

First Quarter 2023 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

		Percent Change 2022-2023			
		Annualized Premium	Face Amount	Number of Policies	Market Share by Premium
Indexed UL	First Quarter 2023	-16%	14%	25%	26%
	Year-to-date	-16%	14%	25%	26%
Fixed UL	First Quarter 2023	-16%	-15%	-13%	6%
	Year-to-date	-16%	-15%	-13%	6%
Variable Universal Life	First Quarter 2023	-4%	-11%	-17%	13%
	Year-to-date	-4%	-11%	-17%	13%
Term	First Quarter 2023	1%	5%	1%	20%
	Year-to-date	1%	5%	1%	20%
Whole Life	First Quarter 2023	-4%	-4%	6%	35%
	Year-to-date	-4%	-4%	6%	35%
Total	First Quarter 2023	-7%	4%	4%	100%
	Year-to-date	-7%	4%	4%	100%