

Workplace Benefits Product Growth Rate Sales Trends Summary — 1Q 2024

Product	1Q 2023	2Q 2023	3Q 2023	4Q 2023	1Q 2024
Life Total	13%	-1%	-8%	8%	-2%
Term life	13%	-6%	1%	7%	-3%
Permanent life	14%	16%	-25%	11%	9%
Standalone AD&D	21%	-8%	12%	-3%	-14%
Disability Total	21%	-4%	9%	-6%	-12%
Short-term disability	37%	8%	15%	-9%	-17%
Long-term disability	7%	-18%	2%	-1	-6%
Supplemental Health Total	7%	5%	6%	-1%	3%
Accident	5%	3%	1%	-1%	2%
Critical illness	6%	3%	13%	-5%	6%
Cancer	15%	17%	19%	12%	5%
Hospital indemnity	11%	8%	5%	-1%	4%
Subscribers					
Dental*	7%	2%	0%	-3%	13%

Sources: LIMRA's quarterly *U.S. Workplace Benefits Life Insurance*, *U.S. Workplace Benefits Disability Insurance*, *U.S. Workplace Benefits Supplemental Health*, and *U.S. Workplace Benefits Dental and Vision Plans Sales* surveys.

Data include revisions to prior quarters.

Percent change from same period prior year. Based on carriers providing two years of comparable sales data.

+/- refers to growth/decline of less than one-half of one percent.

* Excludes estimates for Delta Dental Association.

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