

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	Fourth Quarter 2019	31%	11%	-1%	41%
	Year-to-date	9%	1%	-5%	38%
Variable Universal Life	Fourth Quarter 2019	18%	29%	13%	10%
	Year-to-date	11%	16%	5%	8%
Term	Fourth Quarter 2019	4%	7%	1%	18%
	Year-to-date	3%	6%	Flat	21%
Whole Life	Fourth Quarter 2019	3%	4%	-6%	31%
	Year-to-date	1%	Flat	-5%	33%
Total	Fourth Quarter 2019	15%	8%	-2%	100%
	Year-to-date	5%	5%	-3%	100%

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

Please attribute any reference to this material to LIMRA.

