BROKER INSIGHTS

November 2025

Market Dynamics Briefing

TRANSFORMING COMMERCIAL INSURANCE WITH DATA-DRIVEN DECISION INTELLIGENCE

Broker Insights is reshaping the commercial insurance landscape through data, technology, and a commitment to smarter market collaboration. Broker Insights ***VISION***™ platform connects forward-thinking brokers with leading insurers, enabling more informed trading decisions and more effective engagement.

Today, ***VISION*** holds over £10 billion in Gross Written Premium (GWP) across the UK, EU, and US. The platform integrates data from 36 different systems and software variants, including Acturis, Open GI, SSP, Applied, and proprietary solutions, delivering a uniquely rich and normalised view of broker-held risk.

Our insurer and MGA partners hold a 25% market share with the brokers on our ***VISION*** platform, which includes 10 of the UK's largest brokers. In the past 12 months, we've seen UK GWP grow by c50%, from £4.4 billion to c£7 billion; a testament to the power and performance of ***VISION***.

With advanced analytics, integrated engagement tools, AI-enabled data enrichment, and expanding capabilities across the UK and US ***VISION*** is redefining how the commercial insurance market collaborates and grows.

Looking ahead, we're focused on deepening our impact through enhanced decision intelligence, broader data partnerships, and continued growth in both existing and new markets, helping our partners unlock even greater value from their data and the platform.

Tracking Changes in Market Dynamics

As market conditions continue to evolve at pace, having access to timely, data-led insights is essential for informed decision making.

To help inform your planning ahead of 2026, please find below up-to-date insights into the shifting market dynamics and trends that are shaping the UK commercial insurance landscape.

We've analysed historical information within our vast dataset, to assess market movements across major product classes.

To help interpret the findings, we have also provided a simple colour-coded key to highlight emerging patterns, shifts in premium band dynamics, and potential signals for what lies ahead.

Weighted Premium Change Vs Same Months Previous Year.

Table 1 tracks key product premium changes across the last three and six month periods up to July 2025, versus the same periods last year, for:

- all premium bands – see first two columns - and;
- premium bands excluding sub £10k – second two columns.

Analysing movement at an 'All Premium Bands' level provides insights on shifting market dynamics, while excluding <£10k allows us to better highlight changes in larger premium bands over six- and three-month periods, compared to the previous equivalent timeframe.

Table 1: Weighted Premium Change Vs Same Months Previous Year - Period to end of July 2025

Softening (>=-5%) | Softening (<-5%) | Stable (+/- 1%) | Firming (< 5%) | Firming (>=5%)

	All Premium Bands (Last 3 Months vs Last Year)	All Premium Bands (Last 6 Months vs Last Year)	Excl <10k (Last 3 Months v Last Year)	Excl <10k (Last 6 Months v Last Year)
Commercial Motor - Non-Fleet	3.59%	5.80%	-2.43%	-1.89%
Commercial Motor - Fleet	3.77%	4.23%	-0.10%	0.02%
Employee Benefits	3.92%	3.51%	4.57%	3.69%
Engineering	-0.05%	-0.02%	-2.59%	-2.28%
Financial - Other	-0.98%	0.58%	0.58%	3.26%
Financial - Cyber	-3.44%	-1.97%	-0.01%	4.38%
Liability	-0.31%	3.31%	-1.50%	0.21%
Marine	-0.05%	4.79%	-0.84%	-4.41%
Package	1.15%	4.21%	-2.18%	-0.02%
Professional Indemnity	2.65%	3.50%	-1.05%	-0.30%
Property - Commercial Combined	-2.53%	0.84%	-0.55%	-1.37%
Property - Other	6.62%	6.29%	0.75%	0.04%
Transit	6.23%	-8.18%	2.16%	2.05%

<£10k business is by far the largest premium band by policy count with c87% of the market, and the proportion of business in this banding has held pretty steady over time, which can obscure movement in other premium bands.

At the level of analysis in **Table 1**, the market picture is mixed:

- Commercial Motor is diverging. Fleet appears stable (close to flat excluding <£10k), while Non-Fleet is softening at larger premium levels.
- Employee Benefits remains firm across both 3m and 6m periods.
- Engineering and Package lines are softening in higher premium bands.
- Financial classes are showing volatility, with 'Financial – Other' firming in higher bands, while Cyber is softening short-term but showing pockets of firming over the 6m period in larger premiums.
- Marine presents a mixed picture.
- Property is split: Commercial Combined is broadly flat to softening, while "Other" shows firming trends when analysed across all premium bands.
- Transit has rebounded strongly in the short term, though longer-term movements are more volatile.

Last 3 Months v Last Year By Premium Band

Table 2 details the last 3 months up to July 2025, versus the same period last year, split by premium band. This table excludes outliers, where there are too few policies to derive a trend, which would skew the results.

At this level of analysis, the market picture remains mixed, with the <£10k segment (c.87% of market) remaining steady overall but masking sharper movements an individual band level:

- Mid-sized premium ranges (10k–100k) are showing softening across most product classes.
- Larger premium accounts (>250k) are more mixed: Fleet and Property Combined show firming, whereas Liability is under pressure.
- Transit and Employee Benefits stand out as firming across a broad spread of premium levels.

Conclusion

Overall, it's a more stable-to-softening picture across premiums >£10k, with some firming pockets in Property, Transit, and Employee Benefits. Motor is polarised: Fleet is stable, while Non-Fleet is under downward pressure at higher bands. Financial and Marine lines remain volatile, with trends diverging by segment.

This contrasts with earlier analyses (February 2024), where sharp drops were more widespread; recent data suggests the rate of decline is slowing, though selective pressure remains in larger premium bands.

Table 2: Last 3 Months v Last Year By Premium Band

Softening (>=-5%) Softening (<-5%) Stable (+/- 1%) Firming (< 5%) Firming (>=5%)

	<10k	10k - 50k	50k - 100k	100k - 250k	>250k
Commercial Motor - Non-Fleet	3.91%	-1.42%	-11.90%	-13.72%	n/a
Commercial Motor - Fleet	4.90%	-0.23%	1.21%	-0.91%	2.96%
Employee Benefits	3.54%	5.08%	5.11%	-7.36%	n/a
Engineering	0.25%	-2.73%	-8.09%	n/a	n/a
Financial - Other	-1.13%	0.92%	4.00%	-31.10%	n/a
Financial - Cyber	-3.87%	-0.23%	2.19%	n/a	5.33%
Liability	-0.08%	-1.84%	1.63%	0.93%	-14.25%
Marine	0.11%	-1.27%	5.75%	n/a	n/a
Package	1.40%	-2.24%	0.09%	-6.26%	-3.04%
Professional Indemnity	3.63%	-1.60%	1.93%	5.74%	n/a
Property - Commercial Combined	-3.33%	-0.67%	0.14%	-2.39%	11.72%
Property - Other	7.41%	1.09%	-1.43%	-2.77%	-1.01%
Transit	7.00%	1.98%	5.47%	-0.65%	n/a