

Third Quarter 2024 Canadian Life Insurance Sales

Canadian Retail Life Insurance Growth Rates by Product

Percent Change 2023-2024

		Annualized Premium	Number of Policies	Market Share by Premium
Universal Life	Third Quarter	7%	2%	13%
	Year-to-date	1%	2%	13%
Term	Third Quarter	-11%	-27%	19%
	Year-to-date	-3%	-10%	19%
Whole Life	Third Quarter	9%	-1%	68%
	Year-to-date	9%	+	68%
Total	Third Quarter	4%	-17%	100%
	Year-to-date	5%	-5%	100%

+ Less than ½ of 1 percent

Source: Canadian Retail Individual Life Insurance Sales Summary Report, Third Quarter 2024