

Preliminary First Quarter 2026 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

| Percent Change 2025-2026 | | | | |
|--------------------------------|--------------------|---------------------------|---------------------------|---------------------------------|
| | | Annualized Premium | Number of Policies | Market Share by Premium* |
| Indexed UL | First Quarter 2026 | 14% | 8% | 25% |
| | Year-to-date | 14% | 8% | 25% |
| Fixed UL | First Quarter 2026 | -6% | 5% | 5% |
| | Year-to-date | -6% | 5% | 5% |
| Variable Universal Life | First Quarter 2026 | 12% | 4% | 16% |
| | Year-to-date | 12% | 4% | 16% |
| Term | First Quarter 2026 | 9% | 5% | 18% |
| | Year-to-date | 9% | 5% | 18% |
| Whole Life | First Quarter 2026 | 9% | 13% | 36% |
| | Year-to-date | 9% | 13% | 36% |
| Total | First Quarter 2026 | 10% | 9% | 100% |
| | Year-to-date | 10% | 9% | 100% |

Sources: LIMRA's Preliminary U.S. Retail Individual Life Insurance Sales Results, First Quarter 2026

*Premium market share reflects industry estimates

