



## Market Insights

### Sales Channel:

**Renewals Segment:** Held the largest market share in 2020, accounting for nearly one-third of the global market. This growth is driven by existing users renewing their coverage. The renewals segment is expected to maintain its leadership throughout the forecast period.

**Home Resales Segment:** Forecasted to register the highest CAGR of 7.0% from 2021 to 2030, driven by increased adoption of warranty services during home sales.

### Application:

**Residential Segment:** Dominated the market in 2020, contributing to over two-thirds of the revenue. This segment is anticipated to maintain its leadership position and grow at the fastest CAGR of 6.5% during the forecast period, supported by comprehensive coverage for home systems and appliances.

**Commercial Segment:** While smaller in market share, this segment also demonstrates steady growth potential.

### Interested in Procure Data:

### Regional Analysis

**North America:** Accounted for the highest market share in 2020, contributing to over two-fifths of global revenue. The dominance is attributed to significant revenue generation from the U.S.

**LAMEA Region:** Expected to witness the fastest CAGR of 10.2% from 2021 to 2030, driven by rapid urbanization and growing demand in emerging economies.

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### Competitive Landscape

The report identifies leading players in the market, detailing their strategies and market share. Key players include:

Frontdoor, Inc.

AFC Home Club

Cinch Home Services, Inc.

Landmark Home Warranty

Old Republic International Corporation

OneGuard Home Warranties

Transforms SR Brands LLC

First American Home Warranty

FNHW (Fidelity National Home Warranty)

Home Buyers Warranty Corporation

These companies employ various strategies such as new product launches, collaborations, acquisitions, and market expansion to strengthen their positions.

Growth Opportunities

The global home warranty service market is poised for sustained growth due to rising consumer awareness, increasing disposable income in emerging markets, and the need for enhanced protection of home systems and appliances. Technological integration in service delivery and innovative coverage plans will further drive adoption.

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