

# Second Quarter 2024 Canadian Life Insurance Sales Results

Canadian Individual Life Insurance Growth Rates by Product					
Percent Change 2023-2024					
		Annualized Premiums	Face Amount	Number of Policies	Market Share by Premium
Universal Life	Second Quarter 2024	4%	3%	7%	13%
	Year-to-date	-1%	++	3%	13%
Term	Second Quarter 2024	3%	5%	4%	19%
	Year-to-date	2%	4%	2%	19%
Whole Life	Second Quarter 2024	13%	-1%	2%	68%
	Year-to-date	8%	-1%	1%	68%
Total	Second Quarter 2024	10%	4%	4%	100%
	Year-to-date	6%	2%	2%	100%

++ Less than 1/2 of -1 percent

Sources: Canadian Retail Individual Life Insurance Sales Summary Reports, Second Quarter 2024

