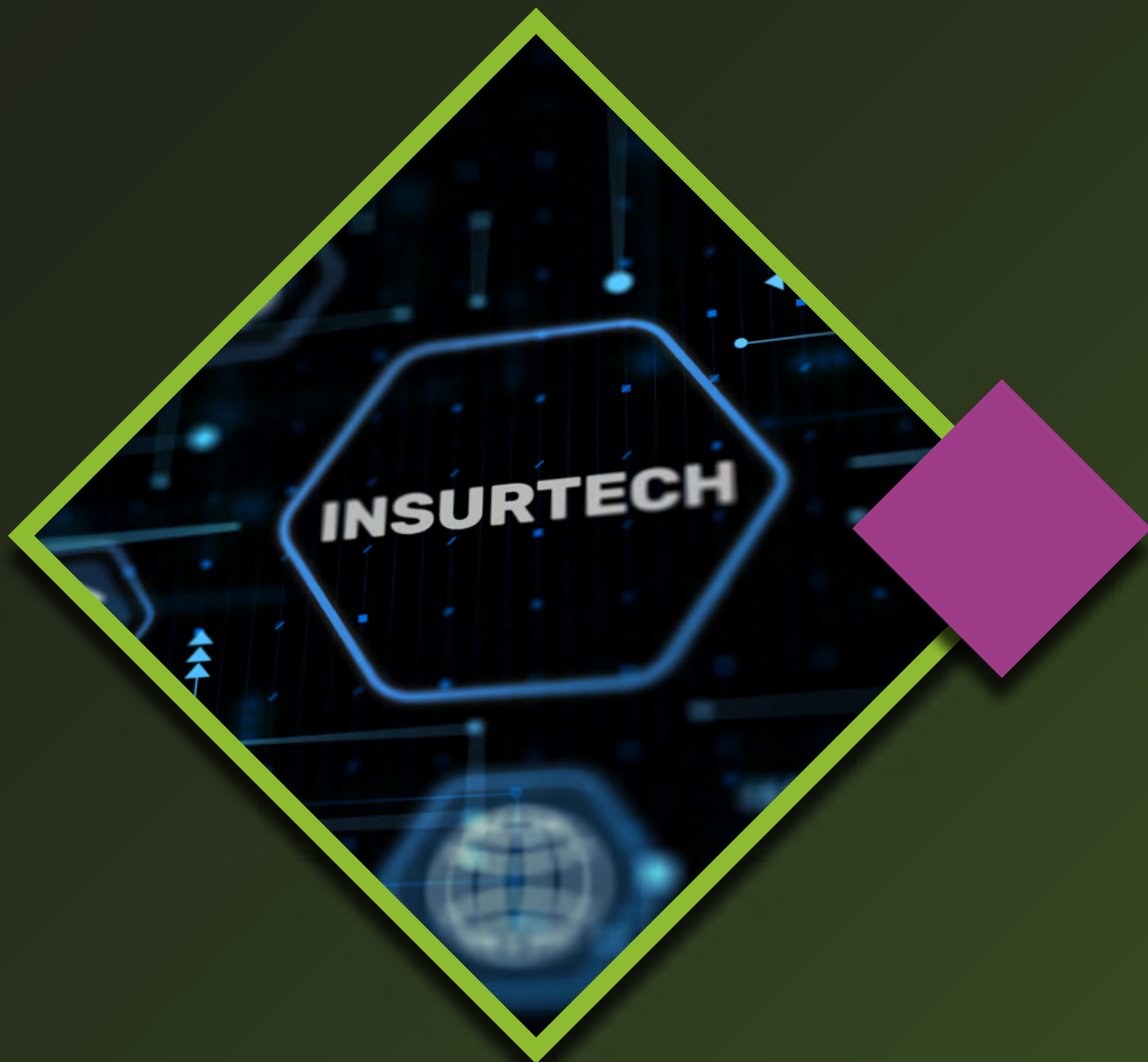




Insurtech Market Sector Update

Rapid global, European, and UK Insurtech growth driven by AI, embedded insurance, and rising demand for digital, personalised coverage. This update outlines key players, market drivers, challenges, and active UK M&A as insurers adopt automation, data analytics, and cloud platforms.



> Key Highlights

Introduction

The Insurance Technology (Insurtech) sector is entering a pivotal phase of accelerated growth, consolidation, and investor appetite, creating a highly favourable environment for business owners evaluating a sale. Global Insurtech market value is projected to surge from £7.7 billion in 2024 to £114.7 billion by 2033, with the UK emerging as one of the world's most dynamic hubs. Driven by strong adoption of AI, embedded insurance, and digital-first customer experiences, the UK now hosts over 350 active Insurtech firms and continues to attract rising levels of venture capital and strategic investment.

Forces shaping today's M&A landscape include, increasing demand for AI-driven underwriting and claims automation, expanding internationalisation of UK Insurtechs, and sustained buyer interest from insurers, private equity firms, and global technology providers seeking scalable, tech-led platforms. With deal activity accelerating across specialty lines, digital distribution, and emerging risk categories, the current market presents significant opportunities for Insurtech businesses to achieve premium valuations - particularly those offering differentiated technology, strong data capabilities, or embedded ecosystem partnerships.

