

Third Quarter 2021 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

		Percent Change 2020-2021			
		Annualized Premium	Face Amount	Number of Policies	Market Share by Premium
Universal Life	Third Quarter 2021	18%	8%	18%	34%
	Year-to-date	14%	9%	14%	33%
»Indexed UL	Third Quarter 2021	21%	3%	6%	26%
	Year-to-date	18%	9%	12%	25%
»Fixed UL	Third Quarter 2021	11%	23%	36%	8%
	Year-to-date	2%	7%	16%	8%
Variable Universal Life	Third Quarter 2021	104%	47%	69%	13%
	Year-to-date	78%	49%	52%	11%
Term	Third Quarter 2021	4%	-1%	-7%	20%
	Year-to-date	7%	2%	1%	21%
Whole Life	Third Quarter 2021	8%	5%	1%	33%
	Year-to-date	17%	16%	6%	35%
Total	Third Quarter 2021	18%	2%	--	100%
	Year-to-date	18%	6%	5%	100%

-- less than ½ of 1%

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, Third Quarter 2021

