Customer Experience in the Health Insurance Industry by Country

KEY TAKEAWAYS

+ Indian consumers are the most satisfied with their health insurance experiences, at 86%, while Swedish consumers provided a satisfaction rating 18 points lower, at 64%. Italian consumers are the least likely to trust, and South Koreans are the least likely to recommend their health insurer.

+ Likelihood to purchase more after recent health insurer experiences increased by 4 points from 2022 to 2025. Likelihood to trust and recommend increased by 1 point over this time.

ABOUT

Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

CX Metrics in the Health Insurance Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	67%	66%	69%	65%
Brazil	69%	76%	72%	75%
Canada	75%	70%	63%	57%
China	83%	80%	84%	74%
Denmark	73%	73%	69%	56%
France	65%	72%	65%	73%
Germany	77%	71%	65%	**38%**
Hong Kong (China)	73%	79%	63%	77%
India	**86%**	**86%**	**87%**	**83%**
Ireland	68%	68%	68%	68%
Italy	67%	**62%**	59%	60%
Japan	N/A	N/A	N/A	N/A
Mexico	78%	75%	73%	70%
Netherlands	71%	74%	68%	61%
New Zealand	N/A	N/A	N/A	N/A
Philippines	81%	82%	84%	82%
Singapore	81%	83%	84%	80%
South Korea	68%	66%	**53%**	71%
Spain	71%	72%	66%	62%
Sweden	**64%**	66%	63%	63%
United Arab Emirates	73%	78%	74%	76%
United Kingdom	N/A	N/A	N/A	N/A
United States	78%	75%	71%	71%

Customer Experience in the Health Insurance Industry, 2022-2025

Customer Experience in the Health Insurance Industry

■ Satisfaction   ■ Trust   ■ Recommend   ■ Purchase More
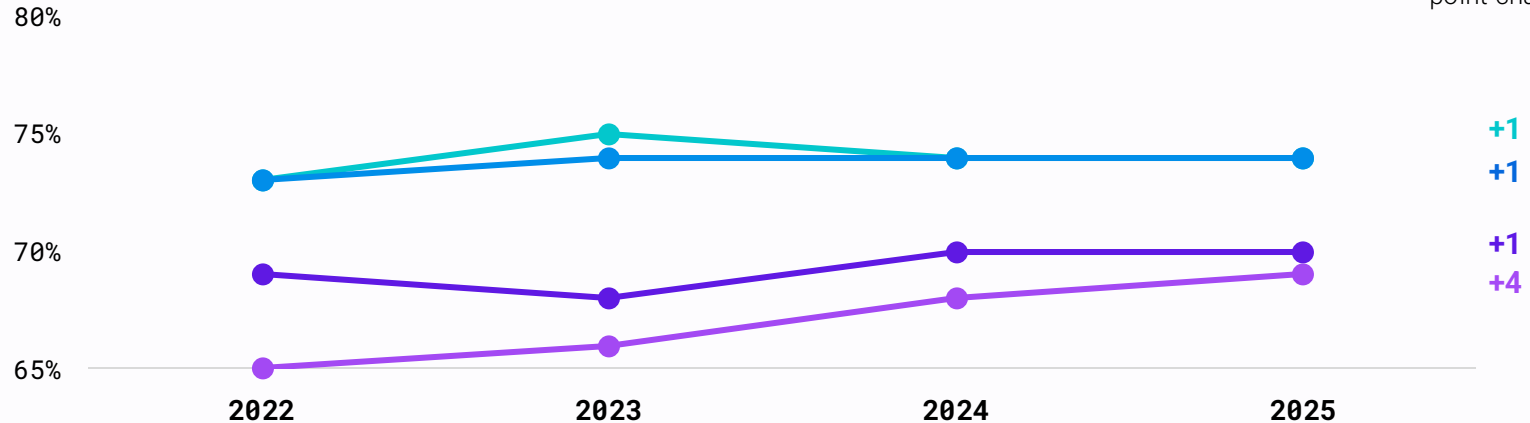
Global: 2025

73%
Satisfaction

74%
Trust

70%
Recommend

68%
Purchase More

CX Metrics over time
2022-2025

3 year %-point change

+1 (Satisfaction)
+1 (Trust)
+1 (Recommend)
+4 (Purchase More)

ABOUT
Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Methodology

DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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