

Fourth 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
Universal Life	Fourth Quarter	8%	6%	11%
	2024	3%	3%	13%
Term	Fourth Quarter	2%	-11%	16%
	2024	-2%	-10%	18%
Whole Life	Fourth Quarter	18%	++	73%
	2024	11%	+	69%
Total	Fourth Quarter	14%	-5%	100%
	2024	8%	-5%	100%

+ Less than ½ of 1 percent

++ Less than ½ of -1 percent

Source: Canadian Retail Individual Life Insurance Sales Summary Report, Fourth Quarter 2024