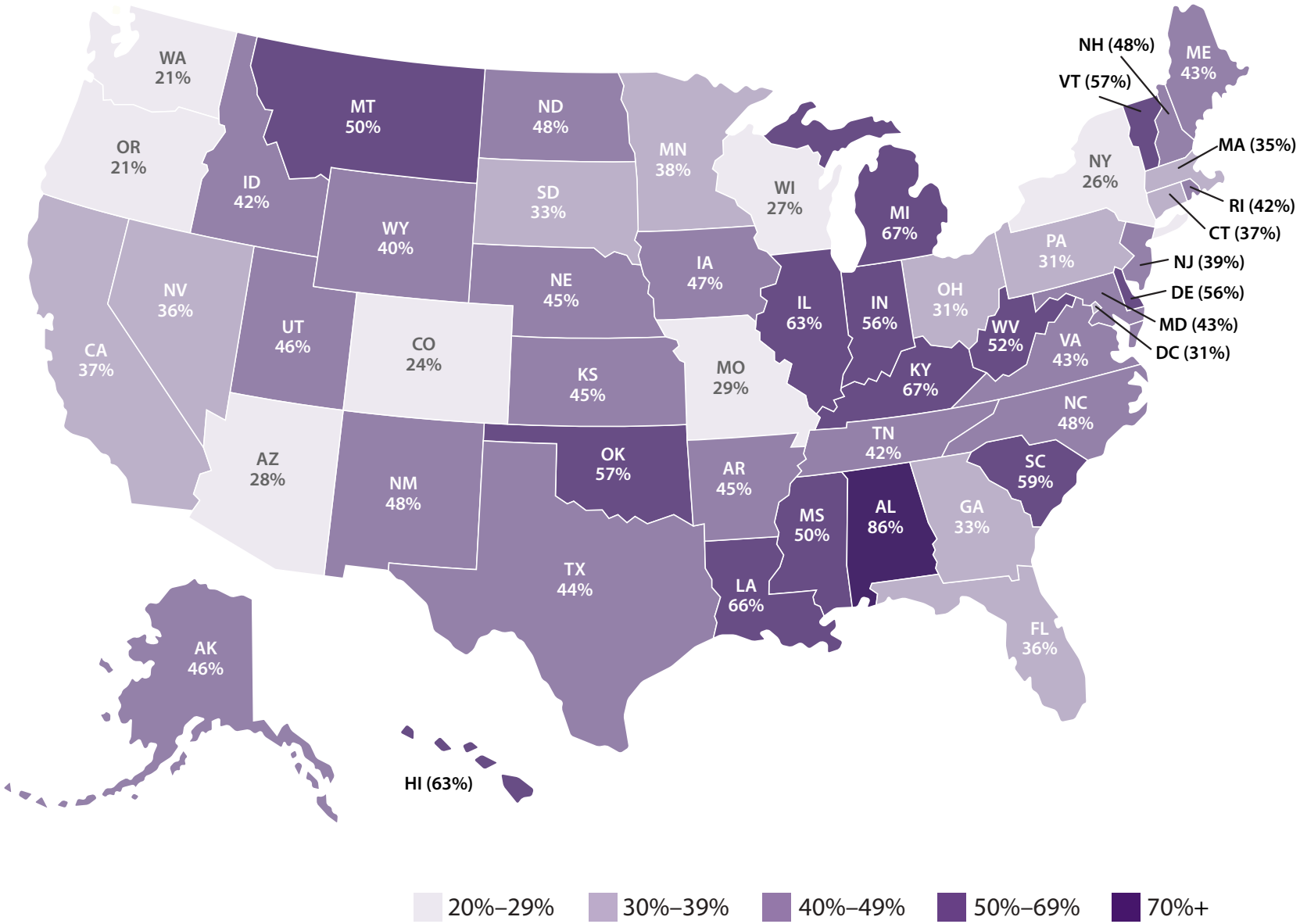
Market share of largest commercial insurer, 2023*



List of states by largest market share

#	State	Share
1	Alabama	86
2	Michigan	67
3	Kentucky	67
4	Louisiana	66
5	Hawaii	63
6	Illinois	63
7	South Carolina	59
8	Oklahoma	57
9	Vermont	57
10	Delaware	56
11	Indiana	56
12	West Virginia	52
13	Mississippi	50
14	Montana	50
15	New Mexico	48
16	North Carolina	48
17	New Hampshire	48
18	North Dakota	48
19	Iowa	47
20	Utah	46
21	Alaska	46
22	Nebraska	45
23	Kansas	45
24	Arkansas	45
25	Texas	44
26	Maryland	43
27	Maine	43
28	Virginia	43
29	Idaho	42
30	Tennessee	42
31	Rhode Island	42
32	Wyoming	40
33	New Jersey	39
34	Minnesota	38
35	Connecticut	37
36	California	37
37	Florida	36
38	Nevada	36
39	Massachusetts	35
40	South Dakota	33
41	Georgia	33
42	District of Columbia	31
43	Pennsylvania	31
44	Ohio	31
45	Missouri	29
46	Arizona	28
47	Wisconsin	27
48	New York	26
49	Colorado	24
50	Washington	21
51	Oregon	21

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Source: The AMA's "Competition in health insurance: A comprehensive study of U.S. markets," 2024 update.

* Based on the combined PPO+HMO+POS+EXCH market.

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