

**Access to Insurance Initiative**  
**Innovation Lab**  
2020

Inclusive Insurance / Microinsurance



**Market Research Results**



*Team Argentina*



A hand-drawn spiral notebook with a list of statistics. The notebook is oriented vertically, with the spiral binding on the left side. The text is written in a simple, black, sans-serif font. The list contains five bullet points, each starting with a small black dot. The notebook's cover is represented by a double-line border on the right and bottom, and a single-line border on the top and left. The spiral binding is drawn with a series of overlapping loops.

## Context:

- 1.500.000 workers
- 96.4% are women
- main occupation of women
- 73% informality
- Lowest salary in the economy

A hand-drawn spiral notebook with a list of comments. The notebook is oriented vertically, with the spiral binding on the left side. The text is written in a simple, black, sans-serif font. The list contains four bullet points.

## Comments:

- Online survey
- The whole country represented
- Generation of shared value
- Participatory process

## Market Research Information:

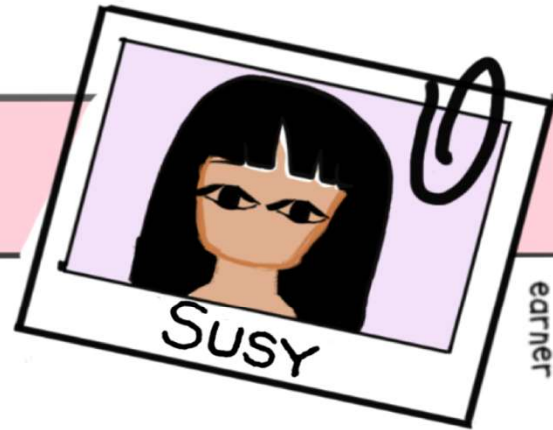
- ❑ Method: *survey*
- ❑ Target: *domestic employees*
- ❑ Number of replies: *200*
- ❑ Profiles found: *2 (two)*
  - ❑ *women primary income earn*
  - ❑ *women secondary income earn*

 Team Argentina 

primary income  
earner

secondary income  
earner

## PROFILE 1



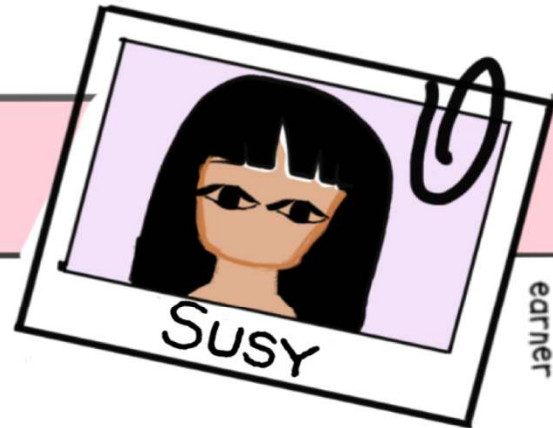
- ❑ 30 years
- ❑ Goes to work walking
- ❑ Works 36 hours
- ❑ Earns 307 USD
- ❑ Her family needs between 300-460 USD to live

primary  
income  
earner

secondary income  
earner

Team Argentina

## PROFILE 1



- Health concerns: COVID 19
- Risks: the future of her children and losing her job
- Would pay between 1 and 2 USD for insurance
- Prefers to buy face to face but could also do it digitally

primary  
income  
earner

secondary income  
earner



## PROFILE 2



- ❑ 40 years
- ❑ Goes to work by car
- ❑ Works 38 hours
- ❑ Earns more than 307 USD
- ❑ Her family needs more than 460 USD to live

secondary  
income  
earner

## PROFILE 2




- Health concerns: mental health
- Risks: serious illness
- Would pay more than 3 USD for insurance
- Prefers to buy face to face

secondary  
income  
earner



These profiles are based on the analysis of the results obtained from the survey ?

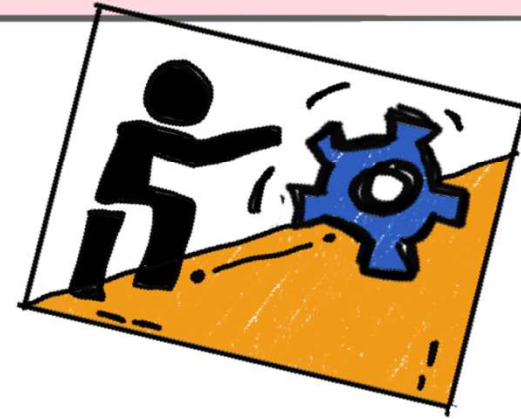
## RESULTS DETAIL

(click here) 

<https://drive.google.com/drive/u/0/my-drive>

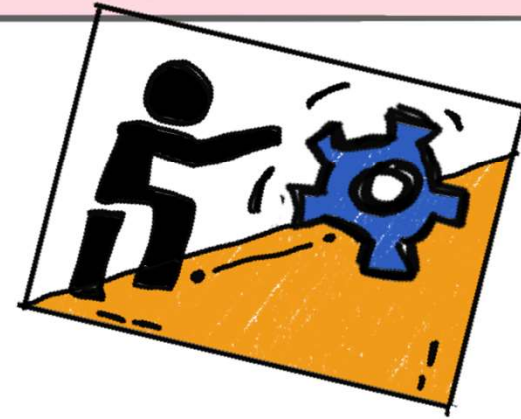
 Team Argentina 

## Challenges:



- Co-create a product oriented to this segment with coverage that meets their needs, transversal to the insurance industry.
- Flexibility on the part of insurance companies to make products adapted for this segment
- Achieve insurance awareness in this segment

## Challenges:




- Intermediaries close to the segment, who understand their needs
- Flexibility in insurance regulations
- Improve the quality of life of the group of domestic workers, jointly, for the first time in the history of our country.

A hand-drawn illustration of a spiral-bound notebook. The notebook is open to a page with a pink header bar at the top. The left side of the notebook shows the spiral binding and the edges of several lined pages. The main page is white and contains the text 'Some Testimonies' in the center. At the bottom right of the page, there is a small graphic of the Argentine flag followed by the text 'Team Argentina' and another small graphic of the Argentine flag.

## Some Testimonies

 Team Argentina 



**Thank you for your  
attention!!**

 *Team Argentina* 