

# Second Quarter 2024 U.S. Life Insurance Sales

## U.S. Retail Life Insurance Growth Rates by Product

Percent Change 2023-2024

		Annualized Premium	Number of Policies	Market Share by Premium*
<b>Fixed Universal Life</b>	Second Quarter	5%	-7%	7%
	Year-to-date	8%	-5%	7%
<b>Indexed Universal Life</b>	Second Quarter	1%	12%	23%
	Year-to-date	2%	12%	23%
<b>Variable Universal Life</b>	Second Quarter	10%	5%	13%
	Year-to-date	3%	5%	12%
<b>Term</b>	Second Quarter	1%	1%	20%
	Year-to-date	2%	2%	20%
<b>Whole Life</b>	Second Quarter	-7%	-5%	37%
	Year-to-date	-8%	-6%	38%
<b>Total</b>	Second Quarter	0%	-1%	100%
	Year-to-date	-1%	-1%	100%

\*Premium market share reflect industry estimates.

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, Second Quarter 2024 and LIMRA industry estimates