

2026 BROKER SERVICES SURVEY

Employee Benefits Highlights

The 2026 Broker Services Survey provides valuable insights into the constantly evolving broker-client relationship. This infographic highlights key takeaways and insights regarding the employee benefits market in 2026.

The survey was completed by **more than 1,400 respondents** from organizations of all sizes across the United States.

Top Employee Benefits and HR Challenges

- 1 Offering a competitive benefits package while controlling rising healthcare costs
- 2 Staying compliant with evolving federal and state laws and regulations
- 3 Getting the level of strategic guidance and support needed to make informed benefits decisions
- 4 Benchmarking benefits against industry peers to ensure competitiveness
- 5 Managing the day-to-day burden of benefits administration

Businesses Anticipate Needing Additional Support From Employee Benefits Broker

- 1 Managing rising healthcare costs
- 2 Communicating benefits to employees during open enrollment or onboarding
- 3 Complying with federal or state laws
- 4 Creating or updating employee benefits strategy or plan design
- 5 Benchmarking benefits against industry or peer organizations

Employee Benefits Broker Services

GAP: 20%



While **99%** of respondents say that answering compliance-related questions is important, only **79%** say their broker fully provides this service. That's a **20-point gap**.

GAP: 43%



Although **94%** of respondents say that creating a multiyear strategic benefit plan is important, only **51%** say their broker fully provides this service. That's a **43-point gap**.

GAP: 30%



While **99%** of respondents say that providing support and strategic guidance on managing rising healthcare costs is important, only **69%** say their broker fully provides this service. That's a **30-point gap**.

For more information about the Broker Services Survey and Zywave's suite of industry-leading tools, please visit [Zywave.com](https://www.zywave.com). To speak to our sales team, call (855) 454-6100.