

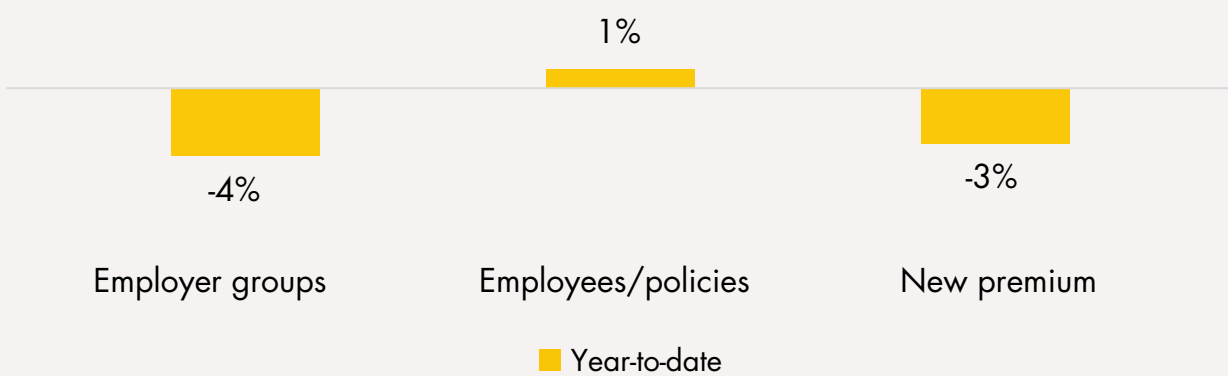
# Workplace Life Insurance Sales Show Strong Growth in Third Quarter 2025



## Life Insurance

Carriers wrote more than **\$3.37 billion** in 2025 total new annualized premium sales through September, a **3% decrease** over the same period of 2024.

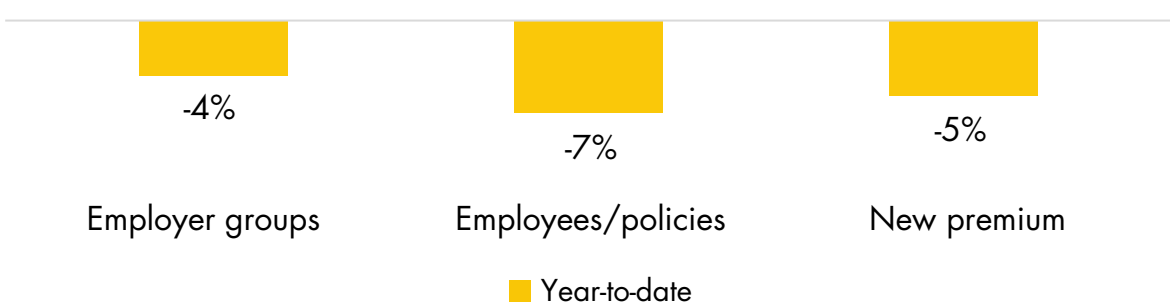
Workplace Life Insurance Sales



## Disability Insurance

Carriers wrote approximately **\$3 billion** in total new annualized premium sales in the first 9 months of 2025, a **5% decrease** from the same period last year.

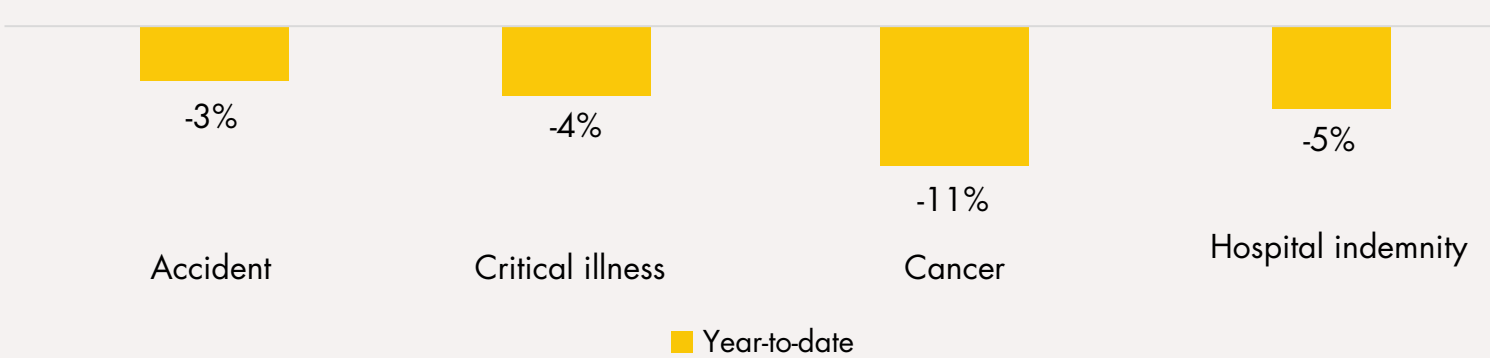
Workplace Disability Insurance Sales



## Supplemental Health Insurance

Through the third quarter, carriers reported a combined total of nearly **\$2.5 billion** in new annualized premium for supplemental health insurance products. This represented a **5% decrease** when compared with the same period last year.

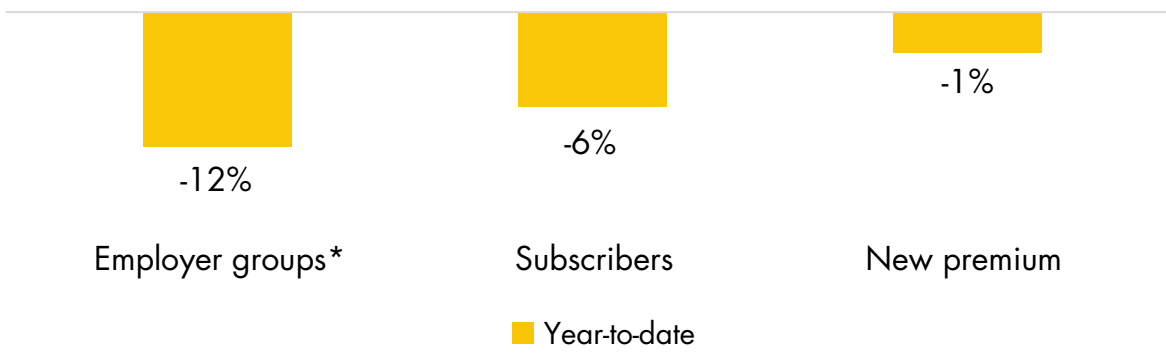
Workplace Supplemental Health Insurance Sales  
New Premiums



## Dental Insurance

The top five dental insurance companies accounted for **62%** of all new subscriber sales, and **declined 7%** compared with the same period last year.

Workplace Dental Insurance Sales



\*Employer groups reflect group plans only.

Note: Not every company can supply all measures. Percent change from same period prior year. Based on carriers providing 2 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, Third Quarter 2025.

