

Fourth Quarter 2025 Canadian Individual Life Insurance Sales Results

Canadian Individual Life Insurance Growth Rates by Product					
		Percent Change 2024-2025			
		Annualized Premiums	Face Amount	Number of Policies	Market Share by Premium
Universal Life	Fourth Quarter 2025	9%	3%	5%	11%
	Year-end	11%	4%	3%	12%
Term	Fourth Quarter 2025	8%	7%	4%	16%
	Year-end	5%	7%	4%	18%
Whole Life	Fourth Quarter 2025	5%	1%	7%	72%
	Year-end	10%	8%	5%	70%
Total	Fourth Quarter 2025	6%	5%	5%	100%
	Year-end	9%	7%	4%	100%

Sources: Canadian Retail Individual Life Insurance, Fourth Quarter 2025, LIMRA.

