

**ICN Market Studies Subgroup**  
**Nederlandse Mededingingsautoriteit (NMa)**

**Sector Studies**  
**Health & Funeral**  
**Insurance**

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# Sector Studies

## Sector Study I

- **“Consumer behaviour on the health insurance market”**
- Goal: underpin advocacy and enforcement initiatives
- **Analysed: level of competition in a newly liberalized sector**

## Sector Study II

- **“The funeral insurance industry”**
- Goal: consumer guidance and sectoral education
- **Analysed: structure of a rapidly evolving market**



# Health Insurance Study

“Consumer behaviour on the health insurance market”

- ☎ Among other reasons, the **study** was **initiated** as a result of:
  - The introduction of the **Health Insurance Act** (01/01/2006).
- ☎ **Scope of study**: assess **consumer behaviour** in the health insurance industry, particularly with regard to the **level of competition** in this **newly liberated market**. The study also considered the **geographical dimensions** of the market.
- ☎ **Study examined**:
  - **switching behaviour** of consumers
  - the emergence of extra-regional **insurance collectives**



# Health Insurance Study

“Consumer behaviour on the health insurance market”

## Conclusions:

- 20% of consumers switched insurer in 2006.
- Decision to switch based on insurance premiums rather than the quality of the healthcare offered.
- More transparency would increase competition.
- Consolidation of insurers balanced is currently by countervailing buyer power (consumer collectives).



# Funeral Insurance Study

- ☎ **Study initiated as a result of:** Tips and signals received from the market.
- ☎ **Scope of study:** examination of potential competition concerns in a fast changing market.
- ☎ **Study analysed:** information gathered from across the funeral insurance industry, including funeral homes, funeral services, crematoriums, mortuaries, and cemetaries.



# Funeral Insurance Study

- 📞 **Conclusion:** The study was completed in June 2008 and concluded that the Dutch market for funeral insurance exhibits a middle to high risk of anti-competitive conduct.
- 📞 **Way forward:** The sector study indicated that greater transparency would alleviate some of the (potential) problems in this area.
- 📞 **Advocacy:** The sector study provided clarity for stakeholders with regard to what is (and is not) acceptable under Dutch Competition law.



# Conclusion

**Sector studies** don't necessarily lead to the detection of **competition infringements**.

These **sector studies**

- were excellent advocacy tools;
- **communicated** to the **targeted sectors** that the national competition authority remains vigilant; and
- offered **insight to policy makers** on the competition concerns facing **certain sectors**.

