

Workplace Benefits Product Growth Rate Sales Trends Summary — 3Q 2023

Product	1Q 2022	2Q 2022	3Q 2022	4Q 2022	1Q 2023	2Q 2023	3Q 2023	YTD 2023
	Annualized Premiums							
Life Total	-3%	17%	1%	-9%	12%	-3%	-12%	4%
Term life	-4%	21%	-15%	8%	12%	-8%	-5%	5%
Permanent life	8%	5%	64%	-38%	14%	17%	-25%	–
Standalone AD&D	-16%	7%	-21%	5%	19%	-10%	3%	11%
Disability Total	-2%	14%	8%	25%	15%	-5%	6%	9%
Short-term disability	-9%	3%	4%	28%	27%	8%	11%	19%
Long-term disability	4%	29%	15%	21%	5%	-20%	–	-2%
Supplemental Health Total	17%	9%	9%	8%	8%	6%	5%	7%
Accident	17%	5%	8%	9%	5%	3%	–	3%
Critical illness	19%	9%	10%	12%	5%	6%	10%	6%
Cancer	14%	10%	8%	9%	14%	17%	18%	16%
Hospital indemnity	23%	11%	9%	10%	11%	9%	5%	9%
	Subscribers							
Dental*	22%	14%	16%	-13%	9%	2%	-2%	6%

Sources: LIMRA’s quarterly *U.S. Workplace Benefits Life Insurance*, *U.S. Workplace Benefits Disability Insurance*, *U.S. Workplace Benefits Supplemental Health*, and *U.S. Workplace Benefits Dental and Vision Plans Sales* surveys.

Data include revisions to prior quarters.

Percent change from same period prior year. Based on carriers providing two years of comparable sales data.

+/- refers to growth/decline of less than one-half of one percent.

* Excludes estimates for Delta Dental Association.

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