



Preliminary Third Quarter 2025 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product				
Percent Change 2024-2025				
		Annualized Premium	Number of Policies	Market Share by Premium*
Fixed Universal Life	Third Quarter	-2%	-1%	6%
	YTD 2025	-4%	-6%	6%
Indexed Universal Life	Third Quarter	18%	8%	24%
	YTD 2025	20%	6%	25%
Variable Universal Life	Third Quarter	46%	6%	17%
	YTD 2025	35%	5%	15%
Term	Third Quarter	4%	4%	17%
	YTD 2025	2%	1%	18%
Whole Life	Third Quarter	12%	18%	36%
	YTD 2025	6%	11%	36%
Total	Third Quarter	16%	10%	100%
	YTD 2025	13%	6%	100%

*Reflects industry estimates

Sources: Preliminary LIMRA’s U.S. Retail Individual Life Insurance Sales Summary Report, Third Quarter 2025