

Q1 2026 Market Trends — What brokers should know

These insights reflect how recent pricing actions are taking shape, where we're seeing momentum, and what matters most as you support clients through renewals and new placements.

Across Personal Lines

Growth aligns with recent rate changes

Growth in segments impacted by recent rate changes confirms that our pricing is resonating in the market and that the quotes you're presenting are competitively positioned.

Ongoing focus on data accuracy

Accurate system data, including driving history, licensing details, and property information, remains essential as rating becomes more refined. Complete and up-to-date information helps deliver accurate premiums upfront and reduces the risk of mid-term changes or delays, supporting a smoother experience for both you and your clients.

Across Commercial Lines

Soft market conditions create opportunity and responsibility

Commercial market conditions remain soft, particularly for mid-to-large accounts, creating favourable pricing opportunities. This environment creates a timely opportunity to reinforce appropriate limits and coverage decisions with your clients as conditions shift.

An opportunity to reassess insured values

Quoting activity continues to highlight a recurring issue: insured limits that no longer reflect current exposures. Lower pricing creates a timely opportunity to revisit insured values for buildings, equipment, stock, and business interruption to ensure coverage remains aligned with today's replacement and operating costs.

What to remember

These recent trends reinforce where brokers can create the most value right now: presenting complete, accurate submissions, leveraging pricing momentum created by recent rate changes, and taking advantage of soft market conditions to reassess coverage needs. Applying these insights helps support faster quoting, clearer coverage discussions, and stronger outcomes for clients.