



Second Quarter 2025 Canadian Life Insurance Sales

Canadian Retail Life Insurance Growth Rates by Product

Percent Change 2024-2025				
		Annualized Premium	Number of Policies	Market Share by Premium
Universal Life	Second Quarter	5%	+	13%
	Year-to-date	8%	2%	13%
Term	Second Quarter	2%	2%	19%
	Year-to-date	4%	3%	19%
Whole Life	Second Quarter	6%	-2%	68%
	Year-to-date	10%	-2%	68%
Total	Second Quarter	5%	1%	100%
	Year-to-date	9%	2%	100%

+ Less than ½ of 1 percent

Source: Canadian Retail Individual Life Insurance Sales Summary Report, Second Quarter 2025.