

U.S. Individual Life Insurance Growth Rates by Product

		Percent Change 2019-2020			
		Annualized Premium	Face Amount	Number of Policies	Market Share by Premium
Universal Life	Fourth Quarter 2020	-25%	-15%	-8%	33%
	Year-to-date	-13%	-10%	-8%	34%
»Indexed UL	Fourth Quarter 2020	-16%	-4%	6%	26%
	Year-to-date	-7%	-1%	4%	25%
»Fixed UL	Fourth Quarter 2020	-46%	-37%	-23%	7%
	Year-to-date	-27%	-28%	-21%	9%
Variable Universal Life	Fourth Quarter 2020	1%	+	5%	10%
	Year-to-date	6%	10%	2%	8%
Term	Fourth Quarter 2020	4%	3%	5%	21%
	Year-to-date	4%	6%	7%	23%
Whole Life	Fourth Quarter 2020	5%	5%	2%	36%
	Year-to-date	1%	1%	1%	35%
Total	Fourth Quarter 2020	-8%	1%	2%	100%
	Year-to-date	-3%	4%	2%	100%

+: Less than one-half of one percent.

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Report, Fourth Quarter 2020

