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Allianz Partners

General context in



sector

Now more than ever before, the digital world is part of our everyday life, and digital threats can pose serious harm to our physical and mental well-being, all the more as they enter areas such as Home, Mobility, Travel and Health.

Consumers are well aware of these new dangers. Strangely enough, they haven't subscribed massively yet to protection tools, which leaves us a great field of action.

Chapter #1

The digital world is concerning...

Consumers are spending more and more time online, with elementary aspects of life now taking place in two worlds, the real world and the digital world.

This digital life does not come without concerns, and consumers are aware of that.

HOW CONSUMERS REACT TO THIS TREND?

6 OF YOUNG CONSUMERS AND FAMILIES

<mark>connect online</mark> almost everyday



feel at risk with Cyber crime from over the next 5 years (#7 of global biggest fears)

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3% OF GLOBAL CONSUMERS

have experienced Cyber crime in the past 12 months

Chapter #2

...but consumers are not always cautious...





customer

lab

Even though consumers are aware of the risks inherent to the digital world, they go on acting incautiously. In any case, they want to remain connected, and in several environments.

HOW CONSUMERS REACT TO THIS TREND?



% OF GLOBAL CONSUMERS

admit using <mark>unsecure Wi-Fi</mark> networks

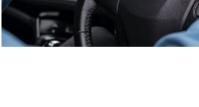
47[%] OF GLOBAL CONSUMERS

use or would like to use in the near future connected health objects that collect data that helps on better health management

OF YOUNG



fear their connected vehicle may be geolocated or spied









already own (or would be very interested in owning) a <mark>smart home</mark> assistant (connected to the Internet that they can speak commands to)



4 OF GLOBAL TRAVELERS

are concerned that <mark>cybersecurity</mark> attacks will be more frequent in 2033 (#1 concern from a list of 9)

Chapter #3

...and they're still not highly protected

Despite interest, purchase intention and penetration rate of MDDR protection services remain low.

HOW CONSUMERS REACT TO THIS TREND?









support in case of identity theft,



of them have already subscribed to it



Sources: Customer Lab, an Allianz Partners proprietary quantitative database of consumer insights. Results for 2022 & 2023 - Foresight Factory – Travel Pulse - Norton Wi-Fi risk report - Talkwalker

