

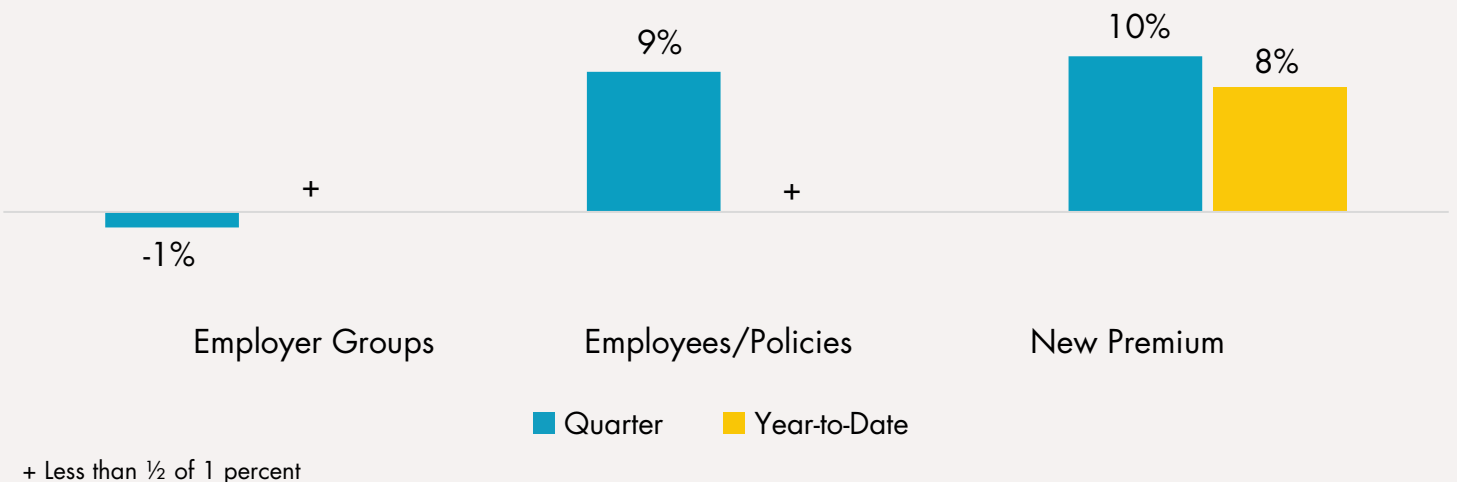
Workplace Life Insurance Posts Gains for Fourth Consecutive Year, Setting a New Record in 2024



Life Insurance

Carriers wrote **over \$925 million** in total new annualized premium sales in 4Q and just under **\$4.5 billion** in all of 2024.

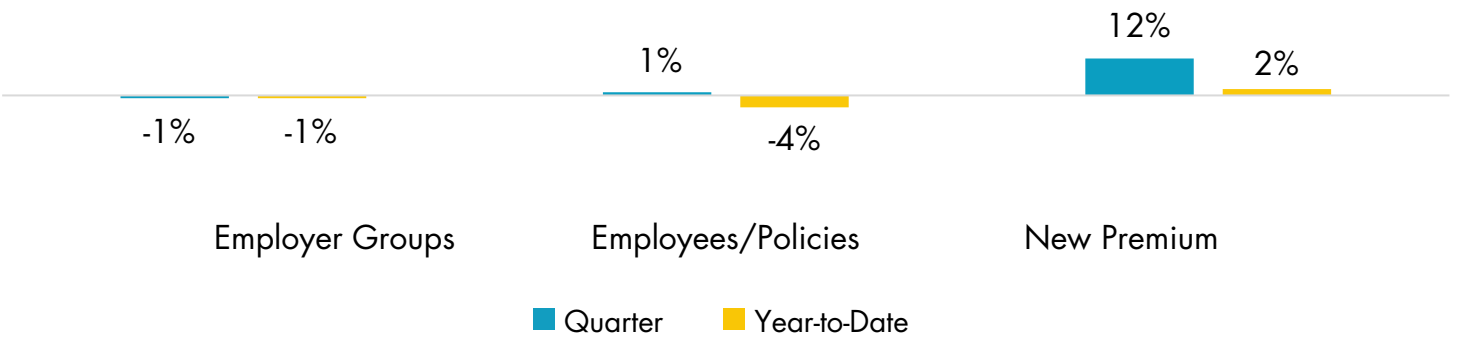
Workplace Life Insurance Sales



Disability Insurance

Carriers wrote **\$1.1 billion** in total new annualized premium sales in 4Q, a **12% increase** from the same period last year, and wrote **\$4.2 billion** in total new annualized premium sales through 2024.

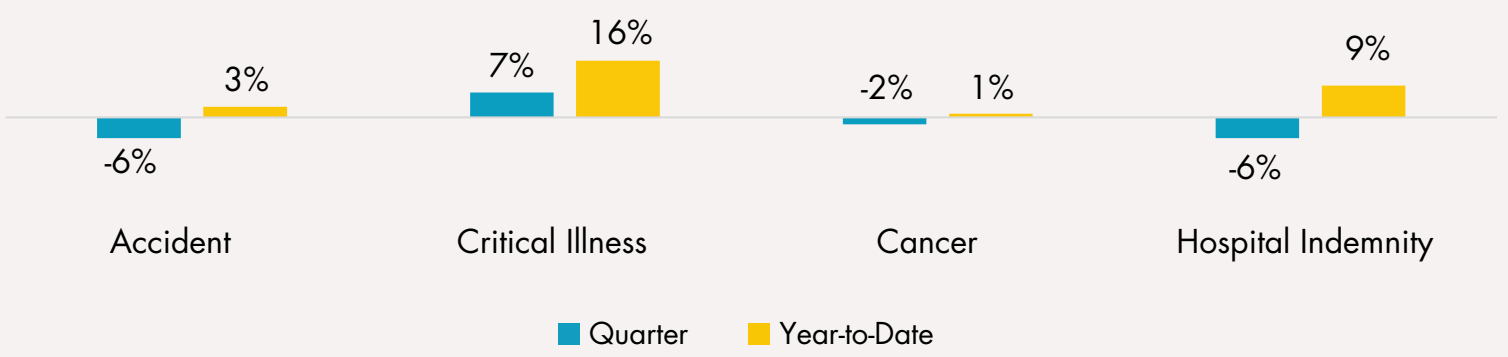
Workplace Disability Insurance Sales



Supplemental Health Insurance

Carriers sold a total of **\$3.3 billion** in new annualized supplemental health product premium in 2024, an **8% increase** over 2023.

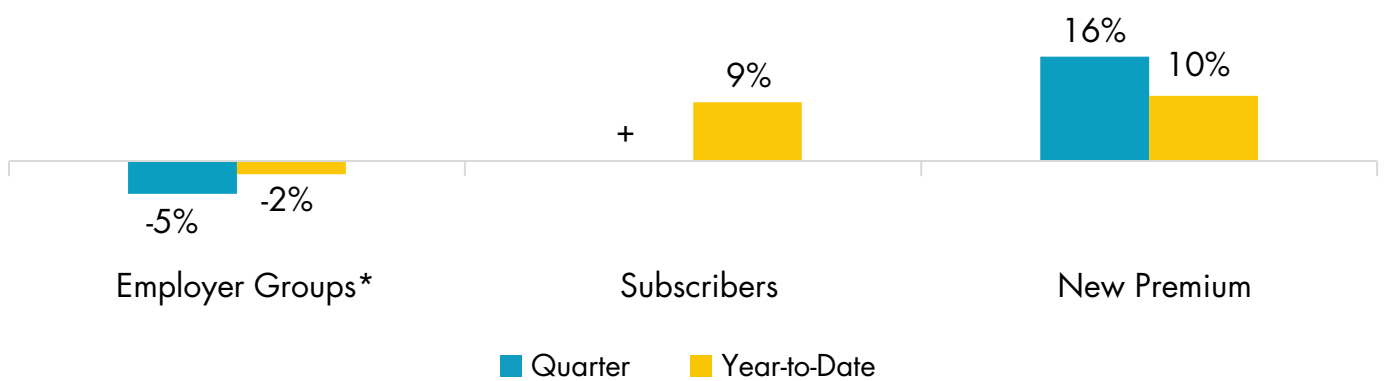
Workplace Supplemental Health Insurance Sales



Dental Insurance

Carriers reported a **9% increase** in total new subscriber sales from the same period last year and **\$3.2 billion** in total new annualized premium sales in 2024.

Workplace Dental Insurance Sales



+ Less than 1/2 of 1 percent

*Employer Groups reflect group plans only.

Not every company can supply all measures. Percent change from same period prior year. Based on carriers providing two years of comparable sales data. Sales refer to annualized new premiums. Source: LIMRA's U.S. Workplace Life, Disability, Supplemental Health, and Dental Insurance Sales Surveys, Fourth Quarter 2024.