

Healthcare Insurance Broker Market Size, Share & Trends Analysis Report By Product

*The Business Research Company's
Healthcare Insurance Broker Global
Market Report 2025 – Market Size,
Trends, And Global Forecast 2025-2034*

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What Is The Healthcare Insurance Broker Market Size And Growth?

The size of the healthcare insurance broker market has seen substantial growth in the past few years, expanding from a valuation of \$58.55 billion in 2024 to an impressive \$64.08 billion in 2025. This equates to a compound annual growth rate (CAGR) of 9.4%. The surge in growth during the historical period can be attributed to factors such as escalating healthcare expenses, an increased complexity in insurance regulations, a rise in the demand for insurance sponsored by employers, the enlargement of government health coverage schemes, and a heightened occurrence of chronic illnesses.

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The Business Research
Company's Latest Report
Explores Market Driver,
Trends, Regional Insights -
Market Sizing & Forecasts
Through 2034”

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The [market size for healthcare insurance brokers](#) is

predicted to witness significant expansion in the forthcoming years. The market is projected to reach \$90.74 billion by 2029, growing at a compound annual growth rate (CAGR) of 9.1%. This growth during the predicted period can be attributed to factors such as increased adoption of private health insurance, changing regulatory frameworks that require professional advisory assistance, surging demand for tailored insurance solutions, an increased emphasis on preventive care and wellness coverage, and the growth in health coverage requirements of small and medium enterprises. Leading trends during the predicted period include the use of artificial intelligence for client profiling, the incorporation of data analytics in risk assessment, digital sign-up platforms, omnichannel advisory services, and the application of blockchain technology for secure policy management.

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What Are The Current Leading Growth Drivers For Healthcare Insurance Broker Market?

The anticipated surge in the healthcare insurance broker market is fueled by the growing consciousness of health insurance advantages. Health insurance benefits, which encompass a variety of medical services and financial safeguards provided to the policyholder, are gaining recognition, thanks in part to widespread campaigns by governments and health organizations emphasizing the critical nature of coverage. These efforts have made individuals more enlightened and proactive in obtaining insurance. Healthcare insurance brokers play a crucial role in this process by helping individuals understand health insurance benefits, steering them towards plan selection, elucidating coverage specifics, and making sure they opt for policies that align best with their medical and financial requirements. As an illustration, Health Affairs, a US-based peer-reviewed journal, reported in June 2024 that around 25 million people are projected to enroll in non-group insurance coverage, marking an increase of 6 million from 2023 to 2024. Thus, the escalating consciousness of health insurance benefits is boosting the expansion of the healthcare insurance broker market.

Which Companies Are Currently Leading In The Healthcare Insurance Broker Market?

Major players in the Healthcare Insurance Broker Global Market Report 2025 include:

- UnitedHealth Group Incorporated
- Marsh LLC
- Aon plc
- Willis Towers Watson Public Limited Company
- Arthur J. Gallagher & Co.
- Hays plc
- HUB International Limited
- Brown & Brown Inc.
- USI Insurance Services LLC
- Lockton Companies LLC

What Are The Key Trends Shaping The Healthcare Insurance Broker Industry?

Leading firms in the healthcare insurance broker market are prioritizing the creation of innovative solutions such as digital health insurance ecosystem platforms to improve operational effectiveness, customer interaction, and service provision. The digital health insurance ecosystem platform is a technology-driven system that unites insurers, healthcare services, brokers, and consumers to coordinate online health insurance services. For example, in May 2024, Riskbirbal Insurance Brokers Private Limited, a company based in India that brokers insurance, unveiled Wellconnect, a novel platform that effortlessly merges top-tier technology, data-guided findings, and customized care to revolutionize the healthcare and insurance sector. It provides an exhaustive range of features meant to boost the employee health and insurance experience via an instinctive and productive digital platform. It boasts unrivaled convenience and

productivity through its simple-to-use interface that surpasses conventional insurance systems. It includes features like streamlined policy management, automated task execution, a unified HR and claims interface, and flawless integration with current HRMS systems to expedite the onboarding procedure.

How Is The [Healthcare Insurance Broker Market Segmented?](#)

The healthcare insurance broker market covered in this report is segmented –

- 1) By Type Of Insurance Offered: Individual Health Insurance, Group Health Insurance, Medicare Insurance Plans, Medicaid Insurance Plans, Dental Insurance, Vision Insurance, Short-Term Health Insurance
- 2) By Coverage Area: Urban Areas, Suburban Areas, Rural Areas, Remote Locations
- 3) By Distribution Channel: Online Platforms, Direct Sales, Brokerages, Affiliated Agents, Retail Outlets

Subsegments:

- 1) By Individual Health Insurance: Preferred Provider Organization Plans, Health Maintenance Organization Plans, Exclusive Provider Organization Plans, Point Of Service Plans, High Deductible Health Plans, Indemnity Health Insurance Plans
- 2) By Group Health Insurance: Fully Insured Employer Plans, Self Funded Employer Plans, Level Funded Employer Plans, Association Health Plans, Multiple Employer Welfare Arrangements
- 3) By Medicare Insurance Plans: Medicare Part A Plans, Medicare Part B Plans, Medicare Advantage Plans, Medicare Supplement Plans, Medicare Prescription Drug Plans
- 4) By Medicaid Insurance Plans: Fee For Service Medicaid Plans, Managed Care Medicaid Plans, Children's Health Insurance Program Plans, Long Term Services And Supports Plans
- 5) By Dental Insurance: Dental Health Maintenance Organization Plans, Preferred Provider Organization Dental Plans, Dental Indemnity Plans, Discount Dental Plans
- 6) By Vision Insurance: Vision Benefits Package Plans, Vision Discount Plans
- 7) By Short Term Health Insurance: Standard Term Health Plans, Enhanced Term Health Plans

View the full healthcare insurance broker market report:

<https://www.thebusinessresearchcompany.com/report/healthcare-insurance-broker-global-market-report>

Which Is The Dominating Region For The Healthcare Insurance Broker Market?

In 2024, North America led the global market for healthcare insurance brokers, and Asia-Pacific is anticipated to rise as the most rapidly developing region within the forecasted period. The report examined several regions encompassing Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

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Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

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