

Second Quarter 2021 U.S. Individual 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
Indexed UL	Second Quarter 2021	20%	16%	20%	24%
	Year-to-date	17%	13%	16%	24%
Fixed UL	Second Quarter 2021	7%	11%	17%	8%
	Year-to-date	-2%	0%	7%	8%
Variable universal life	Second Quarter 2021	69%	52%	56%	10%
	Year-to-date	62%	50%	43%	10%
Term	Second Quarter 2021	8%	3%	2%	22%
	Year-to-date	8%	4%	6%	22%
Whole life	Second Quarter 2021	25%	28%	7%	36%
	Year-to-date	22%	22%	9%	36%
Total	Second Quarter 2021	21%	7%	7%	100%
	Year-to-date	18%	7%	8%	100%

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

