Korean insurance industry has experienced a sound business performance in last ten years, even during the financial crisis. However, it seems difficult for the industry that to maintain the current performance in next ten years. It is in part because the industry faces a number of challenges to overcome in order to sustain its growth. Most of all, five forces analysis which is a framework for industry analysis shows that the industry is likely to become more competitive and less attractive. Moreover, the major threat against sustainable growth of the industry would be continuously deteriorating consumers’ confidence in insurance products. At the moment, insurance products are regarded as inferior to alternative financial services with respect to product quality as well as cost burden.

This report identifies the Vision for 2020 as “@sure 4.0” which suggests that the industry is asked to anticipatively respond to the spread of consumer activism. It is clear that action by industry will be the most important part of the jigsaw to improve customer outcomes. This report also sets out core values for the industry to pursue in achieving the Vision for 2020. Insurance is an industry which strengthen the social safety net. Government and industry must work together to build on this advantage to ensure consumers’ income stability by achieving “@sure 4.0”; “Customer Satisfaction @sure”, “Social Contribution @sure”, “Corporate Value @sure” and “Corporate Growth @sure”. As for the strategies by which core values
are to be obtained, it is recommended that the industry needs to build this advantage into core competence and adjust itself by moving up the value chain. Although there is no immediate prospect of success, a fact that is noteworthy is that everything falls into place once the key link is grasped. In addition, the Government, the Financial Supervisory Service, as the independent regulator, and the industry as a whole all have parts to play in regaining consumers’ trust.