Customer Experience in the Property Insurance Industry by Country

KEY TAKEAWAYS

+ Property insurance consumers in Hong Kong are 41 points more likely to trust after their recent experience than consumers in Spain.

+ Consumer likelihood to recommend and purchase more from property insurers decreased 4 points from 2022 to 2025, while satisfaction with property insurance experiences decreased 3 points over the same time.

ABOUT

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

xm institute.com

CX Metrics in the Property Insurance Industry

	Satisfaction	Trust	Recommend	Purchase More
Australia	N/A	N/A	N/A	N/A
Brazil	N/A	N/A	N/A	N/A
Canada	72%	67%	61%	61%
China	85%	84%	85%	85%
Denmark	N/A	N/A	N/A	N/A
France	N/A	N/A	N/A	N/A
Germany	73%	58%	61%	35%
Hong Kong (China)	74%	92%	78%	69%
India	86%	87%	86%	86%
Ireland	N/A	N/A	N/A	N/A
Italy	67%	54%	57%	44%
Japan	45%	62%	35%	29%
Mexico	N/A	N/A	N/A	N/A
Netherlands	N/A	N/A	N/A	N/A
New Zealand	N/A	N/A	N/A	N/A
Philippines	N/A	N/A	N/A	N/A
Singapore	80%	86%	86%	81%
South Korea	57%	55%	43%	62%
Spain	64%	51%	53%	49%
Sweden	63%	62%	63%	62%
United Arab Emirates	73%	63%	71%	60%
United Kingdom	64%	54%	60%	54%
United States	74%	71%	65%	63%

Customer Experience in the Property Insurance Industry, 2022-2025

Customer Experience in the Property Insurance Industry

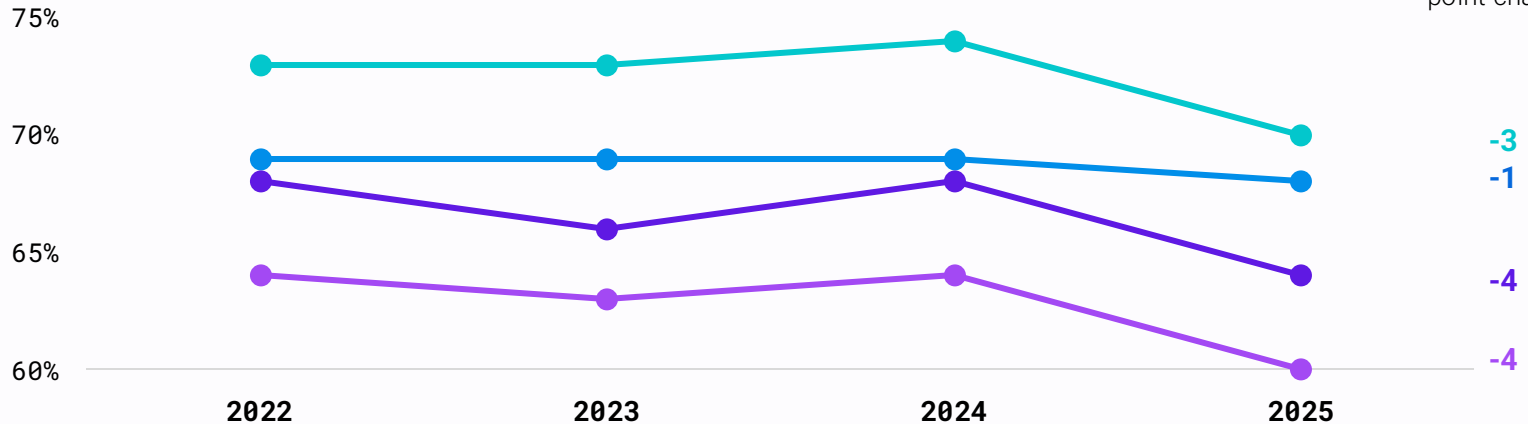■ Satisfaction   ■ Trust   ■ Recommend   ■ Purchase More

Global: 2025

70%	**67%**	**65%**	**60%**
Satisfaction	Trust	Recommend	Purchase More

CX Metrics over time
2022-2025

3 year %-point change

-3
-1
-4
-4

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.

AUTHORS
James Scutt, XMP –Principal XM Catalyst
Talia Quaadgras – Research Program Manager

PUBLICATION DATE
October 2024