

Workplace Benefits Sales End 2025 With Stabilization



Life Insurance

Carriers wrote nearly **\$4.4 billion** in 2025 total new annualized premium sales, a **2% decrease** over 2024.

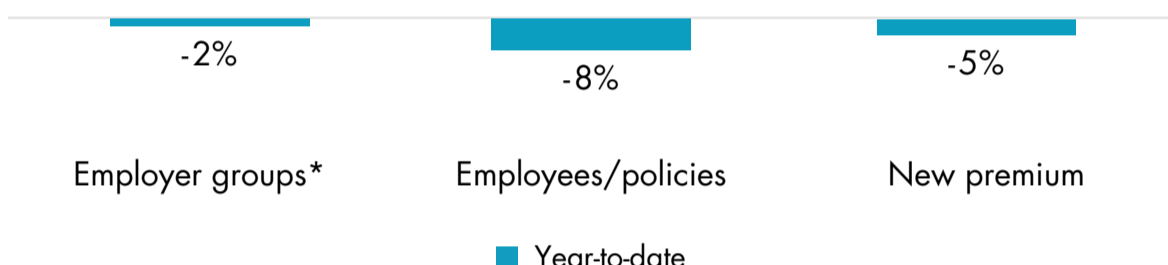
Workplace Life Insurance Sales



Disability Insurance

Carriers wrote approximately **\$4 billion** in total new annualized premium sales in 2025, a **5% decrease** from the same period last year.

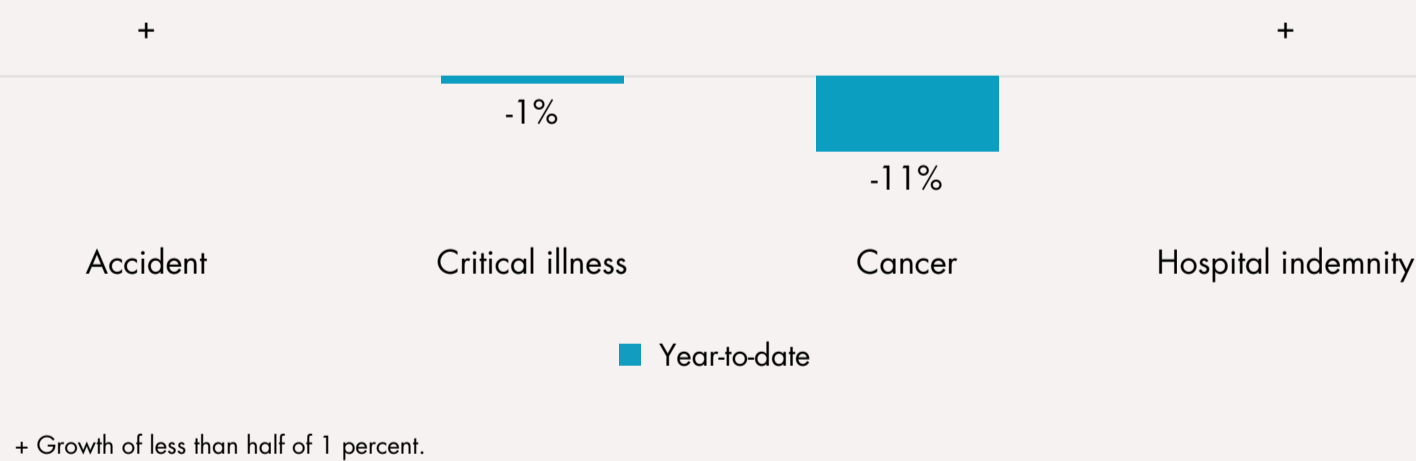
Workplace Disability Insurance Sales



Supplemental Health Insurance

At year-end 2025, participating carriers reported a combined total of just over **\$3.2 billion** in new annualized premium for accident, critical illness, cancer, hospital indemnity, and other supplemental health insurance products. This represented a **1% decrease** when compared to the same period last year.

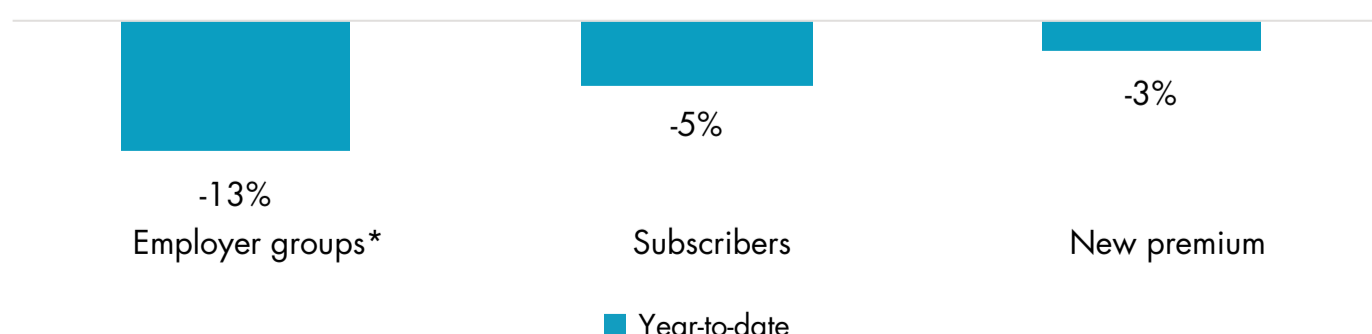
Workplace Supplemental Health Insurance Sales (New Premiums)



Dental Insurance

Year-end 2025 sales for new workplace benefits dental subscribers reached over **4.5 million**, a **decline of 5%** compared to 2024.

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. Sources: LIMRA's U.S. Workplace Life, Disability, Dental and Vision, and Supplemental Health Insurance Sales surveys, fourth quarter 2025.

