

Voluntary/100 Percent Employee-Paid 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	10%	-11%	23%	+	2%	3%	2%	4%	6%	2%
Term life	13%	-10%	14%	1%	3%	4%	2%	4%	6%	1%
Permanent life	-1%	-16%	60%	-1%	1%	–	1%	8%	3%	6%
Standalone AD&D	-19%	-13%	3%	-22%	23%	3%	-1%	5%	2%	7%
Disability Total	3%	-16%	10%	5%	5%	3%	-1%	+	4%	3%
Short-term disability	-1%	-20%	5%	12%	8%	2%	-1%	-1%	3%	5%
Long-term disability	11%	-7%	20%	-7%	-1%	3%	–	3%	5%	1%
Supplemental Health Total	9%	-17%	5%	12%	5%	7%	3%	4%	6%	6%
Accident	3%	-24%	3%	10%	3%	6%	1%	1%	4%	5%
Critical illness	14%	-7%	6%	14%	5%	15%	11%	11%	12%	11%
Cancer	-4%	-38%	-	10%	15%	+	-2%	-4%	-2%	+
Hospital indemnity	18%	-8%	9%	16%	6%	12%	6%	10%	11%	9%
	Subscribers									
Dental*	12%	-20%	-1%	16%	4%	4%	-9%	8%	3%	4%

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.

©2024, LL Global, Inc. All rights reserved.