

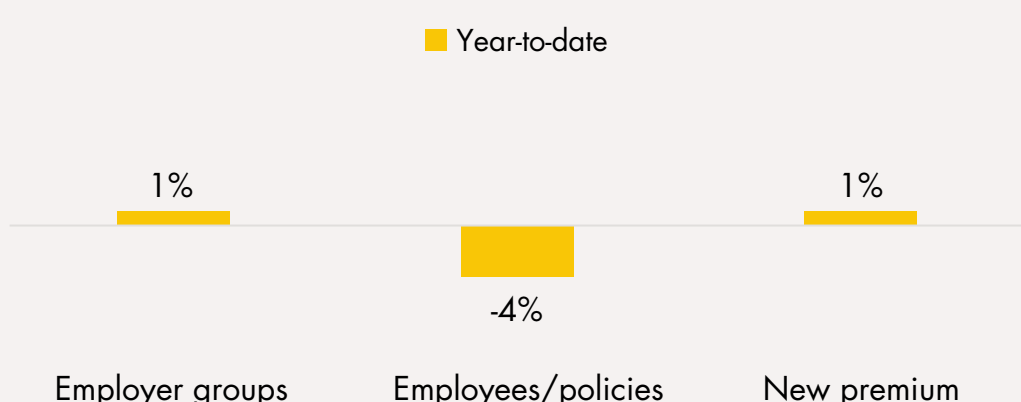
# Workplace Benefits Sales Show Solid Start to 2026



## Life Insurance

Carriers generated over **\$2.03 billion** of new annualized premiums in the first quarter of 2026 total sales, a **1% decrease** from Q1 2025.

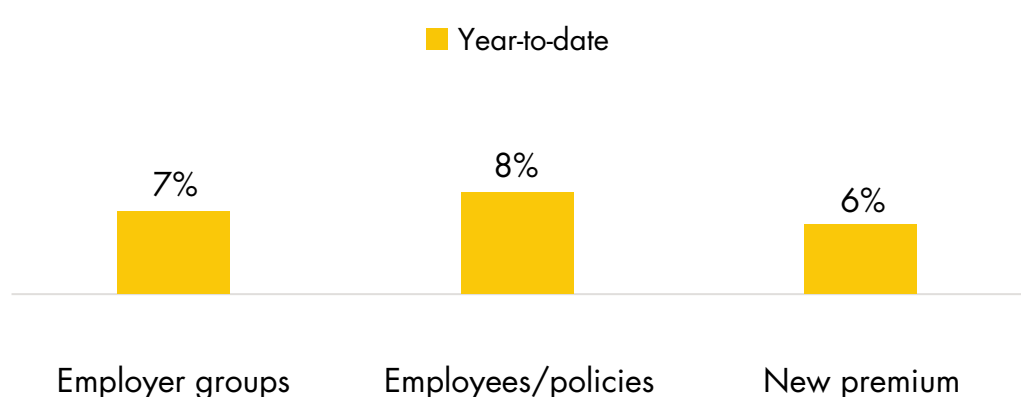
Workplace Life Insurance Sales



## Disability

Carriers wrote approximately **\$1.9 billion** in total new annualized premium sales in the first 3 months of 2026, a **6% increase** from the same period last year.

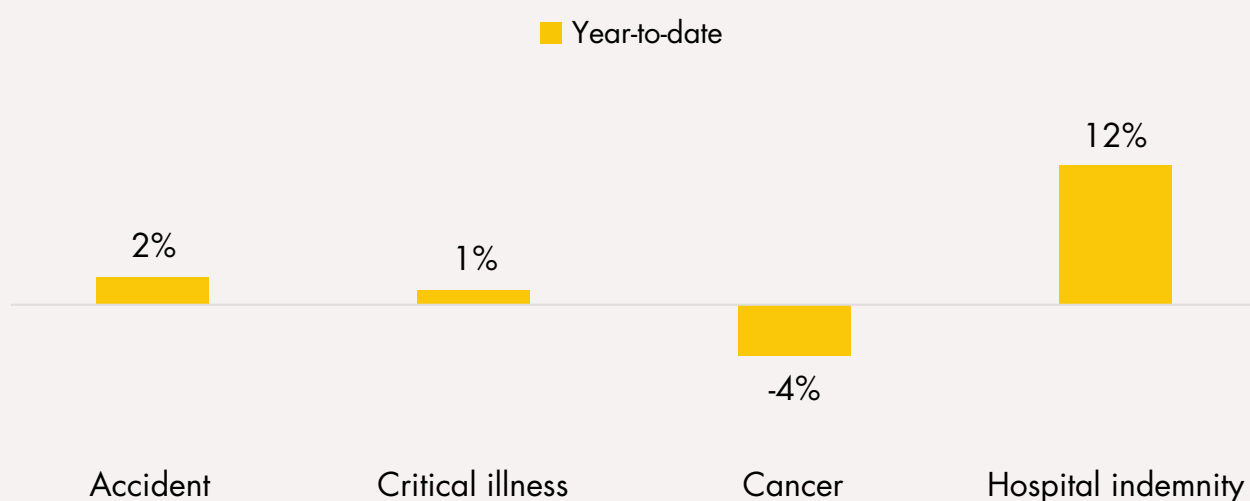
Workplace Disability Insurance Sales



## Supplemental Health

Carriers reported over **\$1.5 billion** in new annualized premium for accident, critical illness, cancer, hospital indemnity, and other supplemental health insurance products in the first quarter. This represented a **5% increase** when compared to the same period last year.

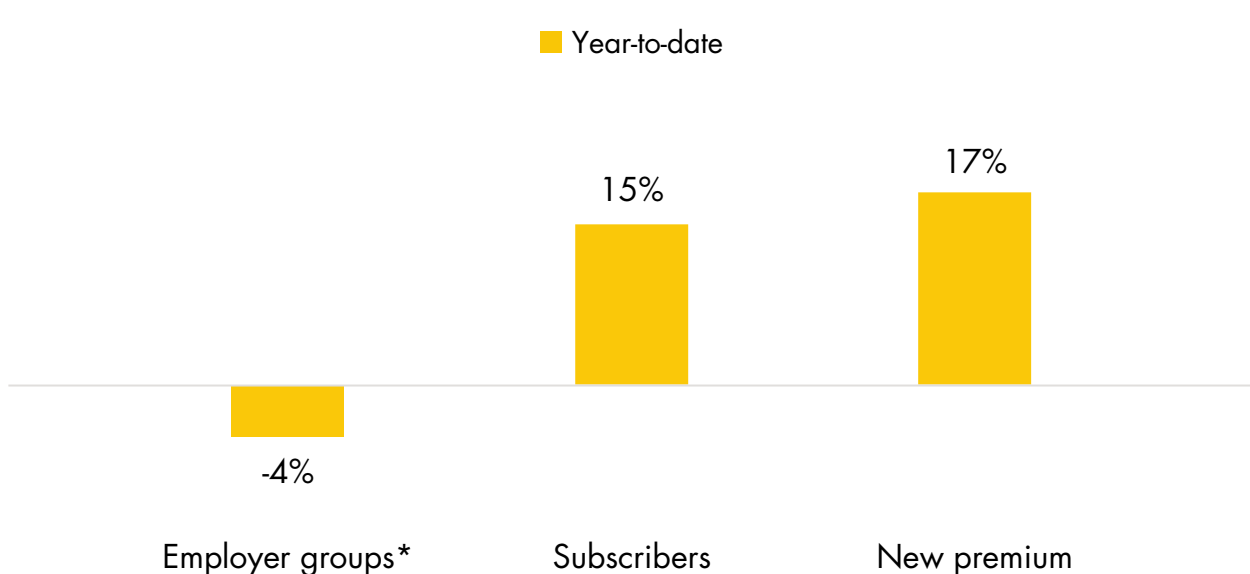
Workplace Supplemental Health Insurance Sales (New Premiums)



## Dental

Workplace benefits sales show a clear early-2026 rebound, with new subscribers **up 15%** in Q1, reversing the negative momentum seen in 2025.

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, first quarter 2026.

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