

# Thailand in focus

What's new in non-life

SEPTEMBER 2025 EDITION

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We are pleased to share our half-yearly newsletter focused on the non-life insurance market in Thailand. This edition covers developments from 1 January 2025 to 30 June 2025.

We trust you find this edition informative. As always, we look forward to receiving your feedback, questions or comments.



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Earlier editions of Thailand in focus can be downloaded using the links below:

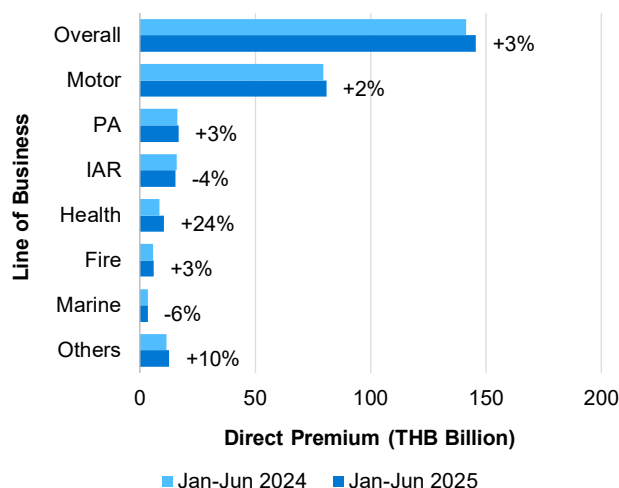
[August 2024 Edition](#)

[March 2025 Edition](#)

## Market performance

### INDUSTRY GROWTH AT JUNE 2025

#### Direct Premiums (THB billion) and Growth (%)



Note: PA - Personal Accident, IAR - Industrial All Risks.

Source: The Office of Insurance Commission (OIC)

- From January to June 2025, total direct premiums increased by 3% compared to the same period last year. Premiums for Motor, Health, Fire and Others rose, partially offset by decreases in Industrial All Risks (IAR) and Marine.
- As of 2025Q2, although the number of car sales declined compared to the same period last year, direct motor insurance premiums increased approximately 2%. This increase is widely believed to be driven by higher sales of electric vehicles (EVs), which carry higher premiums than internal combustion engine (ICE) cars.
- Although the copayment requirement effective 20 March 2025 applies only to life insurance health policies, both life and non-life health insurance saw sharp increases in total premium volumes ahead of the change. Life insurers experienced a rush of customers seeking to lock in coverage before copayments applied and market observers believe this surge spilled over into the non-life segment.
- The decline in direct marine insurance premiums was largely driven by US tariffs, which reduced overall trade activity.
- The usual industry financial statistics are no longer available and have been replaced by International Financial Reporting Standards 17 (IFRS 17) figures. As these are the first IFRS 17 numbers, comparisons with previous periods are not possible. Some groupings have been simplified to make the data easier to understand. While not an exact match to IFRS 17 terminology, we have presented them on a best-effort basis to keep the information clear and useful.

- The industry recorded negative net reinsurance expenses in 2025 to-date, meaning more claims were recovered than the reinsurance costs incurred. This primarily reflects earthquake claims, most of which were covered under non proportional reinsurance.

### INDUSTRY PERFORMANCE AT 2025Q2

FINANCIALS (IN THB BILLIONS)	2025Q2
<b>Direct premium</b>	<b>145.7</b>
<b>Insurance revenue</b>	<b>149.9</b>
GMM <sup>1</sup>	26.6
PAA <sup>2</sup>	123.3
<b>Insurance service expenses</b>	<b>157.1</b>
Claims incurred	117.7
Changes in LC <sup>3</sup>	1.8
Acquisition expense incurred	37.4
Other expenses	0.2
<b>Net reinsurance expenses</b>	<b>-18.4</b>
Reinsurance costs – GMM	8.8
Reinsurance costs - PAA	22.3
Changes in NPR <sup>4</sup>	0.0
Changes in reinsurance LORC <sup>5</sup>	-0.1
Reinsurance claims recoveries	-48.9
Other reinsurance expenses	-0.5
<b>Total insurance service performance</b>	<b>11.2</b>

Source: The Office of Insurance Commission (OIC)

<sup>1</sup> General Measurement Model

<sup>2</sup> Premium Allocation Approach

<sup>3</sup> Loss Component

<sup>4</sup> Non-Performance Risk

<sup>5</sup> Loss Recovery Component

## Market news

### NEW PRODUCTS

- Tune Insurance has partnered with Gettgo, an insurance aggregator platform, to launch a new travel insurance product that provides complimentary airport lounge access for policyholders experiencing a flight delay of more than two hours.
- MSIG Insurance Thailand (MSIG) has introduced “MSIG Easy Lounge”, a new service for travellers experiencing flight delays. The service provides complimentary access to premium airport lounges for policyholders of the MSIG Travel Easy Plus international travel insurance plan. It applies to international flight delays of more than 90 minutes.
- TQM, an insurance broker, introduced home insurance products from multiple insurers with a maximum sum insured of THB 5 million and premiums starting from THB 1,800. These policies provide additional benefits beyond

standard natural disaster coverage, including protection against damage to electrical appliances and theft.

### MYANMAR EARTHQUAKE 2025Q1

- On 28 March 2025, a 7.7-magnitude earthquake struck central Myanmar, causing widespread destruction. The tremors were felt as far as Thailand, including Bangkok, where many buildings sustained damage.
- In Bangkok, one major building collapse was reported – the State Audit Office of the Kingdom of Thailand's building, which was under construction. The project was insured under a Contractor's All Risk (CAR) policy with total coverage of THB 2.24 billion, shared among four insurers: Dhipaya Insurance (40%), Bangkok Insurance (BKI) (25%), Indara Insurance (25%) and Viriyah Insurance (10%).
- Overall industry losses are currently estimated to be between THB 30 billion and THB 100 billion (approx. USD 1 billion–3 billion), although different sources report varying figures. These estimates suggest that losses will likely be lower than the COVID-19-related claims in 2022 (around USD 4.5 billion) and the 2011 flood event (USD 15 billion).
- While all claims have been filed, claims settlement is expected to continue until the third quarter of the year. Some delays occurred due to challenges such as a shortage of surveyors and the complexity of loss sharing across multiple policies. To speed up the process, the Office of Insurance Commission (OIC), the Thai General Insurance Association (TGIA) and the Thai Bankers' Association (TBA) have collaborated to ease some of the regulations and facilitate faster claim payments.
- According to S&P Global Ratings, most of the earthquake-related losses will be absorbed by global and regional reinsurers, as many Thai insurers strengthened their catastrophe reinsurance coverage following the severe floods of 2011. Nevertheless, while the impact on Thai insurers is expected to be manageable, S&P anticipates an increase in reinsurance costs for the Thai market going forward.

- In response, the non-life insurance industry has begun considering measures to mitigate the impact of future natural disasters. Potential initiatives include introducing standalone earthquake policies, reducing coverage limits, raising premiums and adjusting deductibles. Previously, insurers often bundled catastrophe coverage – such as earthquakes and floods – into the policies to boost sales. Going forward, for projects that have not yet begun construction, insurers are expected to conduct stricter risk assessments, including reviews of construction company qualifications. For completed high-rise buildings already in use, insurers will also evaluate factors such as building usage and occupant profiles to ensure more cautious underwriting.

### DISTRIBUTION CHANNELS

- In January 2025, Chubb Samaggi Insurance entered into a three-year partnership with Nok Air to offer "Nok Protect", a travel insurance product designed for Nok Air passengers.
- Roojai Insurance has partnered with FIN Broker to sell insurance through the FIN application.
- Insurverse, an Insurtech arm of Dhipaya Group Holding, has partnered with Superrich Thailand, a money exchange provider, to offer a 5% discount on travel insurance purchased through Superrich.
- In May 2025, MSIG and Mitsui Sumitomo Insurance Thailand Branch (MSITB) entered into a bancassurance partnership with Bank of China Thai (BOC Thai) and China Pacific Insurance (CPIC). The collaboration aims to provide BOC Thai's clients with tailored insurance solutions, capitalising on the increasing Chinese investment flows into Thailand as well as the growing population of Chinese students in the country.

### OTHER INSURER INITIATIVES

- Krungthai Panich Insurance (KPI) has introduced new features and an enhanced design for its mobile application, "Now KPI". The updated app now includes an e-card that can be used at network hospitals, along with new menus such as policy management, e-claims, hospital network search and tax deduction services.
- In June 2025, Thai Health Insurance announced a strategic partnership with Amber Insurance Broker and JUZMATCH, a real estate transaction platform. The initiative aims to drive innovation in health insurance products that are integrated with investment and financial planning, particularly tailored for homeowners and property investors in Thailand.

- BKI has partnered with TQM, an insurance broker, to offer an additional THB 1 million personal accident coverage to all new and renewing motor insurance customers who have an accident on Rama 2 Road at no extra cost. This initiative aims to address the high frequency of accidents on this route, often attributed to ongoing road construction.
- Allianz Ayudhya General Insurance (AAGI) has launched a campaign offering up to a THB 5,000 premium discount for safe drivers who transfer their Type 1 motor insurance policy with no claim history to the company by presenting a renewal notification from another insurer. The campaign applies to private cars and unmodified two-door pickups not older than 15 years.
- Dhipaya Insurance has partnered with Kasikorn Global Payment (KGP), a subsidiary of Kasikorn Bank, and APFS Enterprise, a fintech company, to launch a premium instalment feature for customers purchasing insurance through its website, TIPINSURE.COM. The feature allows customers to pay in instalments without the need for a credit card, with options available through Kasikornbank, Siam Commercial Bank and Krungthai Bank.
- Thaivivat Insurance has partnered with Bangkok Drugstore, a pharmacy chain, to offer discounts on medicine purchases for Thaivivat customers.
- Dhipaya Insurance has partnered with Krungthai Card (KTC) to enable customers to convert TIP Coins earned from purchasing insurance with Dhipaya into KTC credit card reward points.
- Road Accident Victims Protection (RVP) has partnered with the Thai Biomedical Engineering Association (Thai BME) to collaborate on data-sharing initiatives aimed at reducing road accidents.

#### KEY APPOINTMENTS

- On 1 January 2025, Wichini Oraphan was appointed Chief Executive Officer (CEO) of TNI.
- In March 2025, Roojai Insurance appointed Lhukchai Suttichujit as an independent member of the board of directors.
- In May 2025, AIG appointed Thanathon Kiratipasuk as General Manager and CEO.
- Effective 1 May 2025, Isorasak Thesratanavong was appointed CEO of Ergo Insurance Thailand.

#### MERGER & ACQUISITION

- In January 2025, Dhipaya Insurance formed a joint venture with Beryl 8 Plus, a technology company, called Horixon T8. This venture aims to elevate the insurance system by leveraging artificial intelligence (AI) technologies. The initiative will be driven through TIP ISB, a subsidiary of Dhipaya Insurance, which focuses on providing technology-driven solutions for the insurance industry.

- In early 2025, Chubb Limited announced agreements to acquire Liberty Mutual's property and casualty insurance operations in Thailand and Vietnam. The transaction is expected to complete in the second quarter of 2025 for Thailand, and in late 2025 or early 2026 for Vietnam.
- In February 2025, JMT Network Services PCL, a subsidiary of Jaymart Group specialising in debt management and financial services, announced a joint venture with Axinan Thailand Co. Ltd., the Thai subsidiary of Singapore-based insurtech company Igloo. The partnership aims to develop insurance software and insurtech solutions tailored for the Thai market. JMT holds a 51% stake, while Axinan owns 49%.
- In May 2025, Rabbit Care Broker acquired GluayGluay.com, an online motor insurance broker, to expand its customer base. Rabbit Care is a subsidiary of BTS Group, and GluayGluay.com is a digital insurance brokerage platform.

### Regulatory updates and initiatives

- Following the new regulation requiring all EV motor insurance policies to be issued on a named driver basis (up to five named drivers), the OIC implemented this rule for all red plate vehicles (i.e., vehicles less than one year old) effective 1 June 2025, with a full rollout to all vehicles effective 1 January 2026.
- In May 2025, the OIC and the Office of Agricultural Economics (OAE) signed a memorandum of understanding to develop weather-index insurance using geospatial information systems (GIS), satellite-based remote sensing and internet of things (IoT) technologies. As part of this initiative, a sandbox pilot for agricultural insurance products – including durian insurance in Eastern Thailand – will be developed, utilising IoT and GIS for wind speed measurement and weather-index modelling.
- In April 2025, the OIC launched Thailand's Open Insurance system, designed to facilitate data sharing within the insurance industry. This initiative aims to enhance business opportunities, promote transparency and prepare the sector for proactive supervision.
- The OIC held a meeting with insurance industry to discuss newly developed preventive financial supervision of insurance companies ahead of implementation. The initiative targets insurers flagged by the Early Warning System (EWS) as potentially at risk (Groups 2–4) and aims to address financial stability issues before they escalate and affect policyholders or the public. The measures focus on tackling the root causes of financial problems, with decision-making procedures and graduated enforcement levels based on the severity of each company's financial condition. Companies that fail to resolve issues at one level will face progressively stricter oversight.

- In March 2025, the OIC issued the new Good Practice Guideline on Reinsurance Risk Management for Non-Life Insurers to strengthen risk management standards, enhance the financial stability of the non-life insurance sector and align with enterprise risk management (ERM) principles. The guidelines set minimum standards for effective reinsurance risk management in line with the OIC Notification on reinsurance requirements (B.E. 2566). Key points include:
  - **Reinsurance risk management:** Insurers must manage all risks comprehensively, including credit, operational, concentration, liquidity risks, insufficient reinsurance and emerging risks that may affect capital.
  - **Reinsurance framework and reporting:** Non-life insurance companies must establish a reinsurance policy that considers profitability, capital position, risk appetite, tolerance and retention limits. They are required to assess probable maximum loss (PML) and maximum event retention (MER), implement preventive measures and contingency plans, and carefully select reinsurers and brokers based on financial stability and expertise. Companies must also monitor, review and report on their reinsurance management regularly, with the Board of Directors reviewing the guidelines annually and submitting reports to the OIC within 90 days of the reinsurance contract start date.

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