

# Preliminary Fourth 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>	Fourth Quarter	-1%	-17%	6%
	2024	7%	-8%	7%
<b>Indexed Universal Life</b>	Fourth Quarter	10%	9%	25%
	2024	4%	11%	23%
<b>Variable Universal Life</b>	Fourth Quarter	56%	11%	18%
	2024	27%	6%	15%
<b>Term</b>	Fourth Quarter	2%	0%	17%
	2024	1%	1%	19%
<b>Whole Life</b>	Fourth Quarter	2%	4%	34%
	2024	-4%	-3%	36%
<b>Total</b>	Fourth Quarter	14%	2%	100%
	2024	4%	0%	100%