

INSURANCE MARKET OF UKRAINE AND EU COUNTRIES: COMPARATIVE ANALYSIS

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The article provides a comparative analysis of the development of the insurance market of Ukraine and the European Union countries. The most general criteria that allow to investigate the insurance market are: the number of insurance companies, the structure of the insurance market by type of insurance, the claims ratio, the insurance density, the insurance penetration, the share of employed in insurance sector.

The number of insurance companies in Ukraine is quite significant, but this is not the evidence of competitiveness or efficiency of the insurance market. Most Ukrainian insurance companies are low capitalized and not able to take on the insurance large and rare risks. Ukraine has different structure of the insurance market comparing to EU countries. Non-life insurance prevails in Ukraine; the share of life insurance premiums in the total gross premiums in Ukraine is the lowest in Europe. The Ukrainian insurance market is negatively characterized not

only by its significant lag behind developed countries such as Germany, Sweden, Finland, France and others, but also considerably weaker positions than the countries of Eastern Europe – Bulgaria, Hungary, Czech Republic, Poland, Slovakia.

The main problems in the development of the insurance market in Ukraine are: the unbalanced structure of the insurance portfolio of insurance companies that results in imbalances in the development of various types and forms of insurance; low level of the claims ratio and the problem of integrity of insurance companies; distrust to insurance companies and low interest in insurance products; the limited availability of reliable and liquid financial instruments for the investment activity of insurance companies. All identified problems and disproportions in the development of the Ukrainian insurance market are interconnected and require comprehensive solutions at both macro and micro levels.