

To: Conduct of Business Committee, Economics & Finance Committee, General Insurance Committee, Life and Pensions Committee, Public Affairs & Communications Committee, Distribution and Disclosure PG

## EIOPA publishes its 2025 Conduct Risk Heatmap

### Latest developments

On 17 December 2025, the European Insurance and Occupational Pensions Authority (EIOPA) published its 2025 [Conduct Risk Heatmap](#), gathering insights into consumer trends in the insurance and pensions sectors. Key findings include:

- **Consumer dissatisfaction with claims management remains concerning**, mainly due to lower-than-expected payouts (23%), lengthy processes (22%), and perceived wrongful denials (16%). Despite some positive effects from digitalisation, claims handling is a growing area of supervisory attention.
- **Improvements are observed in Value for Money, with average commission rates for life products falling and pension fund costs declining over time**, alongside a stable share of consumers holding savings products from insurers. However, concerns persist, eg high commissions in non-life products, high fees in life insurance products, and emerging risks in non-traditional products such as gadget and cyber insurance.
- **Digital distribution continues to expand, with 24% of EU consumers purchasing insurance exclusively online, 12% using social media channels, and 9% relying on AI tools**, while 30% express trust in AI-generated recommendations. Despite the benefits of digitalisation, risks are increasing due to transparency issues and uncertainty around the nature of AI-based interactions.
- **The pension gap remains a concern in several Member States, with 7% of EU consumers still unaware of personal pension products**. At the same time, coverage is gradually improving, as 40% of consumers now hold an occupational or private pension compared, and financial confidence for retirement rose to 49%.
- **Atypical distributors, particularly in energy and telecommunications, are increasingly offering insurance products characterised by low claims ratios, high commissions, and tacit renewals**.
- **Rising healthcare costs have driven premium increases, leading to higher dissatisfaction and policy cancellations**. In property insurance, the claims ratio for fire and other damage fell to 57%, while coverage for natural catastrophe damage remains stable at 17% of EU consumers.

### Next steps

The Secretariat will follow-up soon with an in-depth analysis of the EIOPA 2025 Conduct Risk Heatmap.

### For more info

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