

The future of US insurance: Navigating AI, trust and transparency

Our latest report summarizes the five most vital trends for US insurance leaders in 2026. Insights are drawn from Trustpilot's proprietary review dataset of over 145,000 consumer voices.



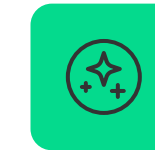
Trustpilot is the world's largest independent customer feedback platform, with **350 million active reviews** and **over 60 million monthly active users worldwide**. To identify the most influential trends in the Insurance industry, we analyzed **145,000 reviews** written by US consumers in 2025, examining topics, trends and sentiment - here are the key findings.



Report Methodology

- Analysis of **145,000 reviews** written on Trustpilot by US consumers for insurance businesses in 2025.
- Research was conducted in **February 2026**.
- The sentiment model used identifies emotions behind customer feedback, studying reviews sentence by sentence rather than giving a single overall score
- Analysis uses a specialized, multilingual AI model to **categorize feedback into specific topics at a detailed level**.

Key Takeaways



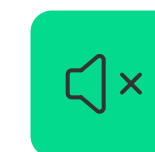
AI trust gap remains present but is closing:

Reviews mentioning AI score -0.15 in sentiment vs. +0.68 for non-AI reviews - but AI sentiment improved 38% in 2025.



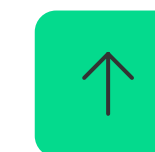
Insurance reviews are polarized

88% of all insurance reviews are either 1-star or 5-stars - the industry has almost no "average" customers.



There is a clear cost of silence to complaints

Ignoring a complaint decreases a review's star rating by over 1.6 stars in the U.S market.



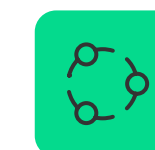
Claims issues are increasing

Claims issues are rising as a share of all reviews, threatening the US's strong ~4-star claims rating.



Review volume is going up, while events can spike reviews

Pet insurance review volume grew 79% (2023-2025). Disaster events can spike reviews overnight.



The solution to these challenges

Human-in-the-loop AI, transparency in automated decisions and closed feedback processes, are the path forward.



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Introduction

The US insurance industry is **evolving rapidly**. As companies accelerate their **adoption of AI to streamline operations**, underwrite policies, and process claims, **consumer trust is becoming increasingly fragile** on a number of fronts.

This report is for **US insurance leaders**, who want to understand the **emerging trends** in their industry, and how to navigate them.

88%

of reviews are
1-star or 5-stars

428%

YoY review spike after
Jan 2025 wildfires

79%

growth in **pet insurance**
reviews (2023–2025)

-1.6

star penalty for
ignoring complaints

Trend 1

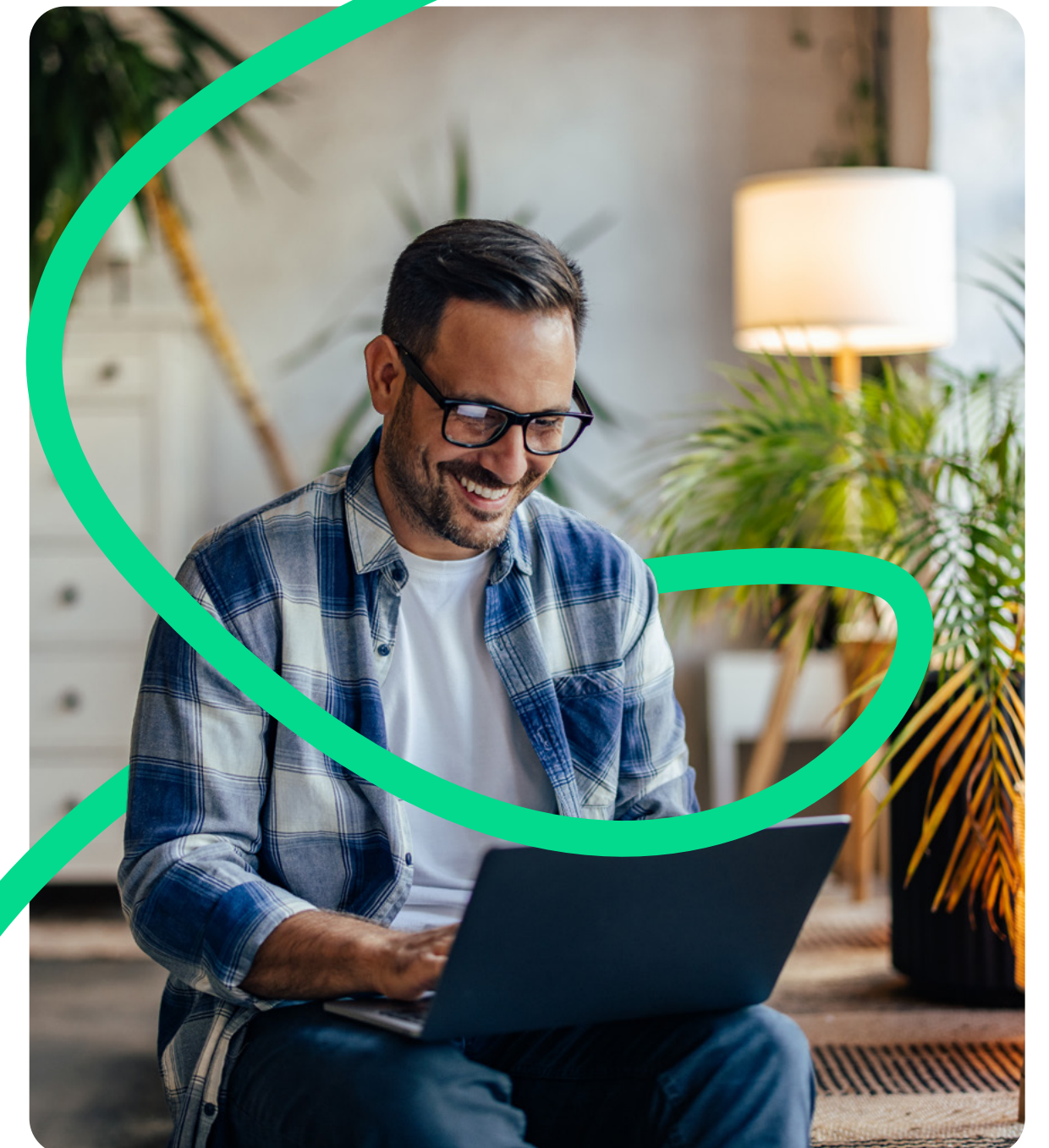
AI is having an effect on consumer trust

The integration of AI into customer-facing insurance processes is the defining challenge of 2025–2026. While AI offers unprecedented operational efficiency - faster underwriting, automated claims triage, 24/7 chatbot support - Trustpilot's proprietary data shows significant consumer friction when such systems are deployed without adequate transparency or human oversight.

US consumers are often frustrated by chatbots that cannot resolve complex queries, automated claims rejections lacking clear explanations, and the perceived loss of empathy in the insurance process. The phrase "I couldn't speak to a real person" has become one of the most common themes in low-rated insurance reviews.

Looking at the UK market as an indicator of US trends - given the UK's earlier adoption of AI in financial services - the disparity in sentiment is clear.

Sentiment for AI-related reviews in the UK improved by 38% in 2025. This suggests that as the technology matures and companies learn to deploy it more effectively - blending automation with human oversight and improving the explainability of AI decisions - consumer acceptance grows. There is an opportunity for US insurers to get ahead of the curve.



Trend 2

Speed is key to the claims process, and frustration is evident

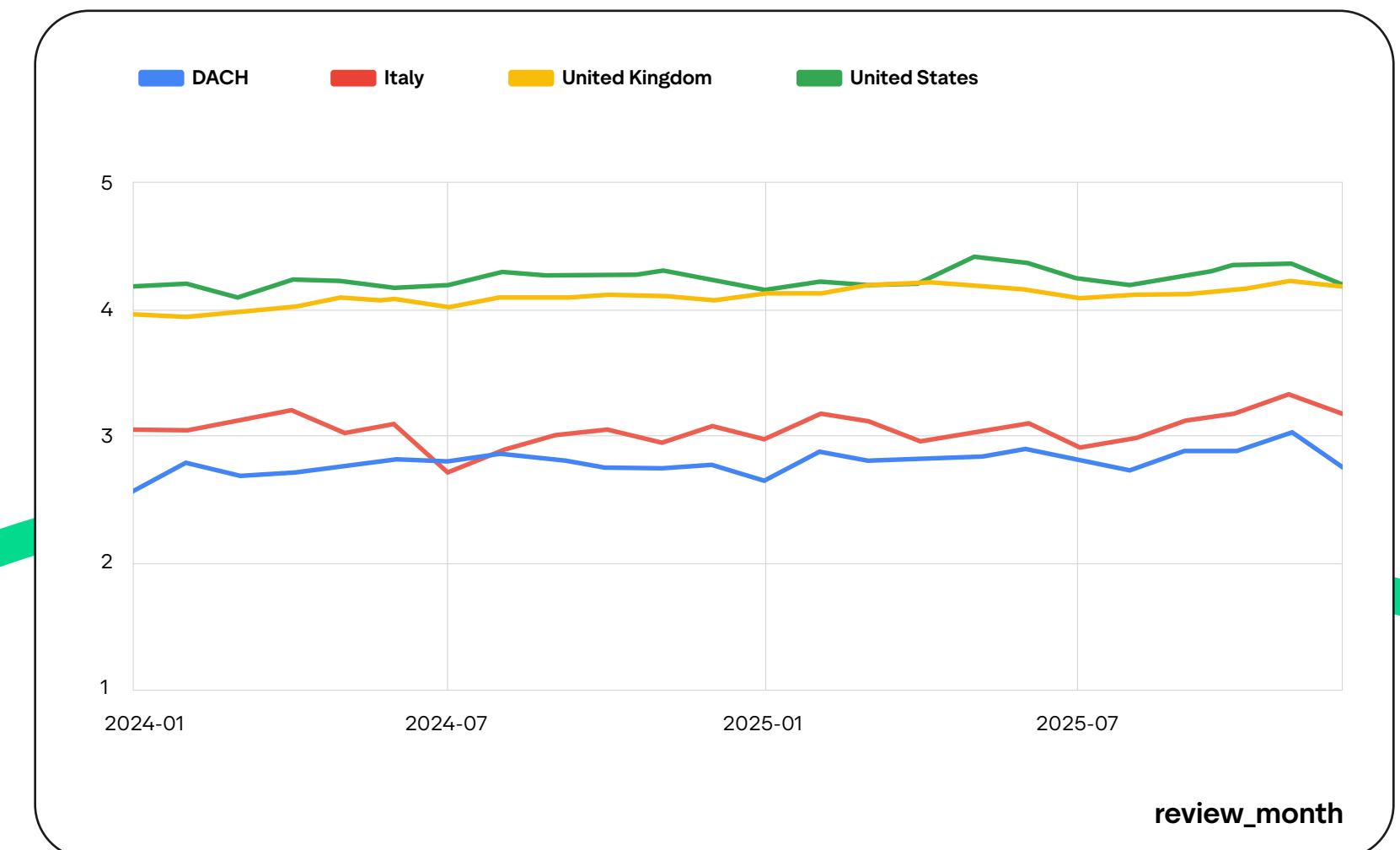
Speed is rated highly (56%), with users appreciating “fast forward” processing and easy-to-use digital tools for filing claims.

A repeated theme is the difficulty of reaching a human representative. Customers report being “pushed from pillar to post,” dealing with broken chat links, and waiting hours on the phone, only to have calls dropped.

Many reviews express frustration with automated AI/chatbots providing irrelevant answers or that cannot handle claim complexities.

When examining the star rating over time for claims reviews specifically across global markets, the US has historically maintained a strong position, consistently hovering around the 4-star mark - outperforming Italy (~3 stars) and the DACH region (~2.5 stars). This relative strength is a competitive asset for US insurers.

The rising volume of claims complaints suggests that friction points often lie in the “black box” nature of automated decisions - where consumers receive a denial or a delay with no clear explanation and/or no human to speak with.



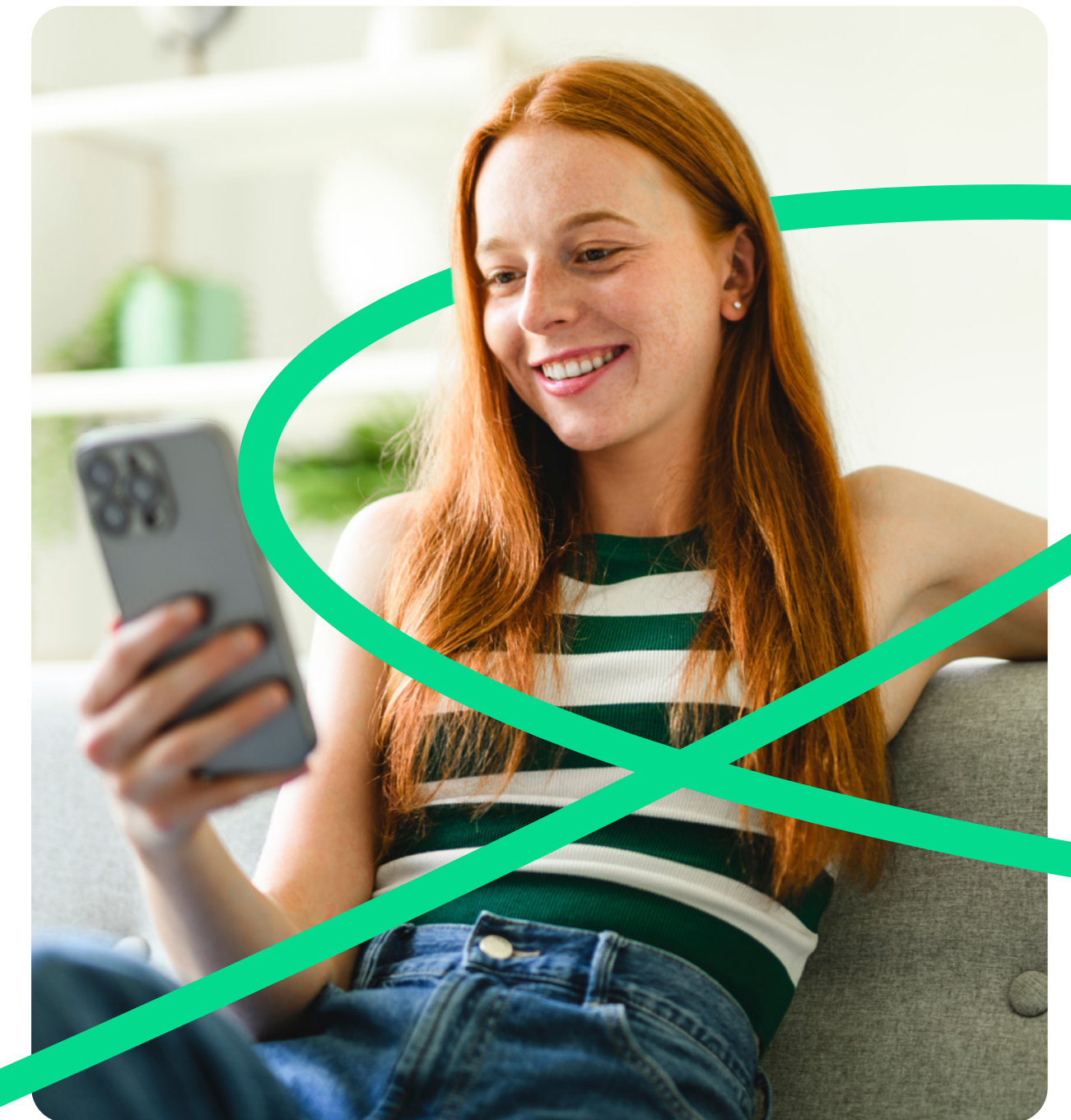
Trend 3

There is a cost to silence in communication

There is a quantifiable cost to poor communication. A negative review not responded to will reduce the star rating of that review by an average of 1.6 stars.

This 1.6-star penalty has commercial consequences. Research consistently shows that consumers read reviews before selecting an insurance provider, and that a company's response (or lack thereof) to negative reviews is itself a powerful trust signal. A company that responds empathetically and constructively to a 1-star review may convert a detractor into a neutral/positive voice. A company that says nothing confirms the customer's worst fears.

The communication challenge is compounded by AI. When an automated system makes a decision - particularly a claim denial - and the consumer cannot reach a human to discuss it, frustration is amplified. The consumer's only remaining recourse is a public review, which then goes unanswered. This creates a compounding cycle of reputational damage that is preventable.



Trend 4

Niches are growing fast, and review volume is going up

The insurance sector has shown steady, consistent growth in review volume year-over-year, but the story is not uniform across sub-sectors. Trustpilot’s data illustrates distinct winners and losers, in addition to event-driven volatility that US insurers must be prepared to manage.

THE RISE OF PET AND AUTO INSURANCE AND RELATIVE FALL OF TRAVEL AND HEALTH

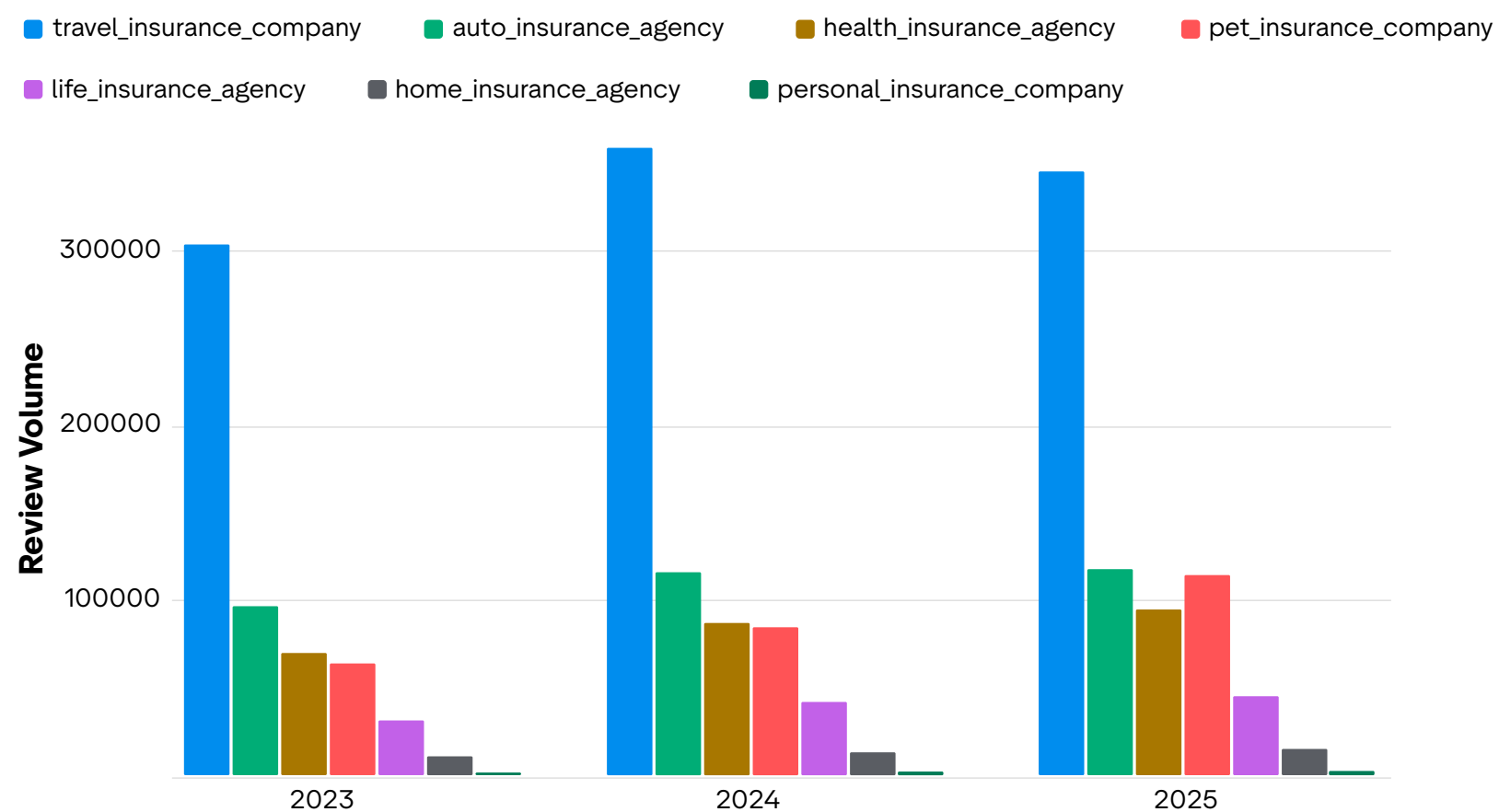
There is a shift in US consumer focus toward pet and auto insurance, while traditionally large markets like travel and health are losing their relative share of voice.

Pet Insurance grew from 11,311 to 22,488 reviews - a 99% total increase over two years. Its growth rate accelerated in 2025 (+50% YoY) as compared with 2024 (+33% YoY).

Travel Insurance had a strong increase in 2024 (+25%), but volume dropped by 7% in 2025. It remains the highest-volume category (64,843), but momentum has slowed.

Health Insurance saw a significant 20% decline in 2025 after being flat in 2024. This suggests a shift in consumer sentiment or a reduction in review-solicitation efforts in the healthcare sector.

Yearly Review Volume by Insurance Subtype

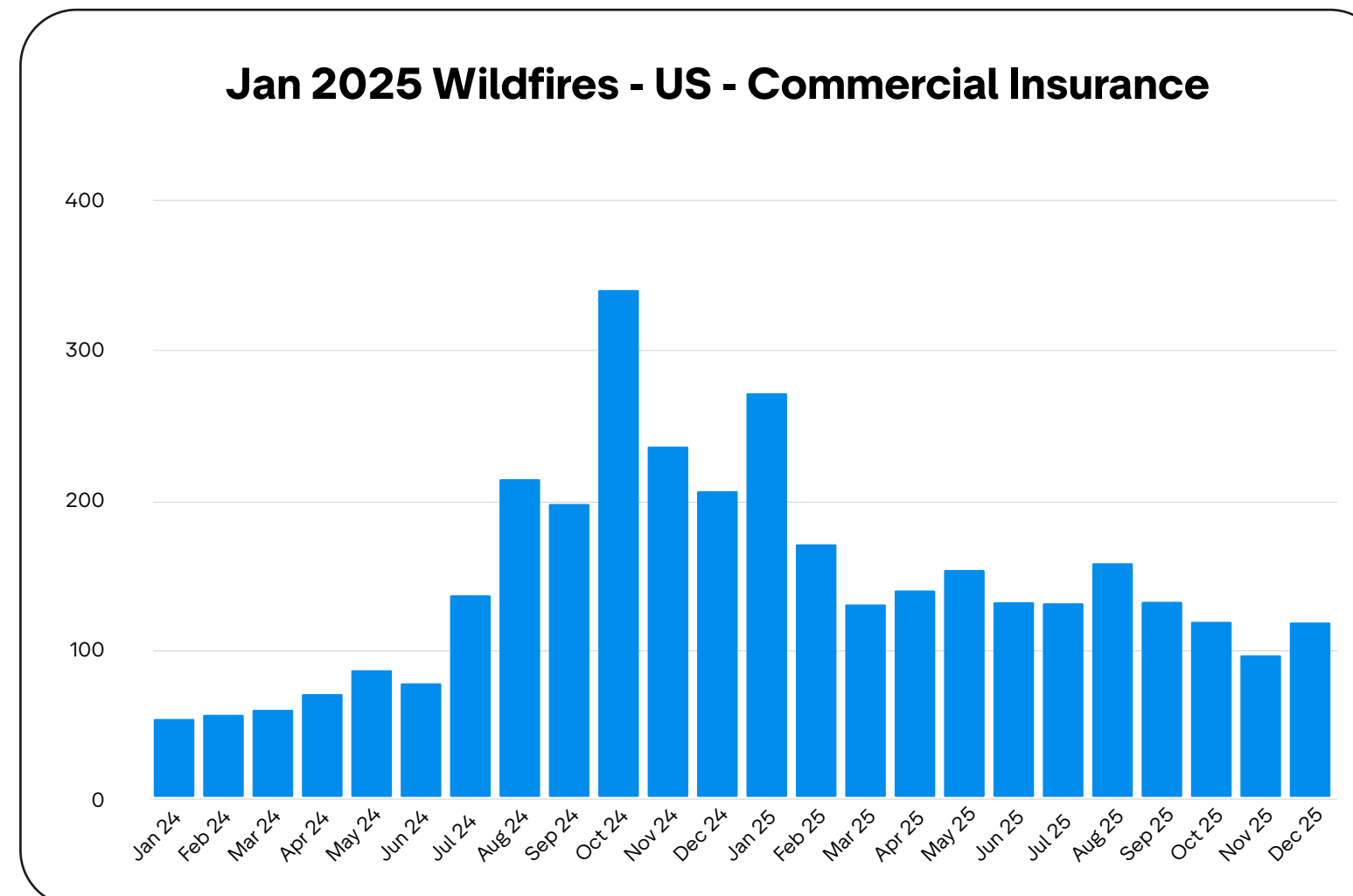


EVENT-DRIVEN VOLATILITY

The data illustrates the impact of catastrophic events on consumer feedback. For instance, following the January 2025 California wildfires, Commercial Insurance Company reviews saw a 428% YoY increase compared to the previous January.

Companies that respond to events with speed, empathy, and transparency during crises will be rewarded with long-term loyalty; those that fail can face permanent reputational damage.

The overall star rating for US insurance companies peaked near 4.25 in mid-2024 before experiencing a notable dip in mid-2025. This trajectory aligns with the broader rollout of AI-powered customer service tools across the industry.



Trend 5

Highly polarized experiences show in reviews

Reviews tend to reflect polarized experiences; the happiest and the most angry customers are the most proactive reviewers. Analysis shows 88% of all reviews are either 1-star or 5-stars, leaving only 12% for “average” 2, 3, or 4-star feedback. Over 7 out of 10 reviews are 5-stars, on average. This share grew from ~71% in early 2023 to ~75% throughout much of 2024 and 2025.

This suggests that insurance experiences rarely result in “average” sentiment; when insurance companies get it right, they can achieve strong loyalty. When they fail - often due to poor communication or frustrating automated systems - reputational damage can be severe and often public.



Strategic fixes for US insurance companies

To navigate a competitive landscape and harness the benefits of AI without sacrificing consumer trust, US insurance companies must implement the following strategic fixes. These recommendations are grounded in patterns observed in Trustpilot's proprietary report.

A

IMPLEMENT HUMAN-IN-THE-LOOP AI

Never allow AI to operate as a black box, especially in claims processing and complex customer service. Ensure there is **always a clear, accessible escalation path to a human agent**. AI should **empower agents to resolve issues faster** - not act as a barrier keeping customers away from **human support**.

B

INCREASE TRANSPARENCY IN AI DECISIONS

When an AI system makes a decision - particularly a claim denial or premium increase - **the reasoning must be explained in clear, plain English**. Proactively providing transparent explanations will **build significant consumer trust** and get ahead of increasing regulatory scrutiny on AI bias.

C

CLOSE THE FEEDBACK LOOP

A **1.6-star penalty for ignoring complaints** is too high a cost to bear. **Invest in robust reputation management systems**. Every review - especially negative ones - requires a **timely, empathetic, and personalized response**. Acknowledging a mistake and offering a resolution path could **convert a 1-star detractor into a loyal advocate**.

D

BUILD CRISIS RESPONSE CAPACITY

The **428% review spike** following the 2025 wildfires demonstrates the need for scalable customer service. AI can be highly effective for triaging claims and answering FAQs during a crisis - provided it is **deployed transparently** and empathetically, with human escalation available.

E

CAPITALIZE ON HIGH-GROWTH SECTORS

With pet insurance growing by 79%, insurers should recognize this highly **engaged** and **vocal demographic**. Tailoring communication and claims processes to be understanding and yet streamlined can capture significant market share in high-growth areas.

F

USE REVIEWS AS A REAL-TIME INTELLIGENCE LAYER

Trustpilot data is not just a reputation tool - it is a **real-time signal of operational excellence or failure**. Insurers that systematically analyze review themes (claims friction, AI frustration, communication gaps) and feed those insights back into product and process improvement will **gain a significant competitive advantage**.

Conclusion

In this new era of automation, the businesses that win will be those that prioritize human connection. By implementing human-in-the-loop AI, increasing transparency, and actively engaging with consumer feedback, US insurance companies can secure a durable competitive advantage.

Trustpilot provides the foundation for this transparency by turning customer sentiment into the high-authority signals that both AI search and people look for. So, when someone is shopping around for a partner to protect their home, car, or family, Trustpilot ensures has everything they need to make the right choice.

[Book a demo](#)

