

# First Quarter 2024 Canadian Life Insurance Sales

## Canadian Retail Life Insurance Growth Rates by Product

Percent Change 2023-2024

		Annualized Premium	Number of Policies	Market Share by Premium
<b>Universal Life</b>	First Quarter	-7%	--1%	13%
	Year-to-date	-7%	-1%	13%
<b>Term</b>	First Quarter	1%	++	19%
	Year-end	1%	++	19%
<b>Whole Life</b>	First Quarter	4%	+	68%
	Year-end	4%	+	68%
<b>Total</b>	First Quarter	2%	++	100%
	Year-end	2%	++	100%

*Excludes Direct to Consumer.*

*+ Less than ½ of 1 percent*

*++ Less than ½ of -1 percent*