

# Preliminary Second Quarter U.S. Retail Life Insurance Growth Rates by Product

*Percent Change 2022-2023*

		Annualized Premium	Policy Count	Market Share by Premium
<b>Fixed Universal Life</b>	Second Quarter 2023	1%	-12%	7%
	Year-to-date	-8%	-12%	6%
<b>Indexed Universal Life</b>	Second Quarter 2023	-3%	22%	23%
	Year-to-date	-10%	23%	23%
<b>Variable Universal Life</b>	Second Quarter 2023	3%	-2%	12%
	Year-to-date	-1%	-10%	12%
<b>Term</b>	Second Quarter 2023	6%	4%	19%
	Year-to-date	3%	2%	19%
<b>Whole Life</b>	Second Quarter 2023	6%	3%	39%
	Year-to-date	1%	4%	40%
<b>Total</b>	Second Quarter 2023	2%	4%	100%
	Year-to-date	-3%	4%	100%

Source: LIMRA's Preliminary U.S. Retail Individual Life Insurance Sales Summary Reports, Second Quarter 2023