

U.S. Individual Life Insurance Growth Rates by Product

		Percent Change 2018-2019			
		Annualized premiums	Face amount	Number of policies	Market Share by premium
Universal Life	Third Quarter 2019	2%	-3%	-5%	37%
	Year-to-date	Flat	-2%	-7%	36%
Variable Universal Life	Third Quarter 2019	2%	6%	4%	7%
	Year-to-date	7%	9%	2%	7%
Term	Third Quarter 2019	3%	6%	Flat	22%
	Year-to-date	2%	5%	Flat	22%
Whole Life	Third Quarter 2019	Flat	Flat	-4%	34%
	Year-to-date	Flat	-2%	-5%	35%
Total	Third Quarter 2019	2%	4%	-3%	100%
	Year-to-date	1%	3%	-3%	100%

Source: LIMRA's U.S. Retail Individual Life Insurance Sales Summary Report, **Third Quarter 2019**

Please attribute any reference to this material to LIMRA.

