Health Insurance Market to Hit USD 3.11 Trillion by 2031 as Employer-Sponsored Coverage Grows, Says Mordor Intelligence

Global Health Insurance Market is projected to grow at a 7.76% CAGR from 2026 to 2031, with Asia-Pacific emerging as the fastest-growing market.

HYDERABAD, TELANGANA, INDIA, August 19, 2026 /EINPresswire.com/ -- According to Mordor Intelligence, the health insurance market size is expected to expand from USD 2.14 trillion in 2026 to USD 3.11 trillion by 2031, growing at a 7.76% CAGR. Rising medical expenses and funding pressures on public healthcare systems are encouraging individuals, employers, and governments to increase private insurance coverage. Employer-sponsored plans remain an important source of premiums, while direct-to-consumer policies are gaining traction in emerging markets. Digital enrollment, automated claims processing, and online policy services are also making insurance easier to access and manage. However, rising premiums and affordability concerns could slow adoption among younger and lower-income consumers.

Health Insurance Market Growth Drivers

Faster and Smarter Claims Processing

Health insurers are increasingly adopting automated claims processes to speed up approvals, reduce administrative workloads, and strengthen fraud detection. AI and automation can improve efficiency, but concerns around biased decisions, fraud, and transparency are also gaining attention. Insurers that combine automated systems with human oversight and clear review processes can improve service quality while maintaining customer trust.

Policy Changes Expand Insurance Access

Regulatory measures are influencing the health insurance market by encouraging wider coverage and improving access to insurance products. Supportive policies can make private health insurance more attractive, while affordability and consumer-protection measures help maintain a sustainable market. Insurers therefore need to adapt to changing rules around pricing, coverage, and risk management while balancing growth with customer needs.

Rising Need for Long-Term Health Coverage

The growing prevalence of chronic diseases is increasing demand for health insurance as individuals and employers seek better protection against recurring medical expenses. Insurers are placing greater emphasis on preventive care, disease management, and coordinated treatment to control claims costs and improve health outcomes. This shift is also making care management an important factor in how insurers compete and design coverage.

Health Insurance Market Recent Industry Developments

July 2026 – Prudential HCL Health Insurance receives IRDAI approval. The approval allows the new joint venture between Prudential Group and HCL Group to operate as a standalone health insurer in India, increasing competition in the health insurance sector.

January 2026 – Health insurance regulation becomes a major focus for US insurers. Changes taking effect during 2026 include adjustments to ACA subsidies, Medicare Advantage policies, prior-authorization requirements, and state-level coverage mandates.

Health Insurance Market Segmentation Analysis

By Insurance Type

Individual / Family Policies

Group Policies

By Scheme Type

Voluntary Health Insurance Schemes

Compulsory Private Health Insurance Schemes

By Distribution Channel

Direct Sales

Online Platforms

Brokers and Agents

Banks, Bancassurance

Other Channels

Jayveer V, Senior Research Manager, Mordor Intelligence says, “Health insurance market analysis from Mordor Intelligence combines reported market evidence with structured industry assessment to provide a clear view of demand, competitive activity, and emerging opportunities. Its consistent research approach supports informed decisions while maintaining transparency and practical relevance for business leaders.”

Health Insurance Market Regional Insights

Asia-Pacific is expected to remain the fastest-growing region, supported by rising healthcare demand, expanding private coverage, and regulatory initiatives that are improving insurance access. Europe continues to benefit from established employer-sponsored and supplemental coverage. Meanwhile, the Middle East and Africa offer further opportunities as mandatory insurance programs expand and digital distribution helps reach underserved populations.

North America remains the largest region in the health insurance market, supported by a mature employer-sponsored coverage base, particularly in the United States. Canada adds to regional demand through supplementary private insurance, while Mexico offers further growth opportunities as formal employment expands. Increasing healthcare costs, established insurance infrastructure, and demand for broader coverage continue to support the region’s market position.

The Health Insurance Market report is also available in the following languages:

Japanese: https://www.mordorintelligence.com/ja/industry-reports/health-insurance-market?utm_source=einpr

French: https://www.mordorintelligence.com/fr/industry-reports/health-insurance-market?utm_source=einpr

German: https://www.mordorintelligence.com/de/industry-reports/health-insurance-market?utm_source=einpr

Spanish: https://www.mordorintelligence.com/es/industry-reports/health-insurance-market?utm_source=einpr

Portuguese: https://www.mordorintelligence.com/pt/industry-reports/health-insurance-market?utm_source=einpr

Health Insurance Industry Competitive Landscape

The report describes the competitive landscape of the health insurance market as globally fragmented, with individual countries often led by a limited number of established domestic and international insurers. Major players such as UnitedHealth Group, CVS Health, AXA, Allianz, and Ping An Insurance maintain strong positions across key markets through broad insurance offerings, established distribution networks, and extensive customer reach. Competition also varies by region, with scale, brand presence, service capabilities, and digital access influencing insurers' ability to strengthen their market positions.

Health Insurance Market Key Companies:

UnitedHealth Group Incorporated

CVS Health Corporation

The Cigna Group

Elevance Health, Inc.

Humana Inc.

Centene Corporation

Kaiser Foundation Health Plan, Inc.

Bupa

AXA SA

Allianz SE

Discover the latest trends, growth opportunities, and competitive developments in the Health Insurance Market: https://www.mordorintelligence.com/industry-reports/health-insurance-market?utm_source=einpr

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[United States Health and Medical Insurance Market Size](): The United States health and medical insurance market is projected to grow from USD 1.65 trillion in 2026 to USD 2.15 trillion by 2031, registering a 5.37% CAGR during 2026–2031. Market expansion is supported by strong enrollment through Affordable Care Act marketplaces and the continued movement of Medicare beneficiaries toward Medicare Advantage plans. These trends are also increasing competition among insurers around pricing, benefits, and plan offerings.

United Kingdom Health and Medical Insurance Market Share: The United Kingdom health and medical insurance market is segmented by policy type (individual and group/corporate), coverage type (in-patient only, comprehensive, health cash plans, and others), distribution channel (brokers/IFAs, direct-to-consumer, and others), and end user (individuals/families, SMEs, and large corporates). The report also covers England, Scotland, Wales, and Northern Ireland, with market forecasts presented in USD value.
https://www.mordorintelligence.com/industry-reports/united-kingdom-health-and-medical-insurance-market?utm_source=einpr

Global Dental Insurance Market Growth: The dental insurance market shows a moderately consolidated competitive landscape, with major insurers strengthening their positions through broad provider networks, digital platforms, and operational improvements. Leading players are also investing in automated processes and streamlined services while refining their business portfolios to focus on core dental and health insurance offerings.

About Mordor Intelligence:

Mordor Intelligence is a trusted partner for businesses seeking comprehensive and actionable market intelligence. Our global reach, expert team, and tailored solutions empower organizations and individuals to make informed decisions, navigate complex markets, and achieve their strategic goals.

With a team of over 550 domain experts and on-ground specialists spanning 150+ countries, Mordor Intelligence possesses a unique understanding of the global business landscape. This expertise translates into comprehensive syndicated and custom research reports covering a wide spectrum of industries, including aerospace & defense, agriculture, animal nutrition and wellness, automation, automotive, chemicals & materials, consumer goods & services, electronics, energy & power, financial services, food & beverages, healthcare, hospitality & tourism, information & communications technology, investment opportunities, and logistics.

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