

# Fourth 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 Annualized Premium*
Fixed Universal Life	Fourth Quarter	-1%	-13%	6%
	2024	7%	-12%	7%
Indexed Universal Life	Fourth Quarter	10%	6%	26%
	2024	4%	10%	24%
Variable Universal Life	Fourth Quarter	37%	10%	16%
	2024	15%	6%	14%
Term	Fourth Quarter	-1%	-1%	17%
	2024	1%	1%	19%
Whole Life	Fourth Quarter	3%	3%	35%
	2024	-4%	-2%	36%
Total	Fourth Quarter	9%	1%	100%
	2024	3%	0%	100%

Sources: LIMRA’s U.S. Retail Individual Life Insurance Sales Summary Report, Fourth Quarter 2024

\*Industry estimates