

Fourth Quarter 2022 U.S. Retail Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

		Percent Change 2021-2022			
		Annualized Premium	Face Amount	Number of Policies	Industry Estimate Market Share by Premium
Indexed UL	Fourth Quarter 2022	-5%	13%	15%	26%
	Year-end 2022	13%	12%	11%	25%
Fixed UL	Fourth Quarter 2022	-31%	-34%	-38%	6%
	Year-end 2022	-17%	-19%	-29%	7%
Variable Universal Life	Fourth Quarter 2022	-13%	-25%	-27%	12%
	Year-end 2022	8%	-6%	-6%	11%
Term	Fourth Quarter 2022	-5%	-4%	-8%	18%
	Year-end 2022	-5%	-4%	-9%	19%
Whole Life	Fourth Quarter 2022	-19%	-30%	-12%	38%
	Year-end 2022	-5%	-17%	-13%	38%
Total	Fourth Quarter 2022	-13%	-8%	-10%	100%
	Year-end 2022	0%	-5%	-10%	100%

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Survey and LIMRA estimates