

First Quarter 2024 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

Percent Change 2023-2024

		Annualized Premium	Face Amount	Number of Policies	Market Share by Premium*
Indexed UL	First Quarter 2024	4%	11%	13%	23%
	Year-to-date	4%	11%	13%	23%
Fixed UL	First Quarter 2024	6%	-1%	-4%	7%
	Year-to-date	6%	-1%	-4%	7%
Variable Universal Life	First Quarter 2024	-7%	5%	4%	11%
	Year-to-date	-7%	5%	4%	11%
Term	First Quarter 2024	4%	4%	3%	20%
	Year-to-date	4%	4%	3%	20%
Whole Life	First Quarter 2024	-7%	-8%	-5%	39%
	Year-to-date	-7%	-8%	-5%	39%
Total	First Quarter 2024	-1%	4%	0%	100%
	Year-to-date	-1%	4%	0%	100%

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Reports, First Quarter 2024

*Premium market share reflects industry estimates