Second Quarter 2026 U.S. Life Insurance Sales

U.S. Retail Life Insurance Growth Rates by Product

Percent Change 2025–2026

Product	Period	Annualized Premium	Face Amount	Number of Policies	Market Share by Premium*
Indexed UL	Q2 2026	-9%	-2%	6%	24%
	Year-to-date	1%	1%	7%	24%
Fixed UL	Q2 2026	-3%	-13%	0%	5%
	Year-to-date	-5%	-15%	0%	5%
Variable Universal Life	Q2 2026	13%	10%	0%	17%
	Year-to-date	13%	8%	1%	17%
Term	Q2 2026	6%	8%	5%	17%
	Year-to-date	8%	8%	5%	18%
Whole Life	Q2 2026	9%	0%	10%	37%
	Year-to-date	9%	0%	11%	36%
Total	**Q2 2026**	**3%**	**6%**	**8%**	**100%**
	Year-to-date	**6%**	**6%**	**8%**	**100%**

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Results, Second Quarter 2026 (Final)
*Premium market share reflects industry estimates.
Figures show percent change versus the same period in 2025. Negative values shown in red.

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