

Workplace Benefits Product Growth Rate Trends Summary — Annual 2023

Product	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	
	Sales						In Force				
	Annualized Premiums										
Life Total	3%	-10%	14%	-1%	6%		2%	2%	3%	3%	3%
Term life	4%	-9%	9%	–	7%		3%	2%	3%	3%	3%
Permanent life	-2%	-11%	44%	-3%	3%		+	2%	6%	2%	5%
Standalone AD&D	-10%	-16%	–	-11%	12%		6%	+	3%	3%	6%
Disability Total	3%	-8%	1%	8%	8%		4%	+	3%	7%	5%
Short-term disability	1%	-7%	-1%	4%	15%		5%	-1%	3%	6%	6%
Long-term disability	4%	-9%	4%	13%	+		4%	1%	4%	7%	5%
Supplemental Health Total	9%	-17%	6%	12%	5%		7%	3%	4%	6%	6%
Accident	3%	-24%	3%	11%	2%		6%	1%	1%	4%	4%
Critical illness	14%	-7%	6%	14%	4%		15%	12%	11%	12%	11%
Cancer	-5%	-38%	-1%	10%	15%		+	-2%	-4%	-2%	+
Hospital indemnity	18%	-8%	10%	16%	7%		11%	6%	10%	10%	9%
	Subscribers										
Dental*	-21%	-14%	-9%	11%	4%		5%	-1%	1%	3%	1%

Sources: LIMRA’s quarterly *U.S. Workplace Benefits Life Insurance*, *U.S. Workplace Benefits Disability Insurance*, *U.S. Workplace Benefits Supplemental Health*, and *U.S. Workplace Benefits Dental and Vision Plans Sales Surveys*.

Data include revisions to prior years.

Percent change from same period prior year. Based on carriers providing two years of comparable sales data.

+/- refers to growth/decline of less than one-half of one percent.

NA means not available.

* Excludes data for Delta Dental Association.

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