

Preliminary 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
Fixed Universal Life	Second Quarter	5%	-7%	7%
	Year-to-date	5%	-6%	7%
Indexed Universal Life	Second Quarter	0%	11%	23%
	Year-to-date	2%	12%	23%
Variable Universal Life	Second Quarter	10%	5%	13%
	Year-to-date	2%	4%	12%
Term	Second Quarter	2%	2%	20%
	Year-to-date	3%	3%	20%
Whole Life	Second Quarter	-7%	-6%	37%
	Year-to-date	-7%	-5%	38%
Total	Second Quarter	0%	0%	100%
	Year-to-date	-1%	0%	100%