

Home Warranty Services Market to Reach \$13.6 Billion by 2030, Growing at 6.3% CAGR | Allied Market Research

Rising Homeownership, Increasing Repair Costs, and Growing Demand for Financial Protection Drive Global Market Expansion

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Allied Market Research published a report titled, "[Global Home Warranty Services Market Opportunities and Forecasts, 2021-2030](#)" by Distribution Channel (Brokers, Agents & Branches, Others), Type (Home Systems, Appliances), Sales Channel (Renewals, Home Resale, Direct to Customer), and

Application (Residential, Commercial): Global Opportunity Analysis and Industry Forecast, 2021–2030." According to the report, the global home warranty services market was valued at \$7.3 billion in 2020 and is projected to reach \$13.6 billion by 2030, registering a CAGR of 6.3% from 2021 to 2030.



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Rising repair costs and growing demand for predictable home protection are strengthening long-term growth in the home warranty services market.”

*Allied Market Research
Analyst*

The market is witnessing steady growth driven by increasing housing ownership, rising maintenance and repair costs, and growing consumer preference for predictable home protection plans. Expanding real estate activity and rising awareness of home maintenance services are further contributing to market adoption globally.

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Home warranty services provide coverage for repair or replacement of essential home systems and appliances due to normal wear and tear, helping homeowners reduce unexpected financial

burdens and maintain property value over time.

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Increasing repair costs for HVAC systems, electrical appliances, plumbing systems, and household electronics are significantly driving demand for home warranty services. Consumers are increasingly shifting toward subscription-based protection models that offer predictable annual costs and reduced financial risk.

Real estate professionals and property managers are also adopting home warranty plans as value-added services during home buying and selling processes, enhancing property attractiveness and improving customer trust. Additionally, rising urbanization and aging residential infrastructure are further supporting demand across both developed and emerging economies.

Digital transformation in the real estate and insurance ecosystem is also improving accessibility, enabling faster policy purchase, claim filing, and service coordination through online platforms and mobile applications.

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By Distribution Channel

The brokers, agents & branches segment dominated the market in 2020 in terms of revenue, driven by strong customer advisory services and personalized policy recommendations.

However, digital and online distribution channels are gaining traction as consumers increasingly prefer self-service platforms, transparent pricing, and faster policy comparison capabilities.

By Type

The home systems segment led the market in 2020, driven by high coverage demand for HVAC systems, plumbing, and electrical infrastructure.

The appliances segment is expected to grow steadily due to rising household dependence on electronic appliances and increasing replacement costs.

By Application

The residential segment accounted for the largest share of the market in 2020, supported by growing homeowner awareness and increasing adoption of protection plans for household systems.

Commercial applications are also expanding as property managers and real estate firms increasingly integrate warranty services into property maintenance contracts.

By Sales Channel

The renewals segment generated significant revenue in 2020, driven by recurring policy adoption and customer retention strategies.

Home resale channels are expected to gain momentum as warranty services become standard offerings in real estate transactions.

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North America

North America held the dominant share of the global home warranty services market in 2020, supported by high homeownership rates, mature real estate markets, and strong awareness of property protection services.

Europe

Europe continues to witness steady growth driven by increasing housing renovation activities, rising awareness of home maintenance solutions, and expanding property management services.

Asia-Pacific

Asia-Pacific is expected to register the fastest growth during the forecast period, driven by rapid urbanization, rising disposable incomes, and expanding residential construction activities across emerging economies.

LAMEA

The LAMEA region is experiencing gradual adoption supported by growing urban housing development, increasing awareness of property protection services, and expanding digital insurance distribution channels.

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- > Digital policy issuance and online claim processing platforms
- > Mobile apps for service requests and tracking

- > AI-based claims management and fraud detection
- > Integration of home warranty services with real estate transactions
- > Predictive maintenance using IoT-enabled home monitoring
- > Expansion of proptech ecosystems
- > Subscription-based home protection models
- > Automated contractor dispatch systems
- > Data-driven pricing and risk assessment models
- > Enhanced customer experience through digital transformation

Global Home Warranty Market Size, Share & Outlook

- > The [Global Home Warranty Market Size, Share & Outlook](#) was valued at \$7.3 billion in 2020.
- > The market is projected to reach \$13.6 billion by 2030.
- > The market is expected to grow at a CAGR of 6.3% from 2021 to 2030.
- > Brokers, agents & branches dominated distribution channels in 2020.
- > Home systems segment led by type in 2020.
- > Residential segment accounted for the largest application share.
- > North America dominated the global market in 2020.
- > Asia-Pacific is expected to grow at the fastest rate during the forecast period.
- > Digital transformation is accelerating service adoption and claims efficiency.

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Global Home Warranty Market Size, Share & Outlook

Key companies profiled in the report include:

- AFC Home Club
- Cinch Home Services, Inc.
- First American Home Warranty
- FNHW (Fidelity National Home Warranty)
- Frontdoor, Inc.
- Home Buyers Warranty Corporation
- Landmark Home Warranty
- Old Republic International Corporation
- OneGuard Home Warranties
- Transforms SR Brands LLC

These companies are focusing on service expansion, digital platform enhancement, strategic partnerships, and customer experience improvements to strengthen their market position.

Speak to an Analyst Before Making Your Next Strategic Move @

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Stakeholders including homeowners, real estate professionals, investors, and service providers can access the complete Home Warranty Services Market report from Allied Market Research.

The report provides in-depth insights into market trends, growth drivers, competitive landscape, regional outlook, and future opportunities to support strategic decision-making.

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Through data-driven methodologies and actionable insights, Allied Market Research helps organizations identify emerging opportunities, evaluate competitive dynamics, and develop effective growth strategies across multiple industries.

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