

INSURANCE DISTRIBUTION IN 2024/25

The **Insurance Distribution Directive (IDD)** regulates the design and distribution of insurance products within the European Union, establishing a unified framework for insurance sales across the single market.

Its primary goal is to **enhance consumer protection** by holding insurance distributors accountable for consumer outcomes and ensuring that the products they offer align with consumers' needs.

The IDD sets **minimum standards** for the distribution of insurance products **throughout the EU** while allowing **Member States a degree of flexibility** to exercise certain national options.

The charts in this factsheet provide valuable insights into the number of intermediaries, their remuneration structures, challenges in insurance distribution and the most commonly exercised national options under the IDD by Member States. The charts are based on data gathered from national competent authorities in 2025.

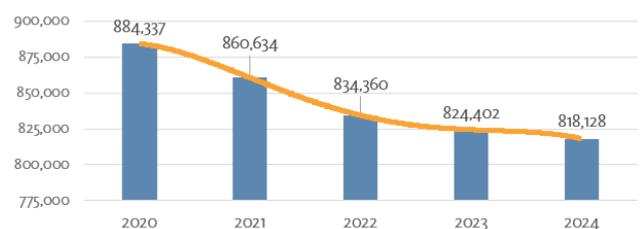
For more information and deeper analyses, read our [latest Report on the application of IDD](#).

INTERMEDIARIES AND MARKET STRUCTURE

The graphs in this section focus on intermediaries and the most common remuneration models used in different countries.

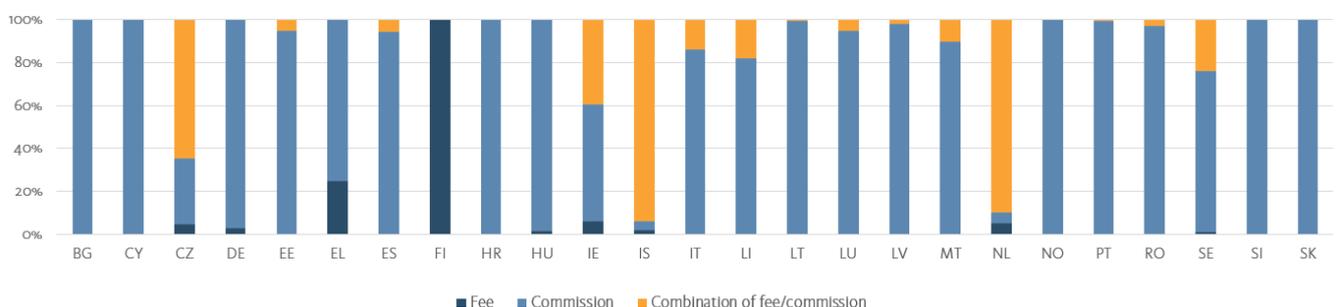
The graph on the right shows that the number of insurance intermediaries has been steadily decreasing over the past five years due to a number of factors. These, among others, include business consolidation, a higher level of digitalisation in the sector and the difficulties companies face in retaining and attracting talent.

NUMBER OF INTERMEDIARIES IN THE EEA



The bottom chart illustrates the prevailing method of remuneration for intermediaries across Member States. Commission-based models take the lead in most markets. Only in four countries are alternative remuneration structures the more popular choice.

REMUNERATION TYPE PER MEMBER STATE IN 2024



MAIN TAKEAWAYS

1 QUALITY OF ADVICE AND SELLING METHODS

> IMPROVEMENTS IN SOME MEMBER STATES:

- improved selling practices following regulatory and supervisory measures
- better IDD-driven practices, enhanced advice and ESG disclosures and improved unit-linked product sales

> PERSISTENT SHORTCOMINGS OBSERVED IN SOME MARKETS:

- rising complaints, failures in mandatory advice and disclosures, mis-selling and documentation gaps in identifying customer needs
- EIOPA's mystery shopping on IBIPs: Limited correlation between thoroughness of sales process and alignment of offered products with the shoppers' profiles

2 DIGITALISATION AND GROWING USE OF AI

> Digitalisation of insurance distribution continues to progress slowly, with online sales still below 10% of total premiums in most markets and concentrated in simple products

> Generative AI is increasingly being used through chatbots and sales tools, with the potential to materially influence how some day-to-day activities are carried out

3 CONFLICTS OF INTEREST AND REMUNERATION

> Misaligned incentives and insufficient transparency remain threats to consumer protection in some markets, particularly with regard to the distribution of life insurance or credit protection insurance (CPI)

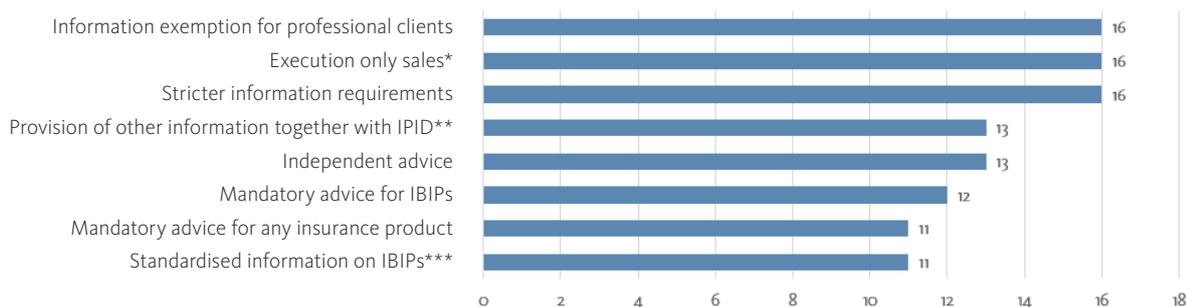
> Some NCAs are discussing measures at national level to further restrict the payment/receipt of commissions such as commission bans or enhanced disclosure rules

4 CROSS-SELLING

> Improvements are visible in certain markets, particularly in those where strong supervisory actions and policy measures were undertaken following EIOPA's warning to insurers and banks on CPI in 2022

> However, some NCAs found that cross-sold insurance often offers poor value for money and features high commissions, while consumers may find it more challenging to understand coverage in cross-selling situations

MOST FREQUENTLY USED NATIONAL OPTIONS UNDER IDD



* Execution only sales are non-advised sales without suitability or appropriateness assessments

** IPID: Insurance Product Information Document

*** IBIPs: Insurance-based investment products

LEARN MORE



Visit the dedicated webpage:

https://www.eiopa.europa.eu/publications/third-idd-application-report_en

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