maturity, structure, and governance of the data that feeds AI models.

The biggest workforce challenge is identifying candidates with suitable technical and collaborative skills (28 percent). Such a combination of skills is hard to find, and teams may need to consider staffing teams with technical experts and 'super collaborators'.

## Key challenges in attracting and retaining AI and digital talent

Identifying candidates with suitable technical and collaborative skills



Bridging the gap between existing skills and desired capabilities



Competing with tech giants and high-salary offerings



Adapting organizational culture to meet employee expectations



Retaining talent once they have acquired specialized experience



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



From a hiring perspective, insurers are seeking an influx of (mainly younger) data engineers and AI specialists, to help embed and utilize agentic AI and generative AI (Gen AI) — and make use of the insights that AI delivers. Over half (54 percent) plan to hire new talent with AI and tech capabilities. On the other hand, skills like coding are quickly being taken over by AI, with 51 percent planning to reduce number of people “in some areas”.

Training and upskilling is a vital part of the shift to a digitally led organization, and 83 percent of respondents say AI is impacting how they train and develop employees, with 79 percent stating that it changes the skills required for entry level roles. Although AI can replace humans for many activities, insurers appear unlikely to reduce their workforce. In fact, 56 percent are anticipating modest increases in staff of less than 5 percent, with a further 27 percent planning a rise of 6–10 percent.

## Employee readiness and skill development for AI implementation



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



## Creating an AI culture

An overwhelming majority (88 percent) of CEOs believe their leadership team has clarity over how AI can give them a competitive edge. In KPMG's experience, leaders in large insurance groups are very familiar with AI and are challenging internal teams to embrace this technology to improve performance. However, 72 percent are concerned about the impact of AI on company culture.

The speed of AI implementation calls for a rethink of workforce planning, to continually assess how the workforce may look like in the next few years and adapt recruitment and training accordingly. To accelerate adoption at scale, insurers need an informed and committed workforce, and leadership must provide the vision of an AI-enhanced future that spells positive news for employees.

## Coping with the great retirement

With workforces increasingly accommodating employees from multiple generations, CEOs feel the top labor market factor influencing their organization (31 percent) is employee retirement and a shortage of skilled replacements. Number two is the growing generational gap on key skills like AI (30 percent). To maintain essential expertise as older workers head for retirement, knowledge transfer becomes a big priority.

## Influence of labour market factors on the firm

The number of employees retiring coupled with a lack of skilled workers to replace them



Growing generational gaps on key future skills including AI uptake



Increasing employee reliance on AI-driven automation at the expense of upskilling



Widening expectation gap between older and aging employees compared to the next generation



Differences and tension resulting from corporate responses to social and global issues



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



**By combining the institutional and industry knowledge of the older workers with the enthusiasm and tech-savviness of younger generations, insurers have an opportunity to enhance customer experiences, deliver meaningful changes to current ways of working and build the workforce of the future."**

**Dana Chaput**

Global People Lead, Insurance  
KPMG in Canada



# Achieving strategic advantage through ESG

Insurance has always been about pooling societal risk in a way that creates value for policyholders, insurers, and society at large. More than seven out of ten (72 percent) CEOs agree that sustainability is embedded in their corporate strategy and business models. There is a strong business case for doing so, as insurers are at the forefront of climate change, with direct exposure to claims from wildfires, floods, hurricanes, and drought, as well as pollution and environmental damage.

Fifty percent of CEOs state that their companies are actively developing and launching new products or services that address the energy transition and meet sustainability demands. These include new insurance products for producers of biodiesel, green hydrogen, carbon capture, and energy-efficient technologies, insuring against risks in renewable energy project construction and production, and weather-indexed crop insurance to help farmers cope with volatile weather conditions. They could also partner with governments to offer affordable insurance in regions prone to climate disasters.

Technology can help with this transition, with the survey respondents saying that the top roles for AI in sustainability is to identify opportunities for resource efficiency (85 percent) and responsible innovation aligned with climate goals (79 percent).

## Role of AI in advancing climate and sustainability goals

Identifying opportunities for resource efficiency



Improving sustainability-related data quality and reporting



Supporting responsible innovation aligned with climate goals



Enhancing climate risk modelling and scenario planning



Reducing emissions and improving energy efficiency



Monitoring environmental impact across operations



Monitoring environmental impact across supply chains



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



## Steering a path through the regulatory maze

In some regions, most notably Europe, the insurance sector is subject to regulations on managing and reporting their carbon footprint and environmental record — which extends to the organizations they cover. CEOs say the biggest ESG priority is compliance and reporting standards (55 percent). This is the second highest response of all the sectors surveyed for this year's Global CEO Outlook (only asset management was higher) and reflects the sustainability reporting obligations placed on insurance companies. In the more extreme cases, regulatory pressure could hinder insurers' ability to cover certain types of fossil fuel clients and projects.

Although 59 percent are confident they can reach their organizational net zero goals, CEOs also admit that that number one barrier to reaching these targets is the complexity of decarbonizing supply chains (25 percent). Scope 3 emission reporting is a huge challenge for the non-life sector, given its broad range of policyholders, and the large number of players' in clients' supply chains. Leaders are concerned that, if they fail to close the climate protection gap, they could face reputational and regulatory consequences. They face a tricky balance between driving energy-efficiency, and insuring projects and companies that are contributing to economic growth — and may involve fossil fuels. Younger generations are also sensitive to how insurers are investing, and the types of companies they're covering, and may place their money where their conscience is.

## Impact of geopolitical and internal challenges on ESG strategy

Prioritizing compliance and reporting standards to meet investor and regulatory demands



Aligning sustainability goals with our core business strategy to demonstrate value to the stakeholders



Innovating to develop new sustainable solutions



Have adopted a different approach to sustainability depending on region/market context



Have changed the language around how we communicate our progress



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



## Top barriers to achieving net-zero goals in organizations

Complexity of decarbonizing supply chains



Lack of skills and expertise to successfully implement solutions



Active ownership from shareholders and wider stakeholder groups



Increasing — but inconsistent — regulation requirements across jurisdictions



Lack of appropriate technology solutions to gather and analyze data



Source: KPMG 2025 Insurance CEO Outlook, KPMG International, January 2026.



**Many insurers in Europe are pressing ahead with their ESG roadmap; not for compliance purposes, but because they believe it's good business. They are eager to reduce the cost of claims from climate events, and to meet customer expectations for responsible business practices."**

**Mark Longworth**

Global Lead of Advisory for Insurance Hong Kong SAR  
KPMG China



# The way forward

The insurance sector has proved remarkably resilient to recent volatility, with companies adapting to near-constant change. As they chart their organizations' future, CEOs should consider how to address the challenges outlined in this report:

## AI-powered technological innovation

### Implement technology with a human touch

Use AI to redesign claims and service journeys to be both efficient and empathetic, deploying agents that support and are supported by humans.

### Focus on trust in AI

Create responsible AI to ensure fair outcomes and compliance with insurance laws, with algorithms using unbiased data, explainability frameworks, transparent models to avoid accusations of bias. AI powered cybersecurity helps protect sensitive data, with analytics to detect fraud while minimizing 'false' refusals.

## Tuning the workforce into an AI world

### Build confidence in working with technology

Training in AI is not just about developing skills; it's also about fostering a culture where AI is seen as a friend rather than an enemy that is taking your job. Leading from the top, CEOs should forge a vision for AI, and a culture where everyone uses AI routinely, and where roles are structured around efficient, AI-driven processes.

## Achieving strategic advantage through ESG

### Adapt to a changing climate

AI-powered scenario planning, and new risk transfer mechanisms like parametric insurance and public-private coverage pools for catastrophes, can help to manage the growing impact of claims. New services could include advice to clients on preventing losses from extreme weather.



# Methodology

**The 11th edition of the KPMG CEO Outlook, conducted with 1,350 CEOs between 5 August and 10 September 2025, provides unique insight into the mindset, strategies and planning tactics of CEOs.**

This report focuses exclusively on the 110 insurance CEOs surveyed, representing life, auto, home, property and casualty, health, reinsurance and broker organizations. Where year-over-year comparisons are made (e.g., 2024 vs 2025), the data is drawn from equivalent questions in previous editions of the KPMG CEO Outlook survey.

All respondents oversee companies with annual revenues over US\$500M and a third of the companies surveyed have more than US\$10B in annual revenue. The complete survey included CEOs from 11 key markets (Australia, Canada, China, France, Germany, India, Italy, Japan, Spain, UK and US) and 12 key industry sectors (asset management, automotive, banking, consumer and retail, energy, infrastructure and transport, healthcare, insurance, life sciences, manufacturing, technology, and telecommunications).

NOTE: Some figures may not add up to 100 percent due to rounding.



# How KPMG can help

Cost and performance pressures are rising. Regulations are shifting. Legacy systems, siloed functions and fragmented delivery models are stifling innovation. For today's insurance organizations, bridging the gap between ambition and impact remains a challenge fraught with complexity; one deepened by changing expectations.

At KPMG, our global organization of insurance professionals across audit, tax and advisory services work with insurance organizations to navigate change with confidence and connect aspiration with implementation. From redesigning finance architectures and streamlining claims and underwriting processes, to deploying AI across core insurance functions and scaling delivery through offshore and managed services, we're here to help strengthen your agility while protecting customer centricity.

By addressing the full insurance value chain, we help turn operational transformation and purposeful decision-making into your competitive advantage. The end goal is a more connected, people-centered, and performance-driven enterprise, helping you reimagine a future that's insured by today.



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Designed by Evalueserve | Publication name: KPMG 2025 Insurance CEO Outlook | Publication number: 140232-G | Publication date: January 2026