

Individual Life Insurance Growth Rates by Product

Percent Change 2017-2018				
		Annualized premiums	Face amount	Number of policies
Universal Life	Second Quarter 2018	2%	-11%	-8%
	Year-to-date	0%	-13%	-10%
Variable Universal Life	Second Quarter 2018	2%	0%	8%
	Year-to-date	6%	0%	8%
Term	Second Quarter 2018	1%	2%	0%
	Year-to-date	0%	3%	-1%
Whole Life	Second Quarter 2018	2%	-1%	3%
	Year-to-date	0%	-2%	1%
Total	Second Quarter 2018	2%	0%	0%
	Year-to-date	0%	0%	-1%

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, Second Quarter 2018

Please attribute any reference to this material to LIMRA.

