

# Preliminary 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*
<b>Fixed Universal Life</b>	Fourth Quarter	-3%	-3%	5%
	YE 2025	-4%	-6%	6%
<b>Indexed Universal Life</b>	Fourth Quarter	12%	13%	26%
	YE 2025	17%	8%	25%
<b>Variable Universal Life</b>	Fourth Quarter	-3%	6%	16%
	YE 2025	17%	5%	15%
<b>Term</b>	Fourth Quarter	5%	5%	16%
	YE 2025	3%	2%	17%
<b>Whole Life</b>	Fourth Quarter	9%	13%	37%
	YE 2025	7%	12%	37%
<b>Total</b>	Fourth Quarter	6%	9%	100%
	YE 2025	10%	7%	100%

\*Reflects industry estimates

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