



Demand for deeper data insights drive change in broker's role

(Re)insurance brokerage firms are evolving their value proposition, due to clients demanding deeper data insights and market benchmarks that enable them to make better-informed decisions, **Guy Carpenter's Mr Tony Gallagher** tells *Asia Insurance Review*.

By Sarah Si

Speaking with *Asia Insurance Review* about the trends and developments he had observed in APAC's (re)insurance broking scene over the past year, Guy Carpenter CEO, APAC Tony Gallagher said, "The market continues to have increased capacity and strong quoting activity.

"Rate reductions in property have been observed in most regions, with an average double-digit decrease."

At the same time, Mr Gallagher has marked a "noticeable increase in merger and acquisition (M&A) activity among insurance companies, to strengthen their market presence across APAC".

Additionally, a growing focus on green energy "has driven new insurance products and risk solutions tailored to support sustainable and renewable energy projects across the region", he said, while noting industry insured CAT losses remained below the five-year average, indicating a relatively stable loss environment, despite some

localised natural disaster events.

Lastly, he highlighted health insurance, which he said, "is emerging as a significant growth area, fuelled by rising healthcare demands and evolving regulatory frameworks in various APAC countries".

Long- and short-term client concerns

When asked what some common long- and short-term client concerns in APAC were, that rose over the past year, Mr Gallagher first indicated increasing concern over the rise of secondary perils, much like flood and hail.

These emerging Nat CAT risks are "beyond the traditional ones" he said and were recently highlighted by unexpected events like the earthquake that struck Myanmar and Thailand in March 2025.

The second client concern Mr Gallagher listed was regulatory changes across different APAC markets. Noting that these changing regulations created uncertainty,

he also pointed out that they required clients to "adapt their risk management and compliance strategies".

Thirdly, he said, "Earnings volatility remains a significant concern as fluctuating market conditions impact clients' financial stability and insurance budgeting.

"Additionally, increased volatility is observed due to high retention levels, which challenges clients to carefully balance their risk appetite with financial resilience."

Opportunities and challenges

Touching on some challenges (re) insurance brokers in APAC, like Guy Carpenter, faced, Mr Gallagher said, "The industry is facing challenges such as slower economic growth, which is putting pressure on premium volumes and client budgets."

He further noted that soft market environments with rate reductions are creating margin compressions and intensifying competition among brokers.

As a result, he said competition in the market remains high, “driving the need for brokers to differentiate through value-added services”.

That is not to say that there are no opportunities, as Mr Gallagher pointed out that there is “strong demand for business growth, as companies seek to expand their risk transfer solutions in a dynamic market”.

Moreover, he highlighted that these emerging risks “present new avenues for brokers to develop innovative products and advisory services”.

“Innovation in technology and service delivery is enabling brokers to enhance client engagement and operational efficiency, positioning them well for future growth,” he also said.

An evolving value proposition

According to Mr Gallagher, “clients are now demanding deeper data insights and market benchmarks that enable them to make better-informed decisions and optimise their risk portfolios”.

To keep up with this demand, he pointed out that Guy Carpenter has strengthened its data strategy by enhancing data capture and accuracy, while exploring AI and advanced technologies to deliver innovative solutions.

He also highlighted a growing emphasis on transactional efficiency, “with clients expecting streamlined processes and faster execution, facilitated by digital platforms and automation tools”.

Lastly, he said, “Digital platforms provide real-time insights, streamlined access and enhanced collaboration.”

To leverage this, he cited Guy Carpenter’s industry-leading client portal as an example, saying that it “offers a single access point for information, tools and services”.

A broker’s changing role

Speaking about the changing role of the (re)insurance broker, Mr Gallagher highlighted that brokers in Guy Carpenter are now providing comprehensive risk management advisory services, as well as leveraging tools and climate scenario modelling “to help clients



better understand and mitigate their exposures”.

“The development and implementation of structured solutions have become key parts of the broker’s role, offering tailored risk transfer mechanisms that go beyond traditional insurance coverage,” he said.

Citing parametric solutions as an example, he said they are “increasingly utilised to provide faster, more transparent payouts based on predefined triggers, helping clients manage risk more proactively”.

He also noted that enhanced client services, particularly in claims management, ensured that clients received timely support and guidance during the process, which also improved overall risk resilience.

The future

When asked which emerging lines of business he projected may be the most significant growth area for his brokerage over the coming year, Mr Gallagher first spoke of anticipated demand for MGA solutions “that are specifically tailored to the evolving needs and regulatory environments of APAC markets”.

“Sidecars are experiencing continued growth, with new sponsors entering the market and existing sponsors expanding and diversifying their capital access,” he added.

Next, he highlighted his expectations that health insurance to “grow significantly”, driven by rising healthcare needs and ongoing regulatory reforms across APAC.

At the same time, he noted capital solutions are becoming an area of interest, particularly to support regional M&A activity, “as clients look for innovative ways to optimise their capital and risk financing strategies”.

He also touched on the green energy sector, which he stated “continues to offer substantial growth potential, as sustainability initiatives accelerate and new insurance products are developed to support this transition”.

Lastly, he noted growth is expected in technology-related sectors, particularly in semiconductor manufacturing and data centres, “driven by increasing demand for advanced insurance solutions tailored to these critical infrastructure industries”¹⁴