



VIDA

COMPAÑÍA	PRIMAS DIRECTAS 2014		
	IMPORTE (MILES DE PESOS)	% DE INC. VS 2013	% DE PART. MERCADO
Metlife México	43,982,119	6.2	30.13
Banamex	20,767,731	22.6	14.23
BBVA Bancomer	14,735,083	23.7	10.09
G.N.P.	14,332,972	(11.5)	9.82
Monterrey New York Life	13,018,019	7.4	8.92
AXA Seguros	5,111,528	2.3	3.50
Banorte	4,505,542	3.1	3.09
Allianz México	4,099,996	5.2	2.81
Zurich Santander	3,995,930	(37.2)	2.74
Inbursa	3,660,088	(8.9)	2.51
HSBC Seguros	2,851,905	(3.6)	1.95
Mapfre México	2,353,121	25.5	1.61
Argos AEGON	1,861,347	12.7	1.28
Atlas	1,854,253	163.0	1.27
Seguros Azteca	1,389,923	(20.7)	0.95
ACE Seguros	1,123,369	5.8	0.77
Zurich Vida	830,751	(12.8)	0.57
Cardif Vida	752,670	10.0	0.52
Hir Seguros	624,982	0.4	0.43
Assurant Vida	601,281	33.9	0.41
SURA Vida	576,597	21.4	0.40
Chubb de México	551,809	40.0	0.38
General de Seguros	453,599	123.8	0.31
Afirme	413,523	34.7	0.28
Insignia Life	386,320	73.4	0.26
Royal & Sunalliance	238,065	21.0	0.16
El Potosí	150,466	172.1	0.10
Interacciones	146,686	(40.2)	0.10
Tokio Marine	120,158	22.1	0.08
Multiva	102,975	20.1	0.07
La Latinoamericana	97,052	(0.4)	0.07
Prudential	96,463	43.8	0.07
Aserta Seguros de Vida	75,920	(15.8)	0.05
HDI Seguros	43,400	(24.3)	0.03
Old Mutual Life	33,290	16.3	0.02
Patrimonial Vida	27,892	505.0	0.02
Principal Mexico	494	21.1	0.00
QBE de México	252	(97.0)	0.00
TOTAL DEL RAMO	145,967,571	6.1	100.00