

# Preliminary Third 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>	Third Quarter	13%	-9%	7%
	Year-to-date	9%	-7%	7%
<b>Indexed Universal Life</b>	Third Quarter	4%	9%	23%
	Year-to-date	2%	11%	23%
<b>Variable Universal Life</b>	Third Quarter	41%	4%	17%
	Year-to-date	16%	4%	14%
<b>Term</b>	Third Quarter	0%	0%	19%
	Year-to-date	2%	1%	19%
<b>Whole Life</b>	Third Quarter	-1%	7%	34%
	Year-to-date	-5%	-2%	37%
<b>Total</b>	Third Quarter	8%	3%	100%
	Year-to-date	2%	1%	100%

Sources: LIMRA's Preliminary U.S. Retail Individual Life Insurance Sales Summary Report, Third Quarter 2024

\*Industry estimates