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**RNCOS' Releases Report on Opportunities in Brazil Insurance Market**

*RNCOS' has added a new report on Brazil Insurance Market in its report gallery. The report titled "Opportunities in Brazil Insurance Market" provides extensive research and in-depth analysis on the insurance sector in Brazil.*

**/24-7PressRelease/** - NEW DELHI, INDIA, February 09, 2008 - RNCOS' has added a new report on Brazil Insurance Market in its report gallery. The report titled "Opportunities in Brazil Insurance Market" provides extensive research and in-depth analysis on the insurance sector in Brazil.

The report helps clients to analyze the leading-edge opportunities critical to the success of the insurance industry in the country. Detailed data and analysis helps clients navigate the evolving insurance markets of the region.

The forecast given in this report is not based on a complex economic model, but is intended as a rough guide to the direction in which the market is likely to move. This forecast is based on a correlation between past market growth and growth of base drivers.

**Market Analysis**

A large population makes Brazil the biggest potential insurance market in Latin America, ahead of Mexico and Argentina, but despite the rapid growth in the past three years (2004-2006), its population remains underinsured. There is considerable vertical integration between the insurers and the banks. Most of the larger banks, such as Banco Bradesco and Unibanco, offer a full range of insurance services. Insurance companies, like financial institutions, invest heavily in government securities and have little exposure to the volatile equity market.

Driven by a strong rise in purchases of life insurance, which is reflecting strengthening real incomes and increased confidence in macroeconomic stability, the Brazilian insurance market has been expanding rapidly since 2003. Overall, the market remains small, with total premiums accounting for just over 2.8% of GDP in 2006.

**Key Issues & Facts**

- What are driving factors for the insurance industry (life and non-life insurance) in Brazil?
- How is the growth in retirement savings and automobile insurance driving the insurance sector?
- What are the emerging opportunities and challenges for the industry players?
- What are the most prospective areas for investments in the insurance sector in near future?
- Who are the key players in the Brazilian insurance market?

**Research Methodology Used****Information Sources**

Information has been sourced from books, newspapers, trade journals, and white papers, industry portals, government agencies, trade associations, monitoring industry news and developments, and through access to more than 3000 paid databases.

**Analysis Methods**

The analysis methods include ratio analysis, historical trend analysis, linear regression, analysis using software tools, judgmental forecasting and cause and effect analysis.

For more information visit: <http://www.rncos.com/Report/IM566.htm>

Current Industry News: <http://www.rncos.com/Blog/>

#### About RNCOS

RNCOS, incorporated in 2002, provides Market Research Reports for your business needs and aims to put an end to your information pursuit. Our expertise in gathering global business information for industry research, corporate training, growth consulting, and business consulting, brings reputed companies and firms to us for business enhancement solutions. We can be your one-stop-shop for Industry research information and niche market analysis.