Product Recall appetite survey 2026

HOWDEN

Contents

Introduction to Howden Product Recall

We offer bespoke and innovative solutions, and thrive in open market placement of hard to place business, across multiple territories.

Product Recall

The Product Recall market continues to demonstrate strong momentum heading into 2026, underpinned by increased insurer appetite, expanding capacity and sustained global demand.

Even with claims increasing in both frequency and severity, the market has never been so willing to look at protecting client's balance sheets in the event of a recall crisis, expanding into many industries as shown within the report.

Regulatory scrutiny and supply chain complexity are reinforcing the importance of specialist advisory for proactive risk managers globally.

Our broking and claims team are fully integrated, enabling us to provide a seamless experience, from risk advising, marketing and placement, through to the negotiating and handling of often complex claims payments.

Rob Marshall
Divisional Director,
Product Recall

Executive summary

In partnership with the Howden Product Recall team, Howden Markets surveyed 16 insurers to profile market trends, underwriting capacity and appetite for global Product Recall business placed through London.

The regions covered were Asia (excl. China), Australasia, Canada, Central and South America, Europe, Middle East, UK and USA. The parameters surveyed included:

- Capacity
- Rate movement
- Appetite by industry/occupancy
- Historical and forecast GWP
- Opportunities
- Challenges

US$468m
Total projected GWP for 2026

-2%
Average predicted risk adjusted rate change for 2026 across all insurers

16
Capacity providers surveyed

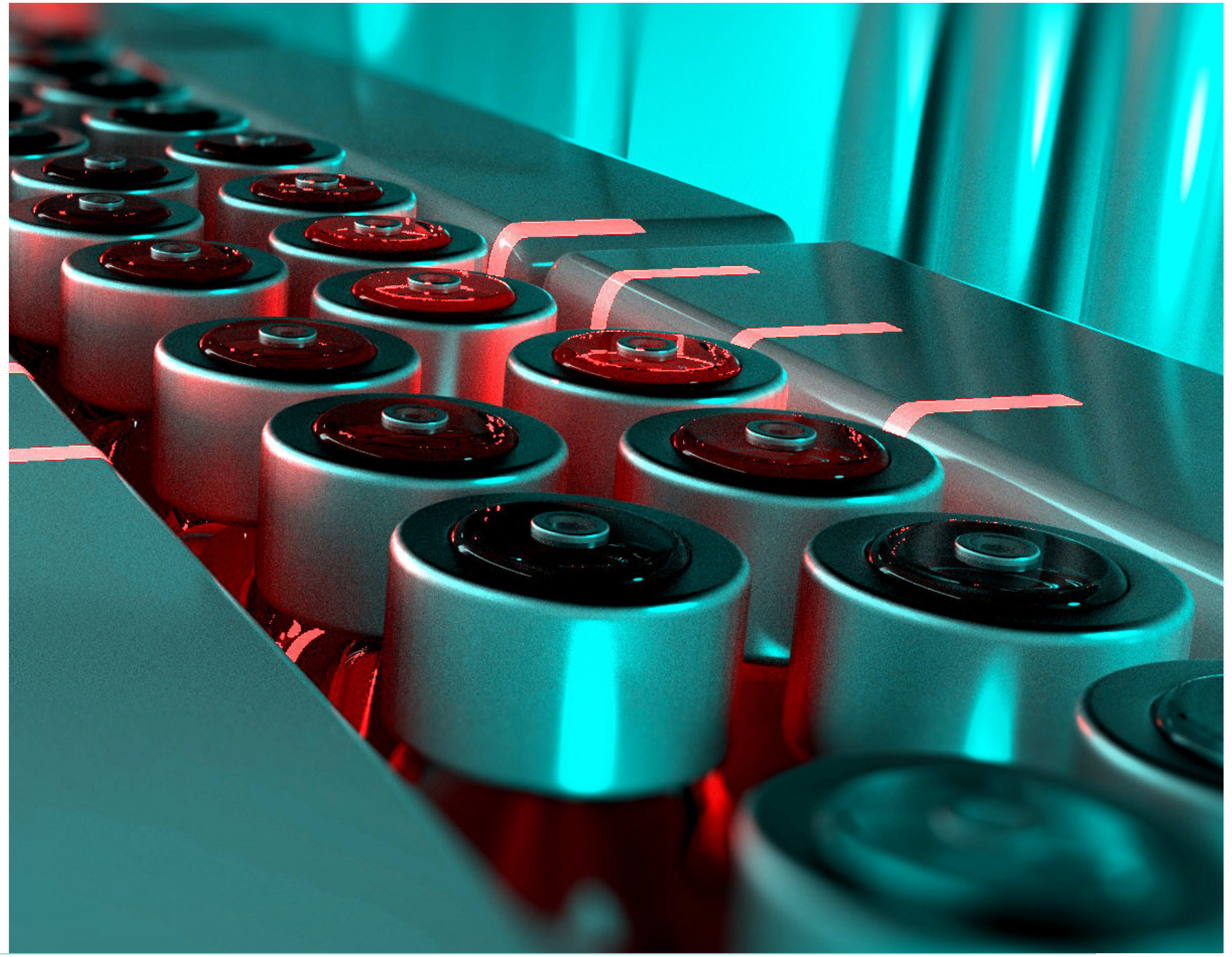
US$375m+
Capacity available

Most popular industries for 2026

- Food & beverage manufacturers
- Automotive components
- Packaging
- Non-Auto components
- Cosmetics

Gross Written Premium (GWP)

We asked our survey respondents to provide GWP for their Product Recall business for 2025, as well as projections for 2026.



Of our 16 insurer respondents, 13 have provided their GWP for 2025 and projections for 2026.

Total GWP forecast for 2026 is estimated to increase by 14.6% from 2025, indicating continued optimism and growth in Product Recall coverage.

None of our responses showed a reduction in GWP for the year ahead, with 10 of the insurers showing increases.

US$408m

Total reported 2025 GWP

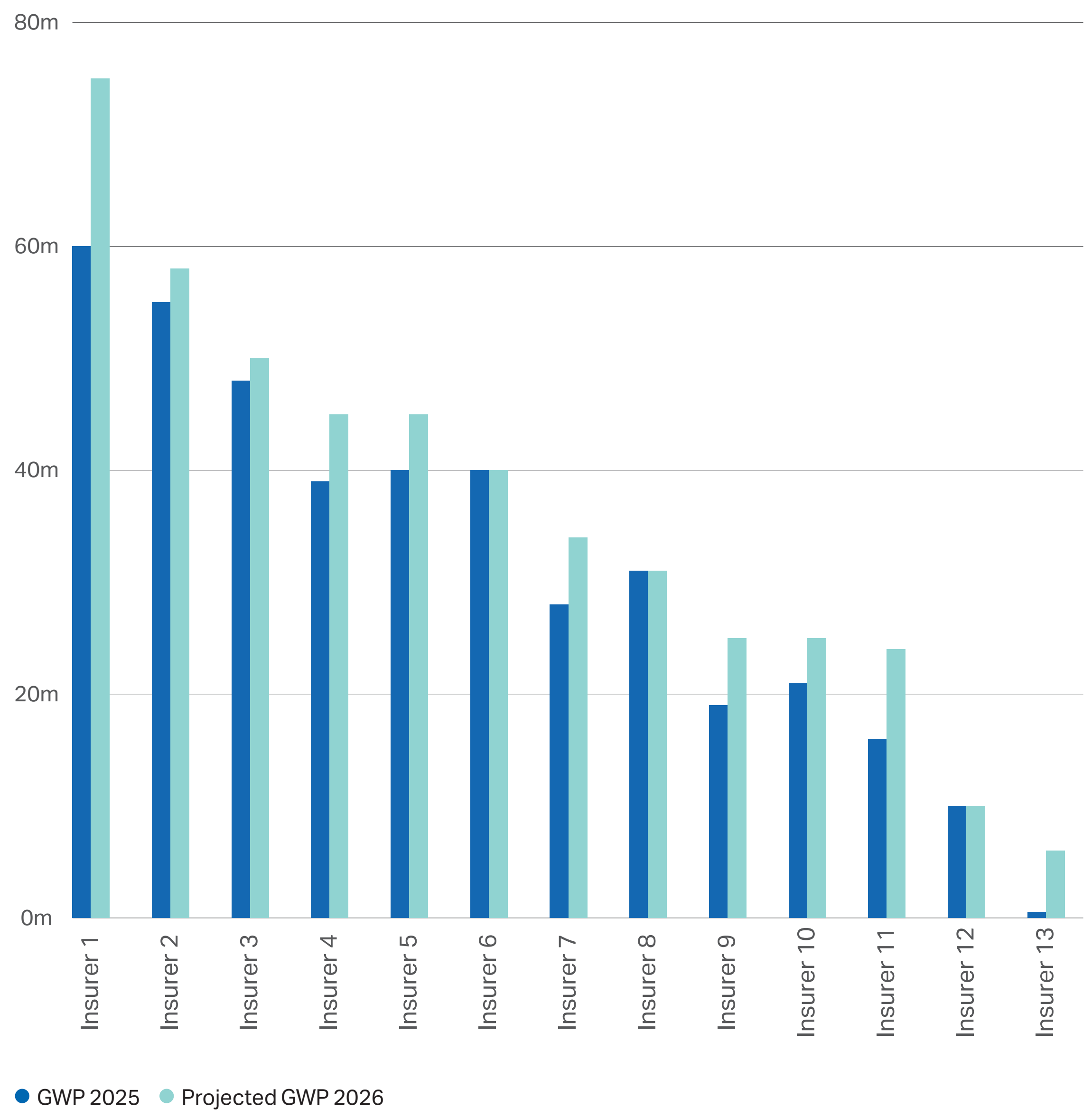
US$468m

Total forecast 2026 GWP

14.6%

Total GWP forecast for 2026 is estimated to increase

Product Recall GWP by insurer



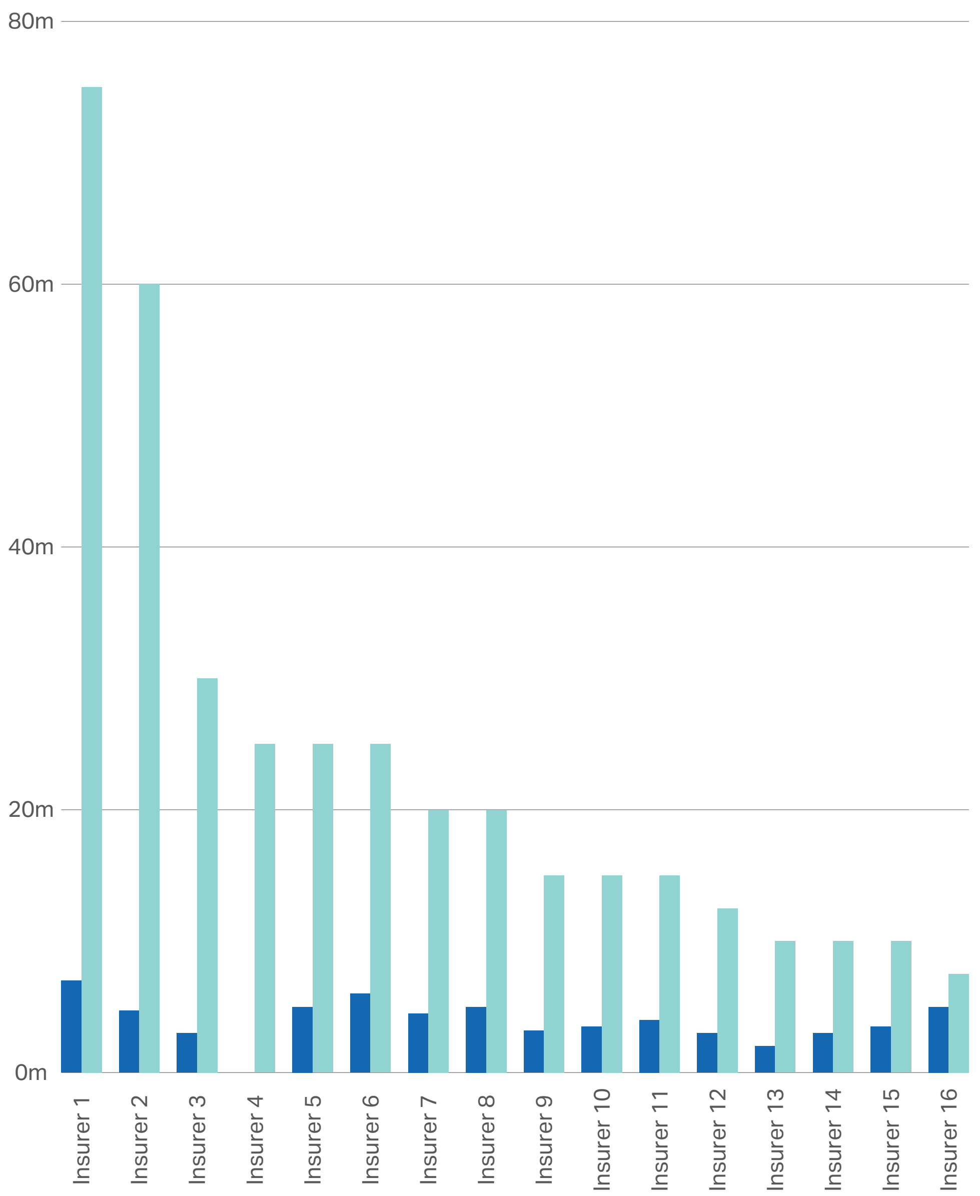
Line sizes and capacity deployments

This chart, displays the maximum line size in 2026 and the average line that an insurer has estimated to have written during 2025.

Combining our responses from insurers we expect maximum capacity for Product Recall in London to exceed $375m in 2026.

Comparison from our data received in our 2024 survey shows a similar average line size recorded by insurers in 2023, with a handful showing reductions from 2023 to 2025.

Product Recall line size by insurer



- Average Line Size 2025
- Maximum Line Size 2026

Maximum capacity for 2026 expected to exceed US$375m.

Rating environment

Response rates were mixed for rate movement, with a handful of insurers providing their views across the 3 years surveyed. For 2025, twelve insurers provided a view of their experience across the year, as well as 9 insurers providing a view of how they expect 2026 rate to perform.

Our insurers surveyed have provided varying views for the rating environment going into 2026.

On average, RARC is looking to decrease further into 2026, with an average rate of -2.2% predicted, a reduction from -1.8% achieved in 2025.

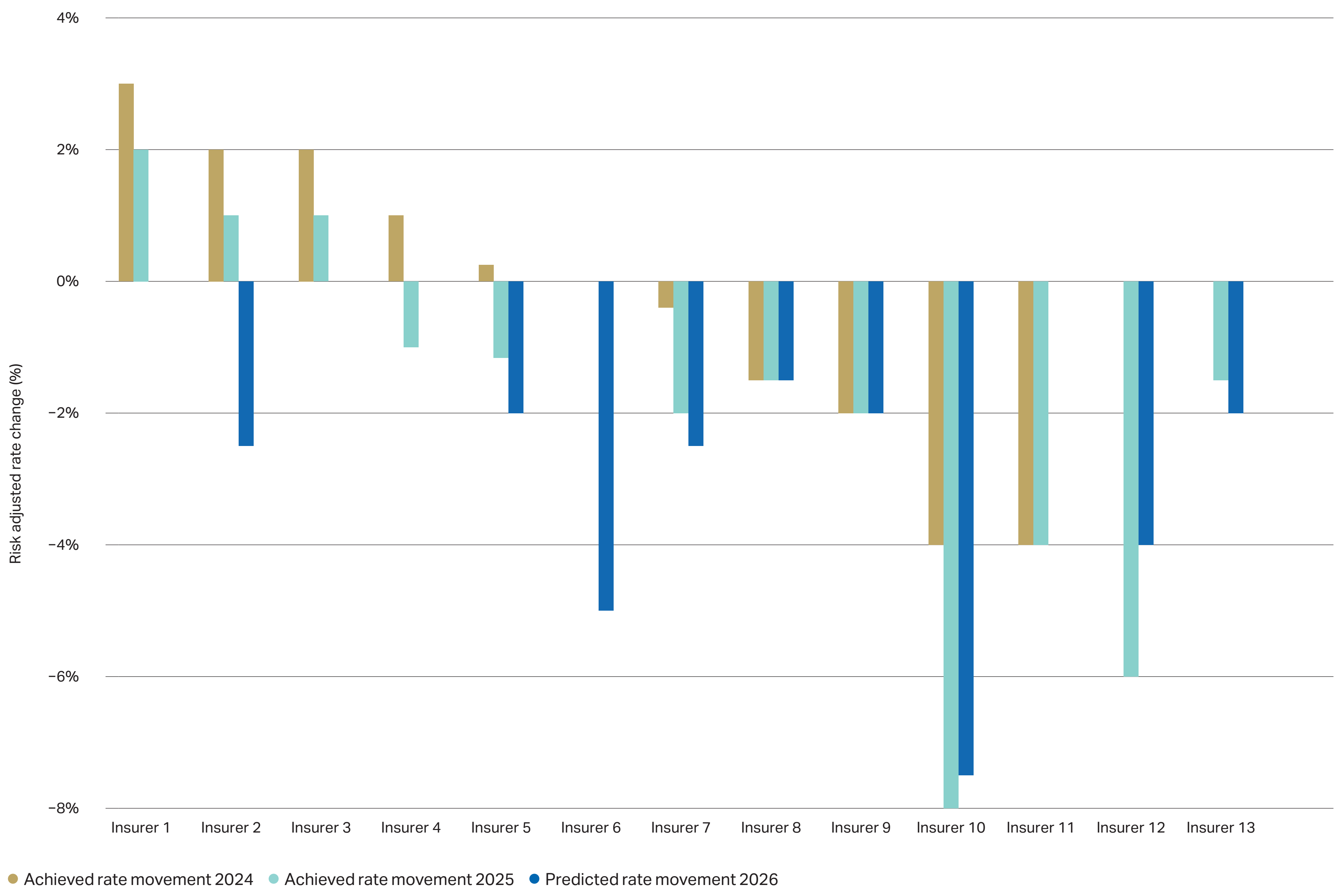
However, looking at individual rate responses, 54% are seeing rates fall in 2026, with 46% seeing rates improve or maintain in this period.

-0.3%
Average achieved risk adjusted rate change 2024

-1.8%
Average achieved risk adjusted rate change 2025

-2.2%
Average predicted risk adjusted rate change for 2026

Product Recall RARC by insurer



Opportunities and top growth areas

We asked our survey respondents for their key opportunity or growth area for the following 12 months.

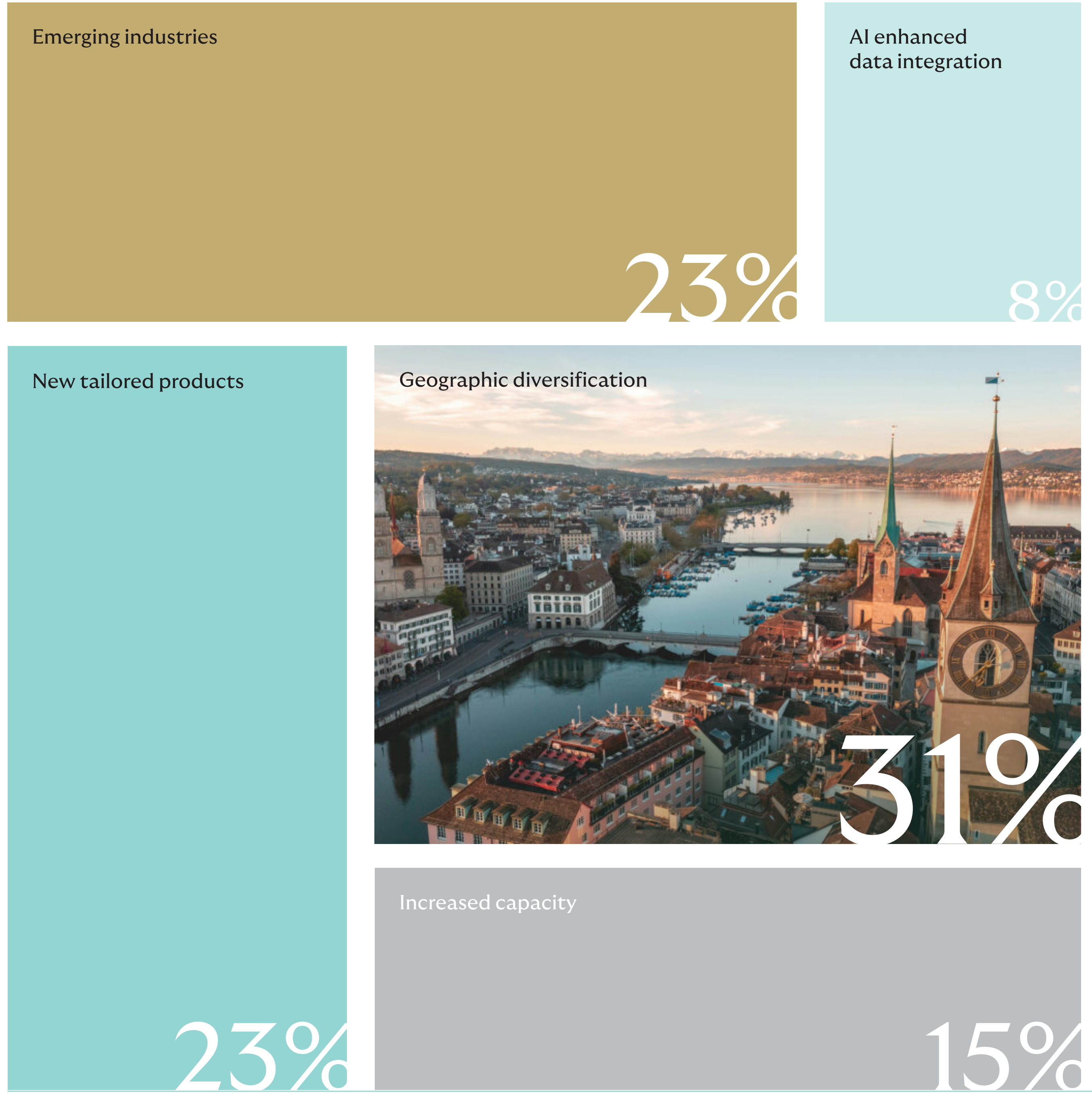
Given high appetite seen from our results, it is clear there is optimism in the market looking forward, with several opportunities noted.

The largest prospect seen was from geographical diversification, as detailed in the graphic on the following page.

Insurers also noted new tailored products and emerging industries, which are providing key growth areas for the Product Recall market. This was particularly highlighted in respect of non-food items, with many insurers partnering with brokers to build buyers in the market.

The market is also seeing increased capacity generally, as highlighted in our results for line size and GWP on the following pages.

Finally, one insurer highlighted advanced analytics and the use of AI and tech as a key factor for them in 2026, allowing them to understand the likelihood of key product recall events & increase risk insight.



Geographic diversification

Top opportunity for 2026

31% of those citing geographic diversification, 2 insurers noted Asia as a key opportunity over the next 12 months. Others noted non-US domicile risks as a key growth area, as well as Canada.

Emerging risks and challenges

Our survey respondents were also asked to provide key emerging risks for the next 12-month period. Responses were varied across the insurers, with several risks raised that the market are cautious about going into 2026.

The highest stated risk provided was the regulatory environment and regulatory enforcement. Increased oversight from regulators and how they are reacting to changing consumer trends is key for how the market will behave going forward.

Policy wordings being broadened has also been highlighted as a key risk, particularly over quality cover and issues, which could cause higher exposure and claims frequency for insurers.

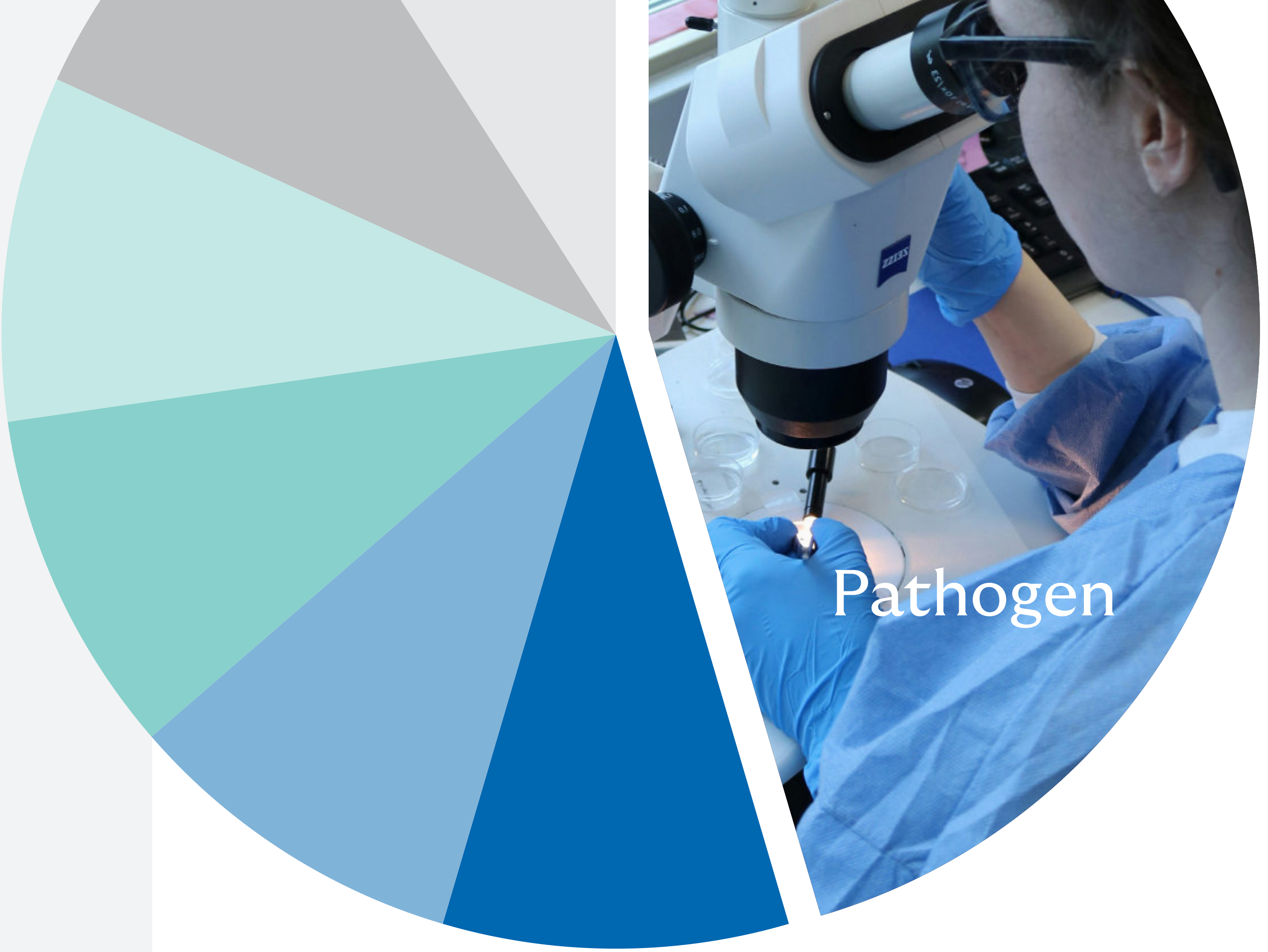
Supply chain management and complexity is the final risk called out by multiple survey respondents. As supply chains become more complex, underwriting is more uncertain, with more demanding insurer requirements and risks on the market.

Count of insurer responses and emerging risk

4
- Broadening of wordings
- Regulatory enforcement

2
- Supply chain complexity

1
- Advancement of testing
- Food fraud
- Foreign body issues
- Increased loss severity
- Ingredient manufacturers
- Long-term claims reserving
- Pathogens



Cause of loss for largest loss reported

Emerging risk
- Pathogen
- Faulty filling machine
- Fermentation
- Foreign body
- Lack of routine testing annually
- Micro biological
- Thermal Runaway

Experience of largest losses

We have collated data on largest losses insurers have experienced over the last 12 months.

All but one response noted the industry of loss from Food & Beverage – a variety split between food and meat manufacturers, diary and infant formula, and frozen foods.

When analysing data provided for cause of loss, there are varied responses, with the only common response for Pathogen's, which made up 45% of responses.

Market appetite

Market appetite

This heatmap shows average appetite score by industry and region for 2026 in descending order. A comparison to the 2024 appetite average we collected in our prior survey is provided for both industry and region.

Using the scale below our survey recorded each insurers appetite for growth across regions and industries as they enter 2026. Our survey responses were collected at the beginning of February 2026.

Overall, the average appetite across the whole survey including all regions and industries is 3.3 – showing strong appetite and growth ambitions from the market.

There is a wide geographical appetite, with UK, US, Australasia, Europe and Canada all showing an average score of 3.5. In general, insurers are holding their appetite by industry across these geographical regions, and we see a fall in appetite for Asia, Central and South America and the Middle East.

The industries for which insurers expressed the strongest appetite overall were Food and Beverage Manufacturers, Automotive components and Packaging. This is consistent with our 2024 survey. The lowest appetite is seen or Aviation components, with one insurer surveyed not currently writing this industry.

Appetite score and description

5	Target growth business
4	Core business
3	In appetite
2	In appetite but with strict T&C's
1	Out of appetite but can consider terms
0	Not currently writing/Treaty exclusion

Appetite heatmap: all industries

	UK	USA	Australasia	Europe (Exc UK)	Canada	Asia (Exc China)	Central & South America	Middle East	2026 industry average	2024 industry average
Food & beverage manufacturers	4.5	4.4	4.5	4.5	4.6	3.4	3.9	3.1	**4.1**	3.6
Automotive components	4.4	4.1	4.4	4.4	4.3	4.1	3.9	3.6	**4.2**	3.5
Packaging	4.1	4.1	4.1	4.1	4.1	3.6	3.6	3.3	**3.9**	3.4
Non Auto components	3.9	3.9	3.9	3.9	3.9	3.8	3.6	3.1	**3.8**	2.7
Cosmetics	3.8	3.8	3.8	3.8	3.8	3.5	3.3	3.2	**3.6**	2.7
Bottling	3.8	3.8	3.8	3.8	3.8	3.2	3.3	2.9	**3.5**	2.8
Consumer goods	3.7	3.6	3.7	3.7	3.7	3.2	2.9	2.8	**3.4**	2.9
Restaurants	3.6	3.5	3.6	3.6	3.6	2.8	2.7	2.7	**3.2**	2.8
Distributors	3.1	3.1	3.1	3.1	3.1	2.9	2.7	2.7	**3**	2.5
Medical Devices	3	3	3	3	3	2.8	2.4	2.4	**2.8**	2.1
Pharmaceutical	2.7	2.7	2.7	2.7	2.7	2.3	2.2	2.3	**2.5**	1.9
Aviation components	1.8	1.8	1.8	1.8	1.8	1.8	1.6	1.7	**1.8**	1
2026 regional average	**3.5**	**3.5**	**3.5**	**3.5**	**3.5**	**3.1**	**3**	**2.8**	**3.3**	
2024 regional average	2.6	2.6	2.5	2.5	2.3	2	2	1.8		2.3

Strong appetite   Weak appetite

Appetite heatmap: Food & beverage manufacturers only

	Canada	UK	Australasia	Europe (Exc UK)	USA	Central & South America	Asia (Exc China)	Middle East	**2026 industry average**
Alcoholic Beverages	4.8	4.8	4.8	4.8	4.8	4.3	3.6	3.2	4.4
Non-Alcoholic Beverages	4.6	4.6	4.6	4.6	4.6	4.2	3.5	3.2	4.2
Baked Goods	4.4	4.4	4.3	4.3	4.3	3.7	3.3	2.9	4
Meat - ie. Poultry, Pork, Beef	4.3	4.2	4.1	4.1	4.2	3.6	3.1	2.8	3.8
Seafood	3.9	3.8	3.8	3.8	3.8	3.4	3.1	2.7	3.5
Dairy and Eggs	3.6	3.6	3.6	3.6	3.6	3.1	2.8	2.6	3.3
Fresh Produce i.e fruit and vegetables	3.3	3.3	3.3	3.3	3.2	2.9	2.5	2.3	3
Ingredients	3	3	3	3	2.9	2.6	2.4	2.3	2.8
Pet food	2.9	3	3	3	2.9	2.7	2.4	2.2	2.8
2026 regional average	3.85	3.84	3.83	3.81	3.8	3.39	2.96	2.67	3.5

Given the popularity of Food & beverage manufacturers Product Recall appetite, in our survey this year we provided an additional request for our insurers to provide appetite for this industry further.

When breaking down the industry, overall average appetite for Food and Beverage manufacturers was 3.5.

Latest appetite is seen in Alcoholic beverages, non-alcoholic beverages and baked goods – all showing an average for this industry of 4 and above – highlighting core business for the insurer. The industry with the lowest appetite was seen in Pet food and Ingredients however, average appetite is still high for many insurers.

Regional variations remained similar to the wider appetite by industry scoring, with the Western countries showing limited variation for appetite from our insurers.

Appendix

Meet the London Product Recall team

Product Recall is a fast growing area of insurance, with clients becoming aware that coverage has never been so available and affordable as it is in the marketplace today.

Our broking and claims team are fully integrated, enabling us to provide a seamless experience, from risk analysis, marketing and placement, through to the negotiating and handling of often complex claims payments.

Rob Marshall

Divisional Director,
Product Recall

+44 (0)7788 970 473
robert.marshall@howdenspecialty.com

Rob is approaching 25 years experience in the insurance industry, with the last 16 specialising in product recall at Howden. He has worked with clients from all over the world in a variety of manufacturing industries, including companies on the S&P 500 and FTSE 250. Rob has been integral to some of the largest food and automotive placements completed in the London marketplace, along with assisting the negotiating of claim settlements. Rob is Advanced Diploma in Insurance (ACII) qualified, and has been a Chartered Insurance Broker since 2010.

Andrew Blackburn

Divisional Director,
Product Recall

+44 (0)7545 926 609
andrew.blackburn@howdenspecialty.com

Andrew's experience in the product recall insurance sector stretches back almost 20 years, fulfilling both broking and underwriting roles including two years with a leading Lloyd's syndicate. His experience spans European, North American and Asian business including complex global insurance and reinsurance placements, utilising both London and international markets. Andrew's in-depth knowledge encompasses a broad range of industries including food and beverage, automotive, consumer goods, restaurant and pharmaceutical sectors. Andrew is Advanced Diploma in Insurance (ACII) qualified.

Anita Pellizzari

Senior Account Executive,
Product Recall

+44 (0)7729 093 448
anita.pellizzari@howdenspecialty.com

Anita specialises in product recall, focusing primarily on the automotive and food and beverages sectors. Proficient in three languages, she utilizes her linguistic abilities to craft and execute international product recall strategies, with a strong emphasis on Europe, while providing support and expertise to clients around the world. Before joining our team, Anita honed her skills in both broking and underwriting roles, deepening her knowledge across multiple line of business in crisis management and casualty.

Sarah Peixoto

Senior Account Executive,
Product Recall

+44 (0)7596 860 105
sarah.peixoto@howdenspecialty.com

Sarah joined the team in 2022 bringing a strong focus on clients in the automotive and food & beverage sectors for Latin America. She specializes in tailored recall solutions for emerging risk profiles, working on bespoke placements across the automotive, pharmaceutical and food manufacturing. Sarah uses her language capabilities in Spanish and Portuguese to closely collaborate with international offices to facilitate effective placement strategies and ensure seamless global coordination. Sarah is Certificate in Insurance (CII) qualified.

Brian Schofield

Executive Director,
Product Recall Claims

+44 (0)7841 341 259
brian.schofield@howdenspecialty.com

Brian has over 40 years of insurance claims experience within the London insurance market. He currently heads up the Howden Specialty Casualty team and is responsible for product recall claims. Over the course of his career he has dealt with a comprehensive range of claims areas, including marine, energy, casualty, UK motor, US casualty, product recall and reinsurance. During his time at Howden, he has dealt with many significant product recall claims from all over the world.

Peter Loizi

Divisional Director, Casualty/
Recall Contamination Claims

+44 (0)7843 363 484
peter.loizi@howdengroup.com

Peter has over 7 years' London Market claims experience and a further 8 years of insurance claims experience. He joined Howden in September 2018 and handles complex international claims for the Casualty Division. Peter currently heads up the North American liability claims team and handles liability losses originating from Australia. Prior to entering the London market, Peter studied law and worked with law firms with a focus on insurance claims.

HOWDEN

Rob Marshall
Divisional Director, Product Recall

Andrew Blackburn
Divisional Director, Product Recall

Anita Pellizzari
Senior Account Executive, Product Recall

Sarah Peixoto
Senior Account Executive, Product Recall

Brian Schofield
Executive Director, Casualty/
Recall Contamination Claims

Peter Loizi
Divisional Director, Casualty/
Recall Contamination Claims

One Creechurch Place, London EC3A 5AF

+44 (0)20 7623 3806
info@howdengroup.com

howdengroup.com