

LIMRA Announces First Quarter 2025 U.S. Workplace Benefits Sales Results



Life Insurance

Carriers wrote nearly **\$1.8 billion** in total new annualized premium sales in the first quarter of 2025, a **16% decrease** over the same period of 2024.

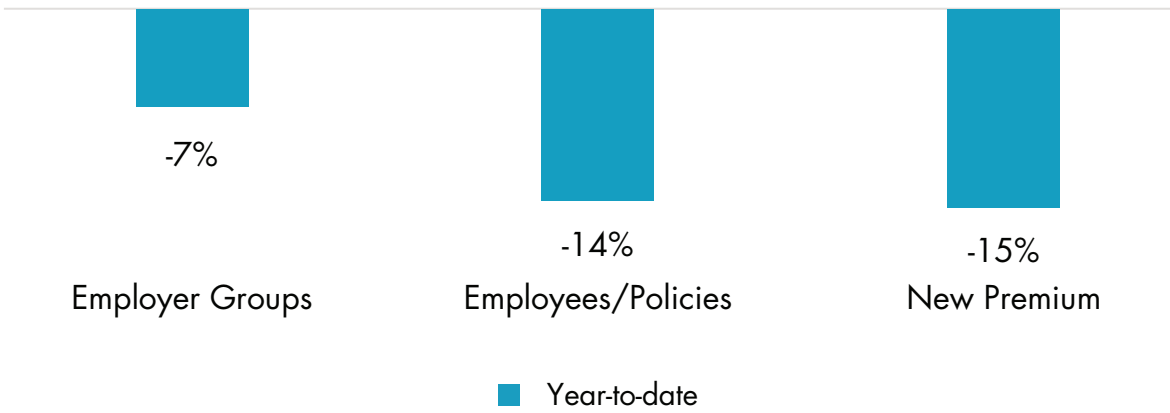
Workplace Life Insurance Sales



Disability Insurance

Carriers wrote **\$1.6 billion** in total new annualized premium sales in the first quarter of 2025, a **15% decrease** from the same period last year.

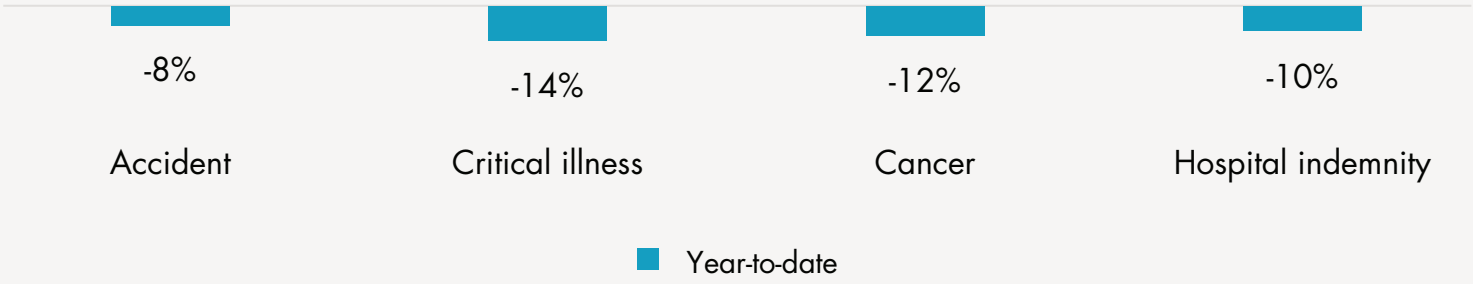
Workplace Disability Insurance Sales



Supplemental Health Insurance

In the first quarter of 2025, carriers reported a combined total of over **\$1.3 billion** in new annualized premium for supplemental health insurance products. This represented an **11% decrease** when compared to the same period last year.

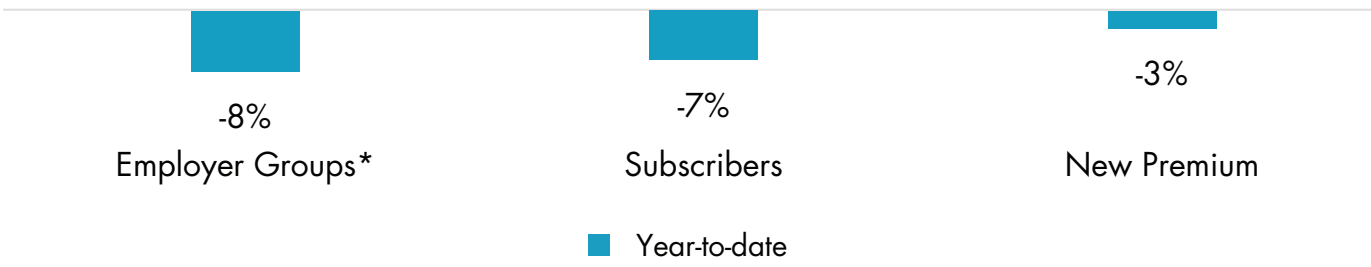
Workplace Supplemental Health Insurance Sales
New Premiums



Dental Insurance

The cost of dental coverage **increased 5%** in the first quarter of 2025, while the average groups size had no changes.

Workplace Dental Insurance Sales



*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, First Quarter 2025.

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