

U.S. Individual Life Insurance Growth Rates by Product

		Percent Change 2016-2017			
		Annualized premiums	Face amount	Number of policies	Market Share by premium
Universal Life	Fourth Quarter 2017	-4%	-11%	-9%	39%
	Year-to-date	1%	-3%	-6%	38%
Variable Universal Life	Fourth Quarter 2017	17%	15%	8%	7%
	Year-to-date	2%	3%	3%	6%
Term	Fourth Quarter 2017	1%	4%	-1%	20%
	Year-to-date	2%	4%	-2%	21%
Whole Life	Fourth Quarter 2017	-4%	-9%	1%	35%
	Year-to-date	0%	0%	-2%	35%
Total	Fourth Quarter 2017	-1%	0%	-1%	100%
	Year-to-date	1%	2%	-3%	100%

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Fourth Quarter 2017**

Please attribute any reference to this material to LIMRA.

