

## U.S. Individual Life Insurance Growth Rates by Product

### Percent Change 2018-2019

		Annualized premiums	Face amount	Number of policies	Market Share by premium
<b>Universal Life</b>	Second Quarter 2019	-1%	-3%	-7%	36%
	Year-to-date	++	-2%	-7%	36%
<b>Variable Universal Life</b>	Second Quarter 2019	7%	10%	++	6%
	Year-to-date	9%	12%	+	6%
<b>Term</b>	Second Quarter 2019	1%	4%	-2%	22%
	Year-to-date	1%	4%	-1%	22%
<b>Whole Life</b>	Second Quarter 2019	++	-2%	-7%	36%
	Year-to-date	-1%	-2%	-6%	36%
<b>Total</b>	Second Quarter 2019	+	3%	-5%	100%
	Year-to-date	+	3%	-4%	100%

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Second Quarter 2019**  
 + *Less than one half of one percent*      ++ *Less than one half of negative one percent*

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