

China Life Insurance Industry Indepth Research and Investment Strategy Planning Report, 2013–2017

目 录

CONTENTS

Chapter 1: Overview of China Life Insurance Industry

- 1.1 Concepts Related to Life Insurance
 - 1.1.1 Definition of Life Insurance Industry
 - 1.1.2 Features of Life Insurance Industry
 - 1.1.3 Segmentation of Life Insurance Industry
 - 1.1.4 Commonly Used Regulations for Life Insurance
 - 1.1.5 Life Insurance Position's Role in Insurance Industry
 - 1.1.6 Influence of New Accounting Standards on Life Insurance Profits
- 1.2 Influencing Factors to Life Insurance Profits
 - 1.2.1 Analysis of Death Difference Influencing Factor
 - 1.2.2 Analysis of Fee Difference Influencing Factor
 - 1.2.3 Analysis of Profit Influencing Factor
- 1.3 Salary and Welfare Analysis of Life Insurance Industry
 - 1.3.1 Salary and Welfare Analysis of Life Insurance Industry
 - 1.3.2 Dimission Analysis of Staff in Life Insurance Industry
- 1.4 Overview of Report Research Institutions and Methods
 - 1.4.1 Introduction to Research Institutions
 - 1.4.2 Introduction to Research Methods
 - 1.4.3 Introduction to Forecasting Tools

Chapter 2: Environment Analysis of China Life Insurance Industry

- 2.1 Policy Environment Analysis of China Life Insurance Industry
 - 2.1.1 Analysis of "Twelfth Five-year" Development Plan on Life Insurance Industry
 - 2.1.2 Analysis of Central Monetary Policies' Influence on Life Insurance Industry
 - 2.1.3 Interim Provisions on the Administration of Insurance Assets Management Companies
 - 2.1.4 Regulations on Supervision of Insurance Agency Business of Financial Institutions Entrusted by Insurance Companies
 - 2.1.5 Regulatory guidelines of the Insurance Agency Business of Commercial Banks
 - 2.1.6 Variable Annuity Insurance Management Interim Measures
- 2.2 Economic Environment Analysis of Life Insurance Industry
 - 2.2.1 China Economic Growth
 - 2.2.2 Comparison Analysis of Growth Between Life Insurance and GDP
 - 2.2.3 Analysis of China Resident's Income and Savings
 - 2.2.4 Resident Consumption Structure's Influence on Life Insurance Demand
 - 2.2.5 Analysis of China Financial Market
- 2.3 Social Environment Analysis of Life Insurance Industry
 - 2.3.1 Analysis of Population Structure
 - 2.3.2 Analysis of Family Miniaturization
 - 2.3.3 Trend of Accelerating Urbanization
 - 2.3.4 Analysis of Feature of Demographic Window
 - 2.3.5 Population Structure Forecast, 2012–2050
- 2.4 Operational Environment Analysis of
 - 2.4.1 Analysis of Enterprise Annuity Market Size
 - 2.4.2 Operation Analysis of Corporate Trustee Institutions
 - 2.4.3 Operation Analysis of Investment Management Institutions
- 2.5 Analysis of System Reform of Life Insurance Industry
 - 2.5.1 Reform of Endowment System
 - 2.5.2 Reform of Educational Reform
 - 2.5.3 Reform of Medical Reform
- 2.6 Influencing Analysis of Life Insurance Industry Based on PEST Mode

- 2.6.1 Correlation with Life Insurance Industry
 - (1) Analysis of Life Insurance Market Depth and Density
 - (2) Insurance Rate Analysis of Life Insurance Market
- 2.6.2 Influence on Life Insurance Enterprises
 - (1) Influence on Business Structure of Life Insurance Enterprises
 - (2) Influence on Marketing Channels of Life Insurance Enterprises
 - (3) Influence on Sales Profits of Life Insurance Enterprises

Chapter 3: Development Comparison of Global Life Insurance Industries

3.1 Development Analysis of Global Life Insurance Industry

- 3.1.1 Global Life Insurance Market
 - (1) Development Overview of Global Life Insurance Industry
 - (2) Depth and Density Comparison of Global Life Insurance Market
 - (3) Competitive Landscape Analysis of Global Life Insurance Market
- 3.1.2 Asian Life Insurance Market
 - (1) Development Overview of Asian Life Insurance Industry
 - (2) Depth and Density Comparison of Asian Life Insurance Market
 - (3) Competitive Landscape Analysis of Asian Life Insurance Market

3.2 Comparison Analysis of China and Japan Life Insurance Industries

- 3.2.1 Development Overview of China and Japan Life Insurance Industries
- 3.2.2 China and Japan's Macro-economic Environment
- 3.2.3 Development Progress Comparison of China and Japan's Life Insurance
- 3.2.4 Competitive Landscape Analysis of China and Japan Life Insurance Markets
- 3.2.5 System Reform Analysis of China and Japan's Salesmen

3.3 Comparison Analysis of China and USA Life Insurance Industries

- 3.3.1 Development Overview of USA Life Insurance Industry
 - 3.3.2 Analysis of USA Life Insurance Sales Channels
 - 3.3.3 Analysis of USA Agent Sales Channels
- #### 3.4 Comparison Analysis of China and Korea Life Insurance Industries
- 3.4.1 Development Overview of Korea Life Insurance Industry
 - 3.4.2 Analysis of Korea Life Insurance Sales Channels
 - 3.4.3 Management Analysis of Korea Life Insurance Industry

Chapter 4: Analysis of Development Status of China Life Insurance Industry

4.1 Product Structure Analysis of Life Insurance Industry

- 4.1.1 Overview of Life Insurance Product Structure
- 4.1.2 Analysis of Traditional Life Insurance Products
- 4.1.3 Analysis of New-type Life Insurance Products
 - (1) Analysis of Participating Life Insurance Products
 - (2) Analysis of Universal Life Insurance Products
 - (3) Analysis of Investment Connection Insurance Products
- 4.1.4 Analysis of Variable Annuity Insurance Products
- 4.1.5 Analysis of Group Life Insurance Products

4.2 Analysis of Annuity Business of Life Insurance Enterprises

- 4.2.1 Analysis of Operational Status of Commercial Endowment Insurance Market
- 4.2.2 Analysis of Problems in Commercial Endowment Insurance Market
- 4.2.3 Enterprise Annuity Business Scale of Endowment Insurance Enterprises
- 4.2.4 Competitive Landscape Analysis of Endowment Insurance Enterprises
- 4.2.5 Development Future-Oriented Forwarding for Commercial Endowment Insurance Market

4.3 Analysis of Management Status of Life Insurance Industry

- 4.3.1 Analysis of Enterprise Quantity
- 4.3.2 Analysis of Asset Size
- 4.3.3 Analysis of Premium Size
- 4.3.4 Analysis of Compensation Expense
- 4.3.5 Analysis of Operational Benefits

4.4 Analysis of Regional Distribution of Life Insurance Industry

- 4.4.1 Analysis of Regional Distribution of Life Insurance Enterprises
- 4.4.2 Regional Distribution of Life Insurance Premium Income
- 4.4.3 Regional Distribution of Life Insurance Compensation Expense

4.5 Competitive Landscape Analysis of Life Insurance Industry

- 4.5.1 Analysis of Premium Income Concentration

- 4. 5. 2 Analysis of Employee Staff Concentration
- 4. 5. 3 Analysis of Enterprise Regional Concentration
- 4. 5. 4 Analysis of Investment Merger and Reconstructing of Life Insurance Industry

4. 6 Competitive Trend Analysis of Life Insurance Industry Under Porter's Five Force Model

- 4. 6. 1 Analysis of Bancassurance Channel Bargaining Power
- 4. 6. 2 Analysis of Potential New Entrants Threats
- 4. 6. 3 Analysis of Other Substitute Threats
- 4. 6. 4 Analysis of Market Demand Bargaining Power
- 4. 6. 5 Analysis of Competitor's Competitive Capability in Industry

Chapter 5: Analysis of Sales Channels of China Life Insurance Industry

5. 1 Analysis of Sales Channels Structure of Life Insurance Industry

- 5. 1. 1 Analysis of Distribution of Life Insurance Premium Channels
- 5. 1. 2 Challenges Life Insurance Sales Channels Facing
- 5. 1. 3 Comparison Analysis of Channels Between Bancassurance and Agent

5. 2 Analysis of Agents Sales Channels in Life Insurance Industry

- 5. 2. 1 Development Status Overview of Life Insurance Agents
 - (1) Labor Cost Analysis of Agent Channels
 - (2) Development Size Analysis of Agent Channels
 - (3) Analysis of Premium Income of Agent Channels
- 5. 2. 2 Analysis of Development Status of Life Insurance Agents Marketing Team
 - (1) Analysis of Commission Income of Life Insurance Salesmen
 - (2) Analysis of Per Capital Capacity of Life Insurance Salesmen
 - (3) Analysis Per Capital Customer Volume of Life Insurance Salesmen
- 5. 2. 3 Analysis of Marketing Channel's Influencing Factors to Life Insurance Agents
- 5. 2. 4 Premium Income Forecast for Life Agents Sales Channels

5. 3 Analysis of Postal Sales by Banks Channel in Life Insurance Industry

- 5. 3. 1 Development Status Overview of Postal Life Insurance Sales by Banks
 - (1) Cost Analysis of Postal Life Insurance Sales by Banks
 - (2) Development Size Analysis of Postal Life Insurance Sales by Banks
 - (3) Premium Income Analysis of Postal Life Insurance Sales by Banks
- 5. 3. 2 Profit Contribution Analysis of Postal Life Insurance Sales by Banks
- 5. 3. 3 Influencing Factors Analysis of Postal Life Insurance Sales by Banks
- 5. 3. 4 Premium Income Forecast for Postal Life Insurance Sales by Banks
- 5. 3. 5 Development Analysis of Other Agent Institutions Channels

5. 4 Analysis of Life Insurance Professional Intermediary Companies

- 5. 4. 1 Development Status Overview of Specialized Intermediary Companies Channel
 - (1) Cost Analysis of Specialized Intermediary Companies Channel
 - (2) Development Size Analysis of Specialized Intermediary Companies Channel
 - (3) Premium Income Analysis of Specialized Intermediary Companies Channel
- 5. 4. 2 Analysis of Influencing Factors to Specialized Intermediary Companies
- 5. 4. 3 Premium Income Forecast for Specialized Intermediary Companies

5. 5 Analysis of Network Marketing Channels of Life Insurance Industry

- 5. 5. 1 Development Status of Networking Marketing Channels
 - (1) Network Popularizing Rate, 2005-2011
 - (2) Development Size Analysis of Life Insurance Network Marketing Channels
 - (3) Premium Income Analysis of Life Insurance Network Marketing Channels
- 5. 5. 2 Influencing Factors Analysis of Life Insurance Network Marketing Channels
- 5. 5. 3 Premium Income Forecast for Life Insurance Network Marketing Channels

5. 6 Other New-type Sales Channels Analysis of Life Insurance Industry

- 5. 6. 1 Telemarketing
- 5. 6. 2 Direct Mail Marketing
- 5. 6. 3 Public Media Marketing
- 5. 6. 4 Insurance Retail Store Marketing
- 5. 6. 5 Interselling Channel

5. 7 Analysis of Marketing Strategies for Life Insurance Industry

- 5. 7. 1 Marketing Selection Strategies for Target Market in Life Insurance Industry
 - (1) Market Segments of Life Insurance
 - (2) Target Market Strategies for Life Insurance
 - (3) Market Positioning of Life Insurance

5.7.2 Marketing Combined Strategies

- (1) Insurance Products Strategy
- (2) Insurance Price Strategy
- (3) Insurance Distribution Strategy
- (4) Insurance Promotion Strategy

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：service@qianzhan.com

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！