

# Third 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>	Third Quarter	11%	-9%	7%
	Year-to-date	8%	-7%	7%
<b>Indexed Universal Life</b>	Third Quarter	2%	9%	23%
	Year-to-date	1%	11%	23%
<b>Variable Universal Life</b>	Third Quarter	41%	3%	17%
	Year-to-date	17%	4%	14%
<b>Term</b>	Third Quarter	-1%	-1%	19%
	Year-to-date	1%	1%	19%
<b>Whole Life</b>	Third Quarter	-3%	-1%	34%
	Year-to-date	-6%	-4%	37%
<b>Total</b>	Third Quarter	6%	0%	100%
	Year-to-date	1%	0%	100%