

# 51% of Hispanic Americans live with a life insurance need gap.<sup>1</sup>

Over half of Hispanic Americans say they have a life insurance need, representing a market opportunity of nearly 22 million adults.<sup>1</sup> There is a clear opportunity to help this segment of the U.S. population where a large life insurance need gap exists. If you have not thought about this underserved market before, now may be a good time to consider it.

This handy reference guide was designed to help agents understand the Hispanic American market, the potential that exists for selling life insurance to this audience, and how agents can help them obtain the coverage they and their family need.

**40%**

of Hispanic American adults are uninsured while 11% need more coverage than they have<sup>1</sup>

Life insurance ownership among Hispanic Americans (42%) is well below the U.S. average (50%) and has declined 12 points in the past 11 years.<sup>1</sup>

44% of Hispanic Americans are more concerned about leaving dependents in a difficult situation should they pass away prematurely than the general population at 31%.<sup>1</sup>

**As a family-focused brand with products designed to be budget-friendly, Gerber Life can be a great fit.**

What motivates Hispanic Americans to buy life insurance?

**Family**

**FACT:** Fewer than 3 in 10 Hispanic American consumers feel knowledgeable about life insurance and three quarters overestimate the cost of life insurance.<sup>2</sup>

**TIP:** This is an opportunity to inform and educate prospective clients on the many benefits of life insurance, and to discuss how Gerber Life has many budget-friendly options to meet different needs.



**Gerber Life  
Insurance**

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## LIFE INSURANCE: THE HISPANIC AMERICAN MARKET POTENTIAL

**FACT:** Fewer than 1 in 10 Hispanic Americans are seeking agents who speak Spanish or share their cultural background.<sup>2</sup>

**TIP:** Culture and language may not be a barrier to doing business in this market and are not necessarily a requirement for Hispanic Americans when choosing an agent.<sup>1</sup>

Fact	Tip
Hispanic Americans rank experience (43%) and family/friend recommendations (23%) highest when choosing a financial professional. <sup>2</sup>	Don't hesitate to pursue this large underserved market since Hispanic Americans are equally likely to buy life insurance from a financial professional as they would from an online source. <sup>2</sup>

Hispanic Americans have greater financial concerns than the general population. Life insurance can address some of these concerns, whether it's leaving resources to pay funeral and final expenses, replacing lost wages for their loved ones or leaving an inheritance. Gerber Life's array of whole life insurance products can fit a variety of needs and budgets.

**Visit the Gerber Life Agent Portal or contact your General Agent to learn more so that you can seize the opportunity to help Hispanic American clients obtain the protection they need and deserve.**

### ***SEIZE THE OPPORTUNITY WITH GERBER LIFE.***

<sup>1</sup> [Hispanic Americans: Life Insurance Ownership and Attitudes: A 2022 Insurance Barometer Supplementary Report](#), LIMRA and Life Happens<sup>SM</sup>.

<sup>2</sup> [Understanding the Hispanic Market, 2022 Fact Sheet](#), LIMRA and Life Happens<sup>SM</sup>.

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