

Fourth 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	Fourth Quarter	-3%	-4%	5%
	YE 2025	-4%	-6%	6%
Indexed Universal Life	Fourth Quarter	11%	13%	30%
	YE 2025	17%	8%	25%
Variable Universal Life	Fourth Quarter	0%	7%	19%
	YE 2025	20%	5%	15%
Term	Fourth Quarter	5%	5%	15%
	YE 2025	3%	2%	17%
Whole Life	Fourth Quarter	9%	13%	31%
	YE 2025	7%	12%	37%
Total	Fourth Quarter	7%	9%	100%
	YE 2025	11%	7%	100%

*Reflects industry estimates

Sources: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, Fourth Quarter 2025.