

Second Quarter 2023 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

		Percent Change 2022-2023			
		Annualized Premium	Face Amount	Number of Policies	Market Share by Premium
Fixed Universal Life	Second Quarter 2023	-1%	-17%	-8%	7%
	Year-to-date	-11%	-16%	-11%	6%
Indexed Universal Life	Second Quarter 2023	-6%	19%	26%	23%
	Year-to-date	-11%	16%	25%	26%
Variable Universal Life	Second Quarter 2023	5%	-2%	-4%	12%
	Year-to-date	2%	-5%	-9%	14%
Term	Second Quarter 2023	5%	8%	2%	19%
	Year-to-date	3%	7%	1%	20%
Whole Life	Second Quarter 2023	5%	4%	1%	39%
	Year-to-date	+	+	4%	34%
Total	Second Quarter 2023	1%	8%	3%	100%
	Year-to-date	-3%	6%	4%	100%

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, Second Quarter 2023