

# Preliminary First Quarter 2024 U.S. Life Insurance Sales

## U.S. Retail Life Insurance Growth Rates by Product

Percent Change 2023-2024

		Annualized Premium	Number of Policies	Market Share by Premium
<b>Fixed Universal Life</b>	First Quarter	4%	-11%	7%
	Year-end	4%	-11%	7%
<b>Indexed Universal Life</b>	First Quarter	4%	13%	25%
	Year-end	4%	13%	25%
<b>Variable Universal Life</b>	First Quarter	4%	-4%	11%
	Year-end	4%	-4%	11%
<b>Term</b>	First Quarter	2%	2%	19%
	Year-end	2%	2%	19%
<b>Whole Life</b>	First Quarter	-8%	-5%	38%
	Year-end	-8%	-5%	38%
<b>Total</b>	First Quarter	-1%	-1%	100%
	Year-end	-1%	-1%	100%