



# Unlocking the Future: Empowering Gen Z & Millennials to Secure Their Future

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# Who are they?

- 143 million people
- Ethnically and racially diverse
- Used to structure, achievement, and support
- Expect convenience
- Digital natives
- Want authenticity & social conscience from brands



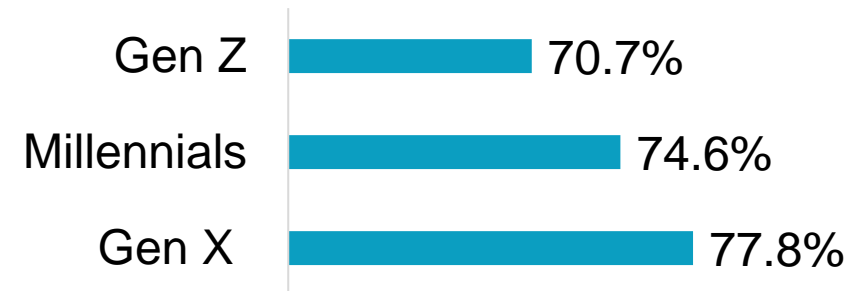


# Who are they?

- More educated
- Slower to join the workforce
- Financial crisis & COVID
- Some pessimism about finances
  - home ownership & retirement
- Accumulated less wealth than Gen X or Boomers at same age
- More likely to use buy now, pay later services



## Labor Force Participation (when 20-24 years old)

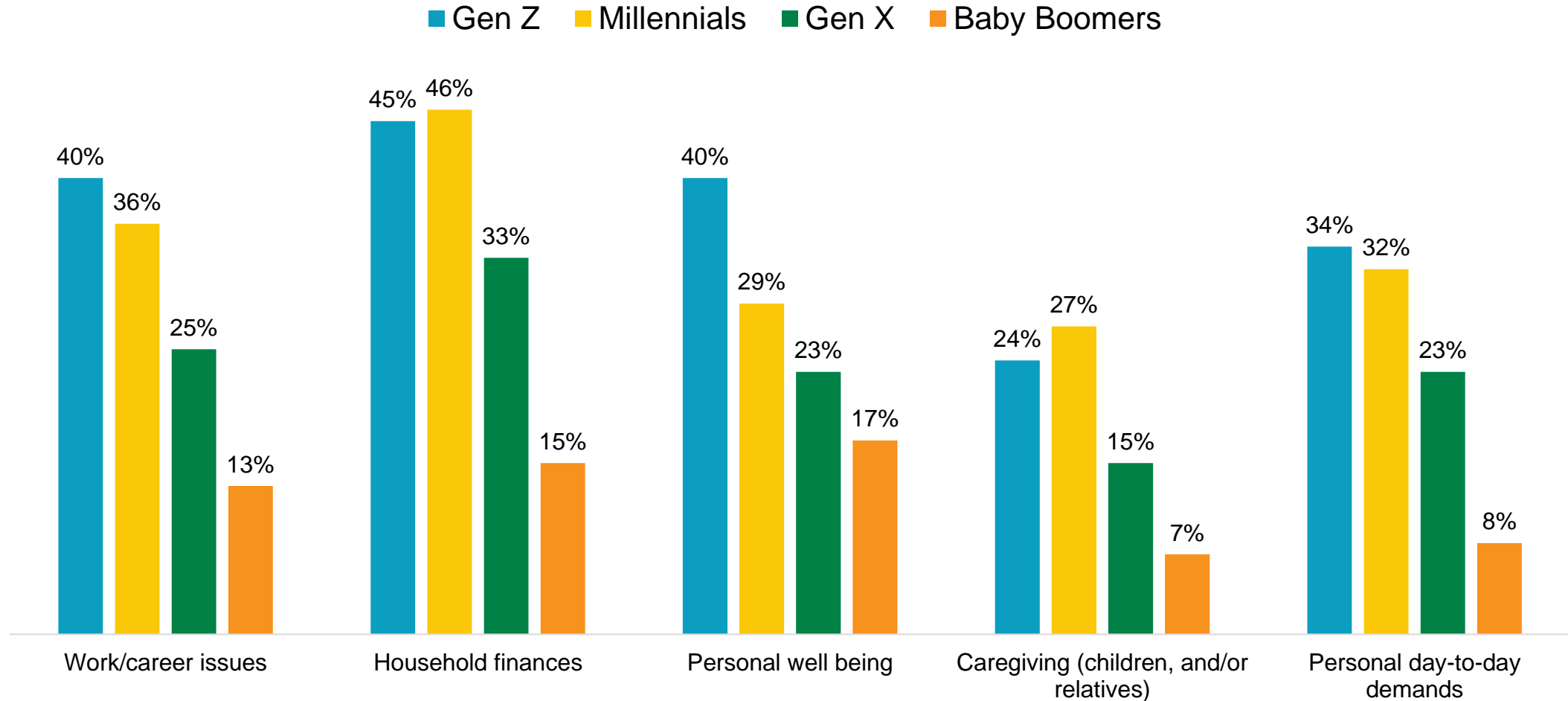




# Gen Z and Millennials Face Unique Challenges

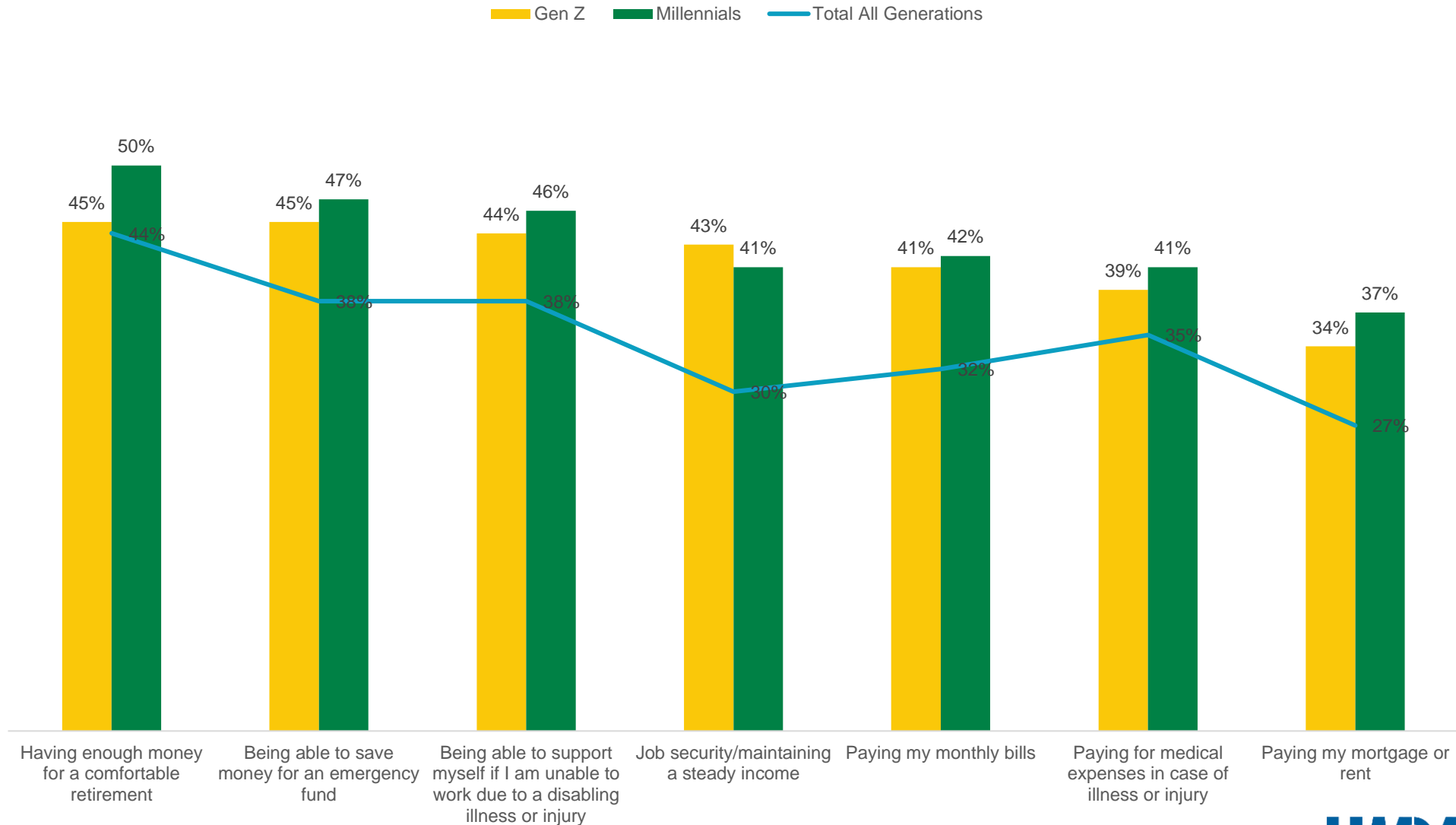
# Gen Z and Millennials feel more stressed

## Have somewhat or high levels of stress



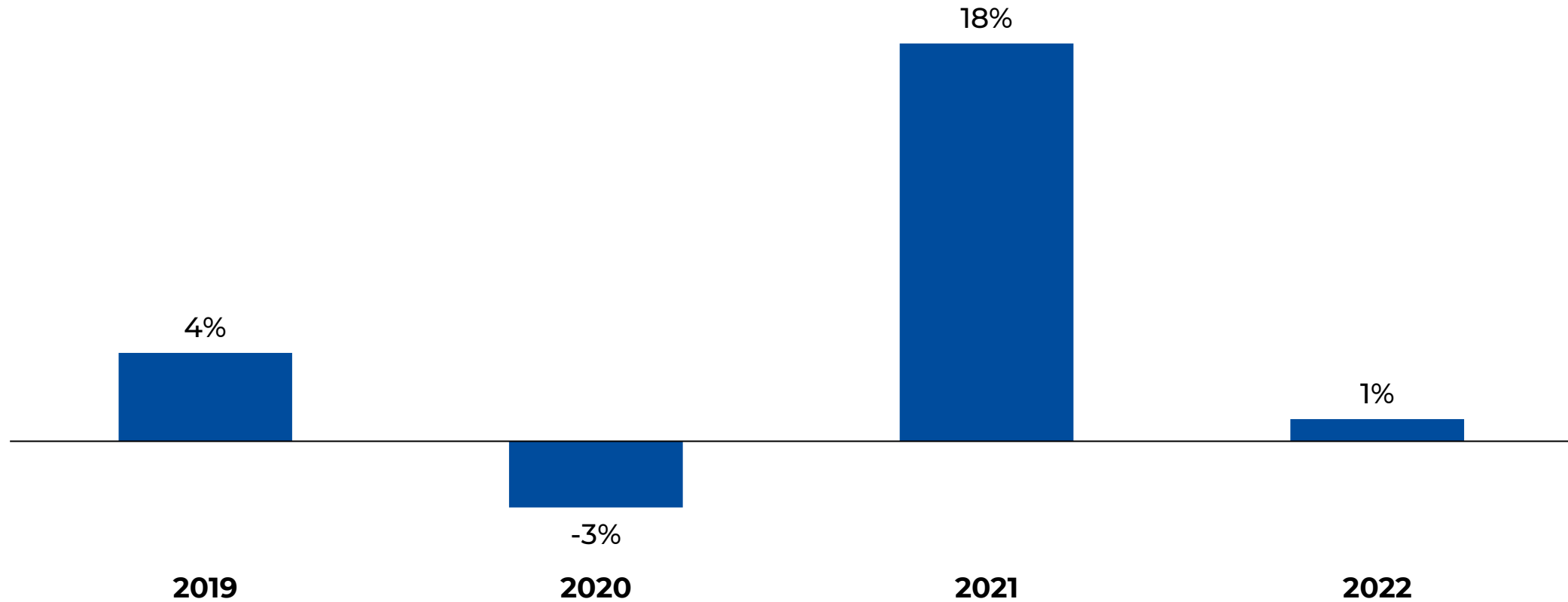
Source: Consumer Sentiment Survey (April 2023), LIMRA

# Young adults' financial priorities and concerns



Source: 2023 Insurance Barometer Study, LIMRA and Life Happens

# U.S. life insurance record-breaking sales in 2021 and 2022

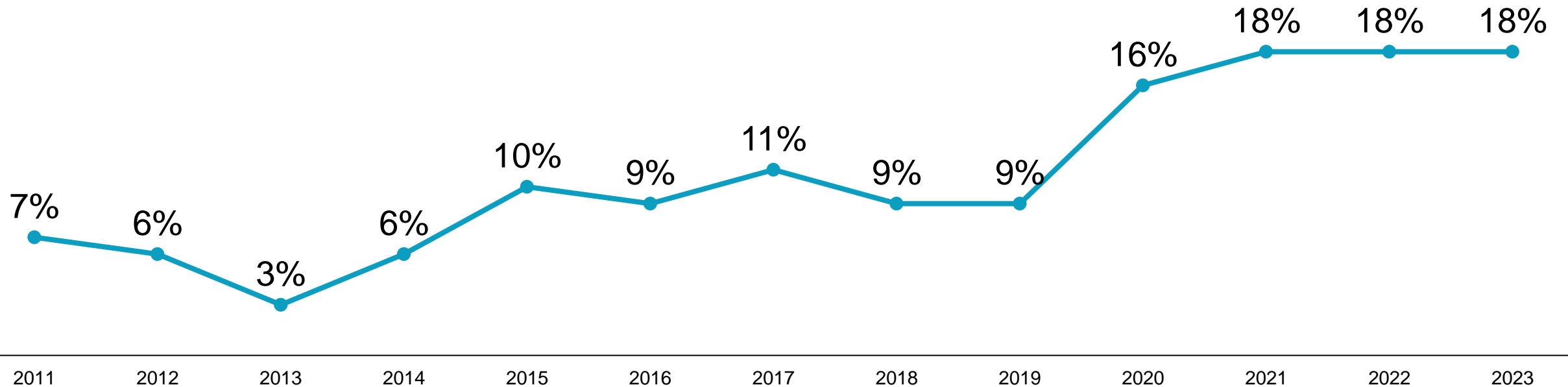


Source: U.S. Retail Individual Life Insurance Sales Estimates, LIMRA



# Despite sales, need gap has been growing

## Gap Between Own Insurance and Recognized Insurance Need



Source: 2023 Insurance Barometer Study, LIMRA and Life Happens

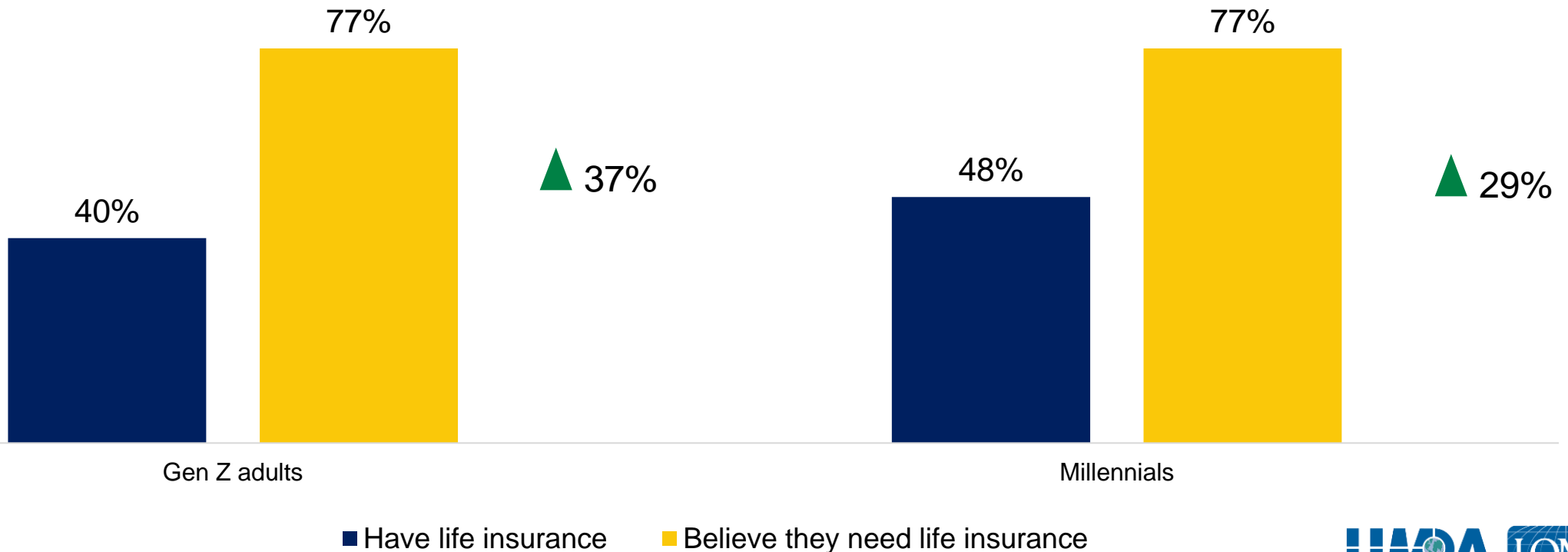
# Less likely to own, more likely to say they need life insurance



	Have life insurance	Need life insurance
<b>Gen Z</b>	40%	49%
<b>Millennials</b>	48%	47%
<b>General Population</b>	52%	41%

# Need gap much higher for Gen Z and Millennials

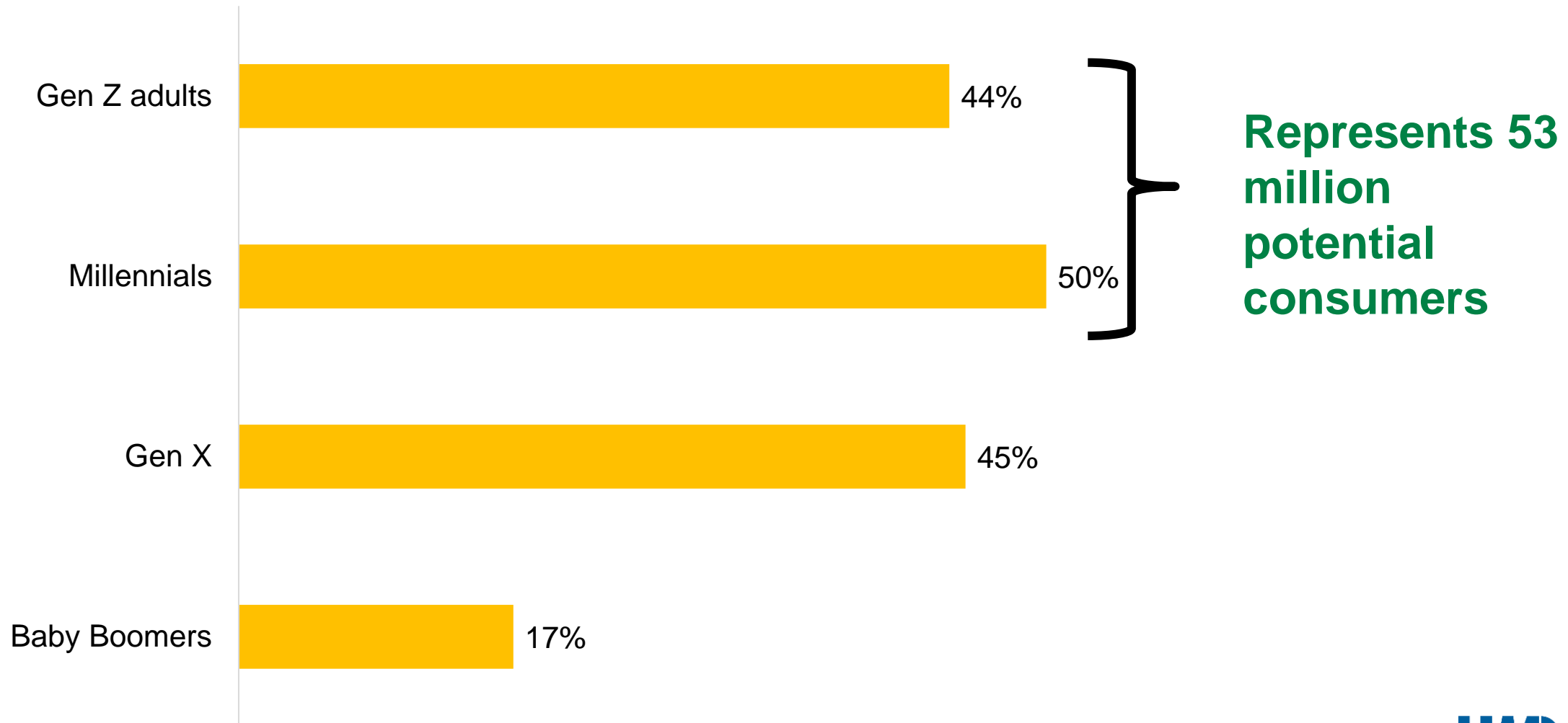
## Greater Opportunity with Younger Adults



Source: 2023 Insurance Barometer Study, LIMRA and Life Happens

# Market opportunity for younger adults

% of people who say they plan to buy life insurance in 2023

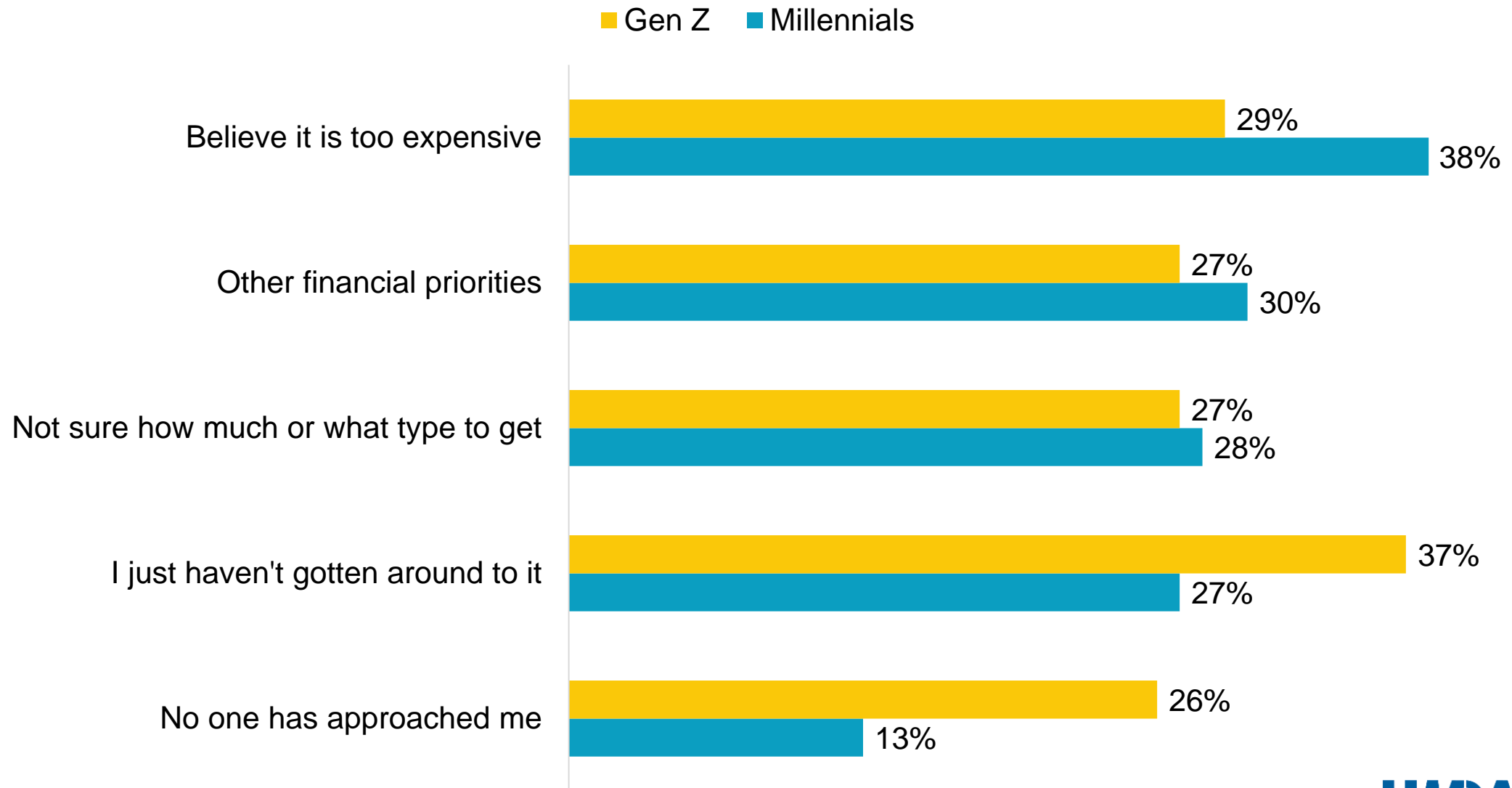


Source: 2023 Insurance Barometer Study, LIMRA and Life Happens

**They aren't going to buy  
what they don't understand.**



# Major reasons why younger adults don't buy (or buy more)



Source: 2023 Insurance Barometer Study, LIMRA and Life Happens



# Future Trends & Opportunities

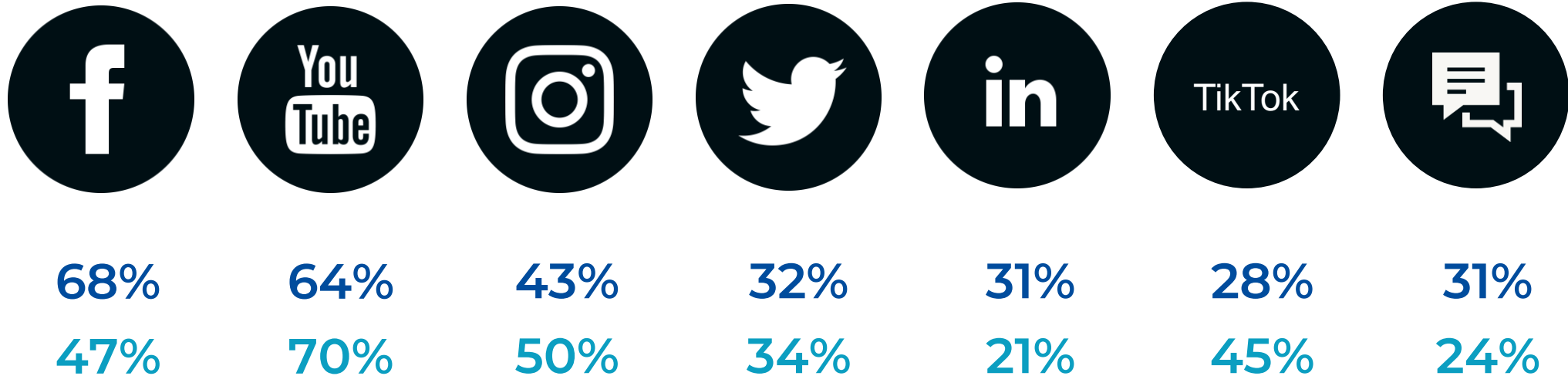
# Expectations and how the industry can respond

- Much more **diverse and digitally sophisticated**
- **High expectations** – speed, access, personalization
- **Expect everything to be online.**  
Why not Insurance?
- **Crowded financial mindshare** can keep Insurance from standing out
- COVID increased **need for security and virtual sales and service**
- Desire to act is strong, confusion is high and most remain inactive.  
**Requires proactive response from the industry**



# Social Media Use By Generation

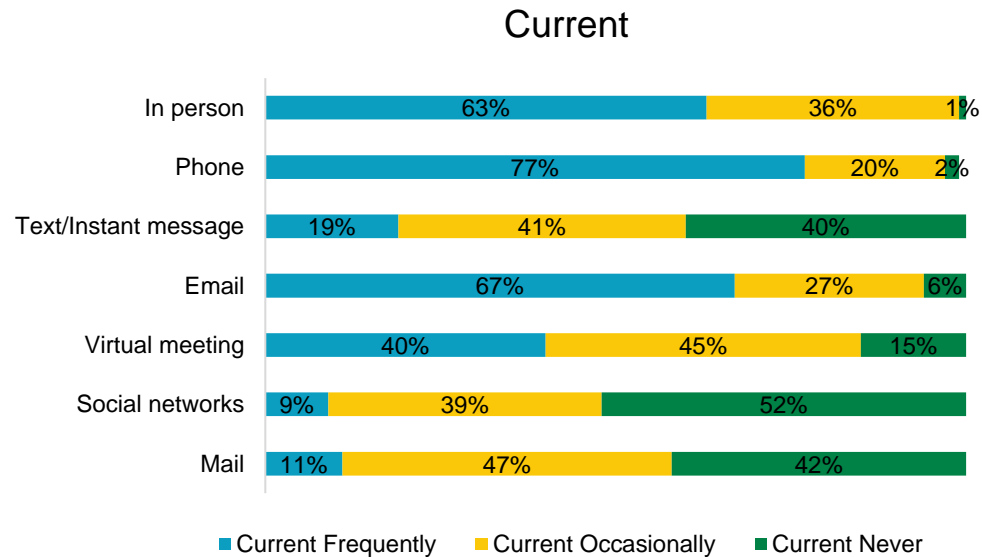
■ Millennials  
■ Gen Z



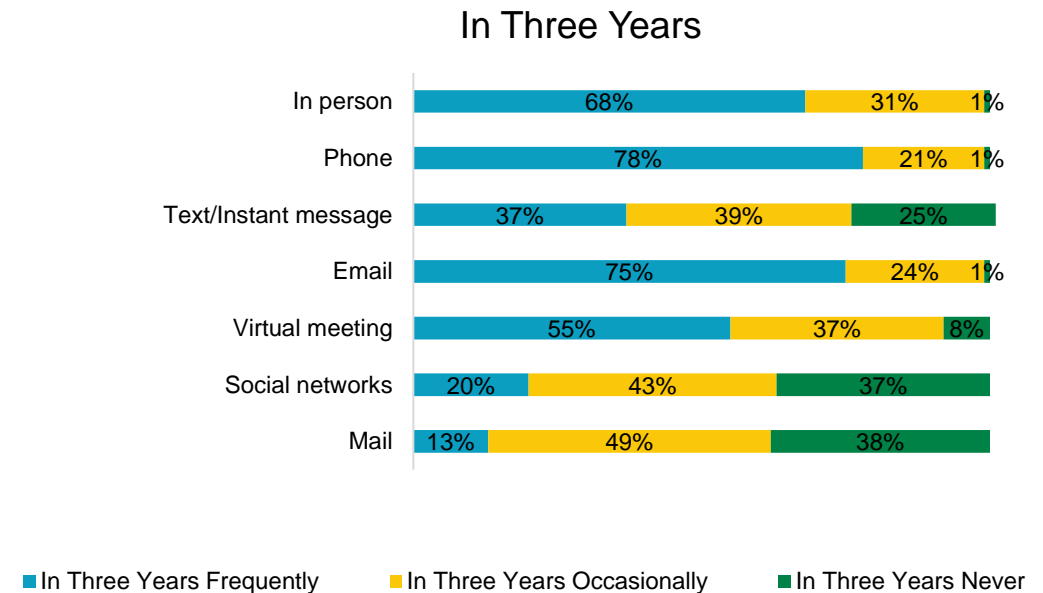
Source: 2023 Insurance Barometer Study, LIMRA and Life Happens

# Financial professionals know this...

Currently, **48%** use social media to communicate with clients/prospects.



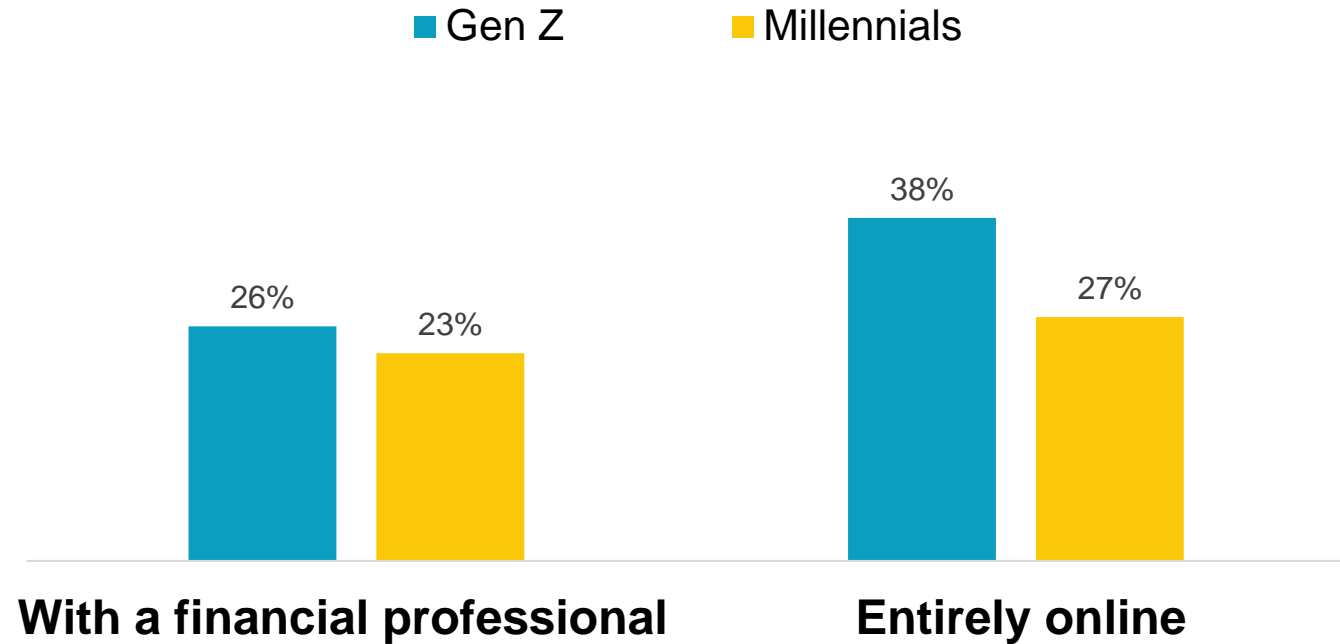
By 2025, **63%** expect to use social media to communicate with clients/prospects.





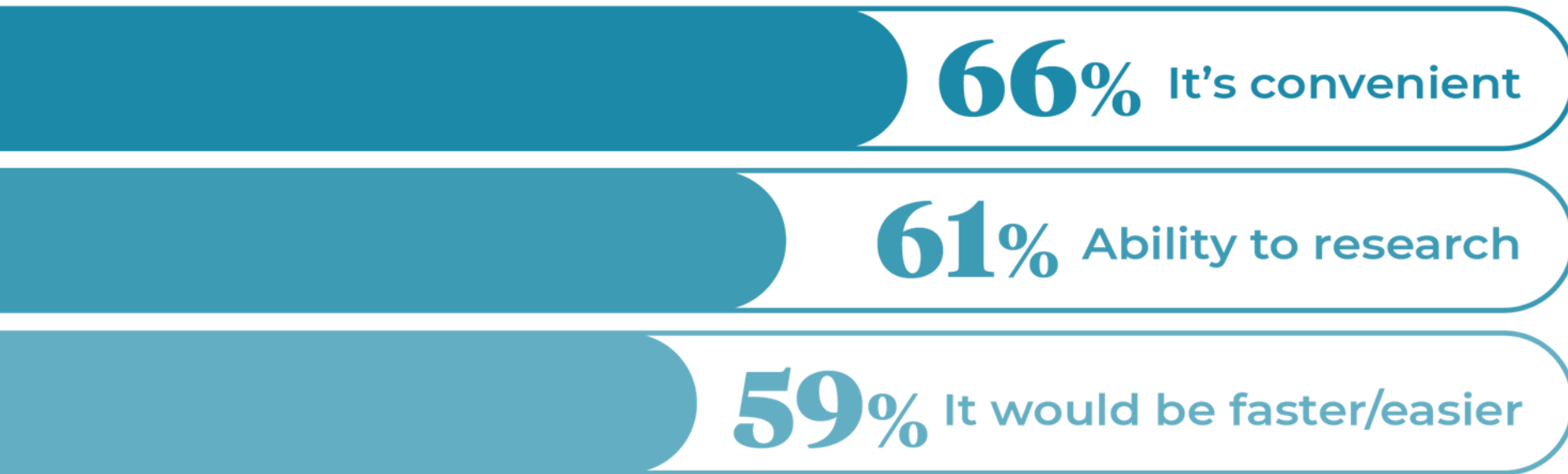
# Young adults say they prefer to buy online

**In 2023, younger adults  
— for the first time —  
said their top choice is  
to buy online.**

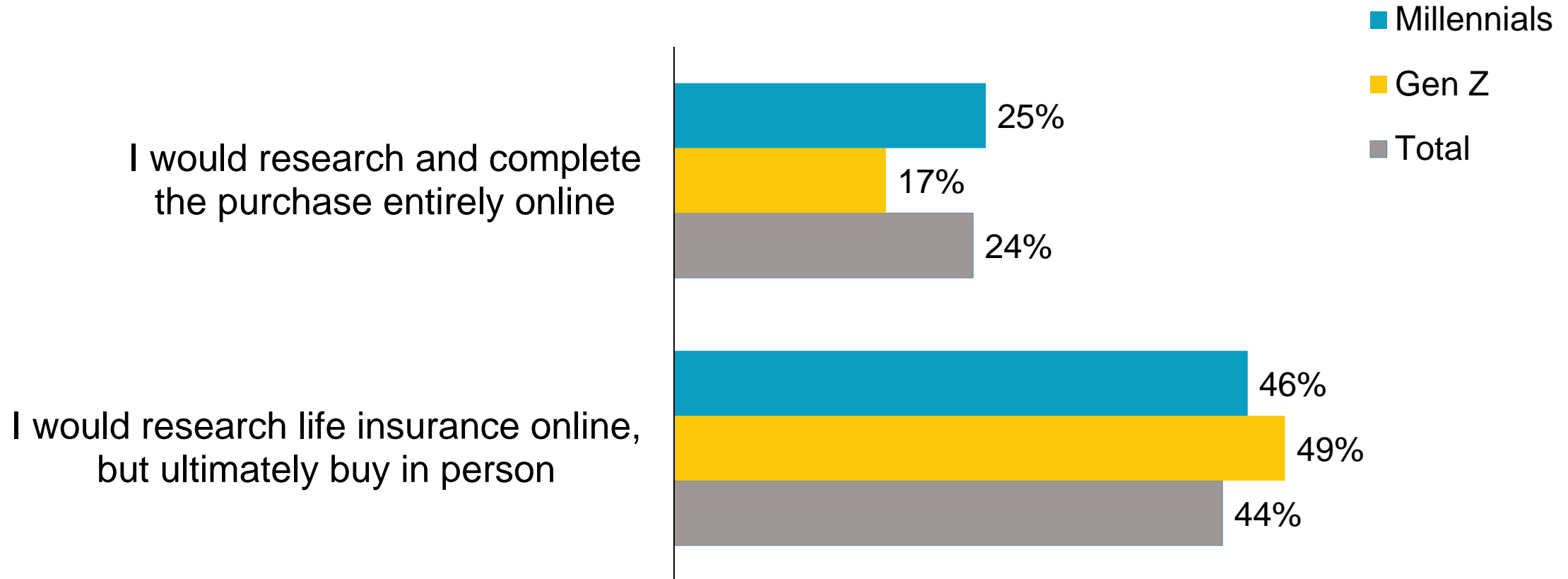


# Online purchase perceptions

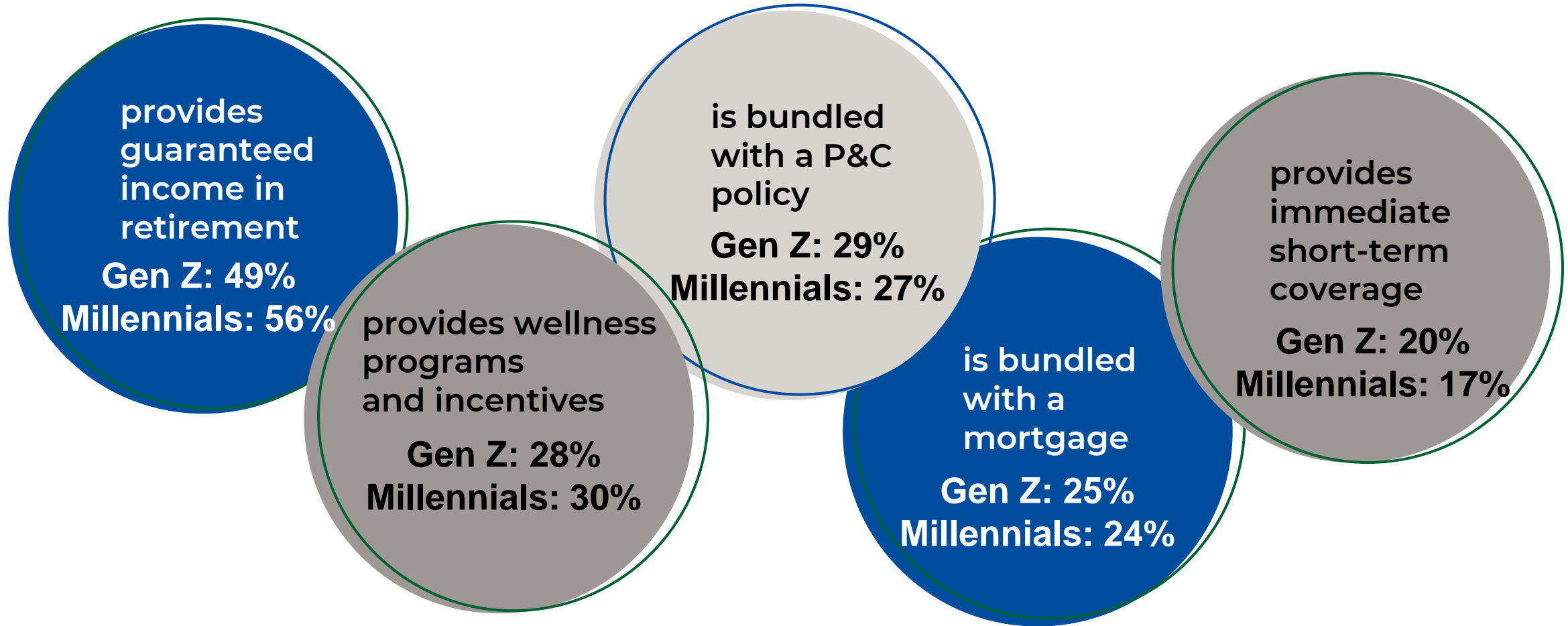
Top three reasons people prefer to purchase life insurance online:



# But reality is a different story...



# I would be interested in a life insurance policy that...



# The takeaways...

- While the pandemic is over it's impact on younger generations' thinking about financial protection will last
- Personalize all online environments - Social Media is “the internet” to millions
- Embedded life products, wellness programs, bundling, immediate smaller purchases may work well with younger individuals
- New ways to educate and market – it's a new world and we're not going back







Advancing the financial  
services industry by  
empowering our  
members with  
**knowledge, insights,  
connections, and  
solutions**