

Gen Re[®] Research

Group Term Life Market Survey



U.S. Group Term Life Market Survey

Summary of 2023 Results

A Berkshire Hathaway Company

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Participating Companies

- Aflac
- Dearborn Group
- Elevance Health
- Equitable
- Guardian Life
- The Hartford
- Kansas City Life
- Lincoln Financial Group
- MetLife
- Mutual of America
- Mutual of Omaha
- New York Life Group Benefit Solutions
- OneAmerica
- Principal Financial Group
- Prudential
- Renaissance Life & Health
- Securian Financial Group
- The Standard
- Sun Life Financial
- Symetra
- Transamerica
- UnitedHealthcare
- Unum
- US Able Life
- US Alliance
- Voya Employee Benefits

Background

Gen Re is pleased to present the results of our *2023 U.S. Group Term Life Market Survey*. This annual survey covers the Group Term Life (GTL) and Accidental Death and Dismemberment (AD&D) industry, tracking sales and in-force results as well as lapse rate and employee-paid data. The Market Survey continues to provide a valuable opportunity for participants to benchmark their results against those of their peers, as well as the industry as a whole. Of the 26 companies participating this year, 20 have been long-time contributors in the Market Survey, providing data over the past 10 survey years.

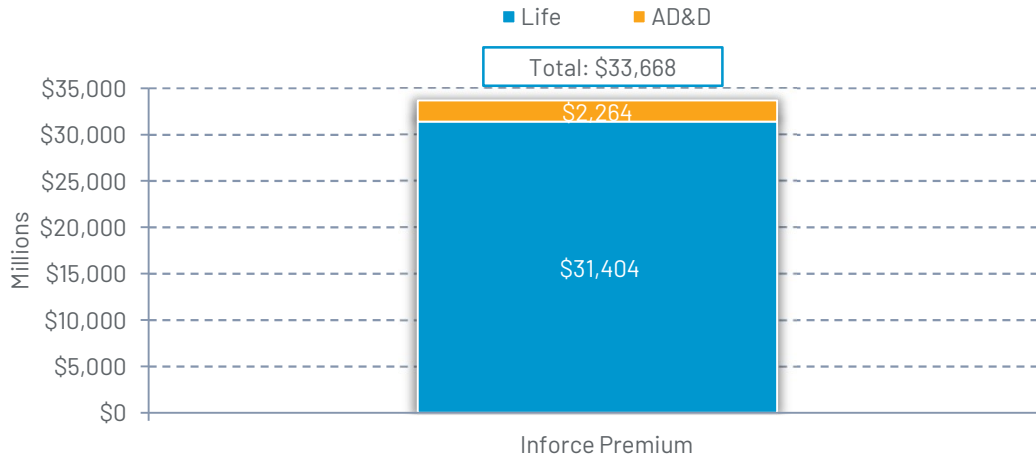
Unless otherwise mentioned, total GTL and total AD&D include combined employer-paid and employee-paid results.

Summary Results

Group Term Life and AD&D Inforce Results

Twenty-six companies provided Group Term Life (GTL) results for 2023. Twenty-four provided AD&D results. On a combined basis, total GTL and AD&D inforce premium reached \$33.7 billion, with GTL representing the majority (93%) of the total.

Total 2023 GTL and AD&D Inforce Premium Reported by Survey Participants

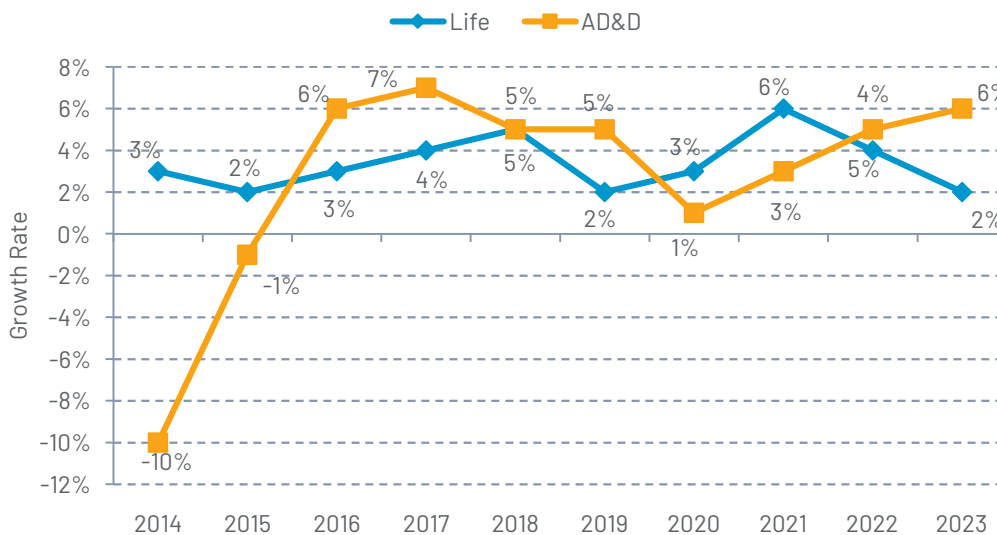


On a combined basis, GTL and AD&D inforce premium increased by 2% year-over-year.

GTL inforce premium growth rates have slowed since a 6% peak in 2021. In 2023, premium increased by 2%.

AD&D inforce premium continues to show positive growth. In 2023, premium rose by 6%, the highest growth rate seen since 2017.

Reported GTL and AD&D Inforce Premium Growth Rates for the Industry Over Time



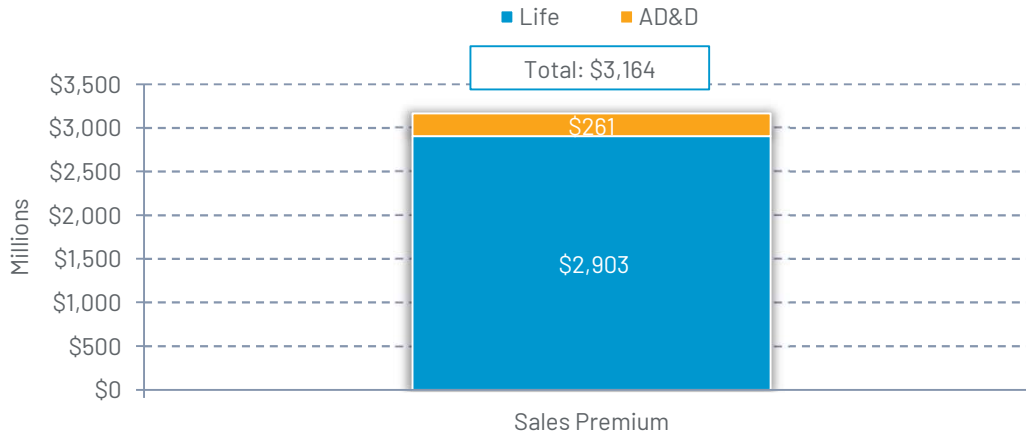
Seven of the top 10 carriers reported positive GTL inforce premium growth in 2023.

Summary Results

Group Term Life and AD&D Sales Results

Participating companies reported \$3.2 billion in combined GTL and AD&D sales premium in 2023, with GTL accounting for 92% of the total.

Total 2023 GTL and AD&D Sales Premium Reported by Survey Participants



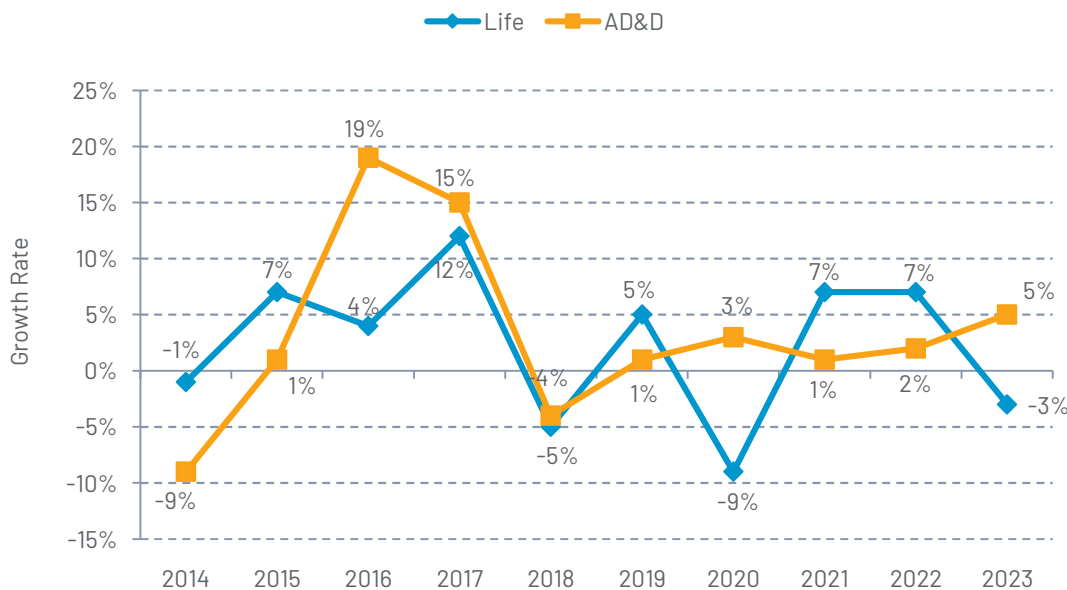
Combined GTL and AD&D sales premium declined 2% in 2023.

GTL new sales premium was down 3% in 2023. Results can be attributed to a small handful of carriers saw double-digit premium declines in 2023.

The top 10 companies held 84% of the market share for new sales premium, contributing approximately \$2.4 billion of total 2023 sales.

AD&D sales premium has remained positive over the past five years.

Reported GTL and AD&D Sales Premium Growth Rates for the Industry Over Time



11 of the 24 companies reporting AD&D sales premium experienced a positive change in their 2023 results; 7 saw double digit growth.

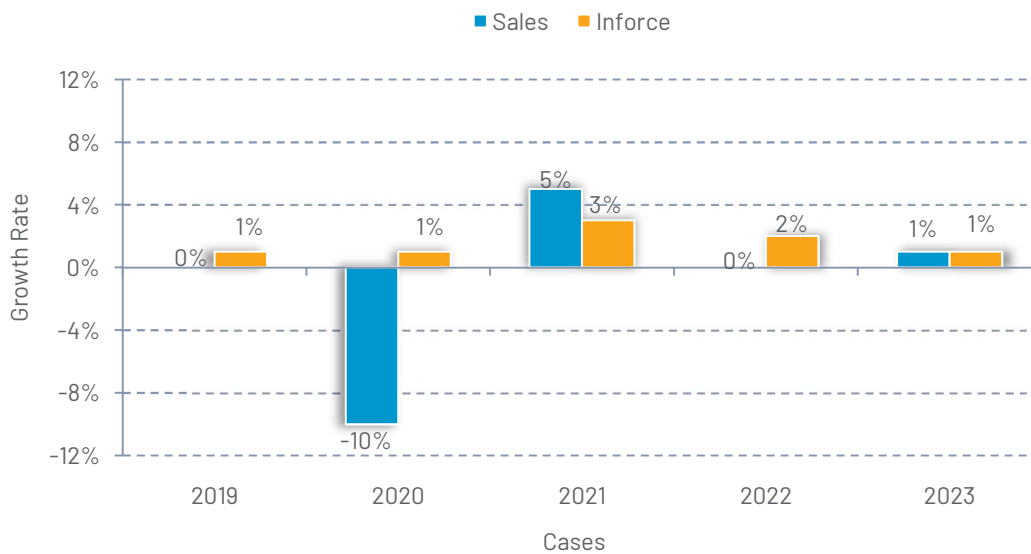
Summary Results

Group Term Life Growth – Cases and Lives

GTL new sales case counts grew by 1% in 2023. Inforce case counts were also up by 1%.

For companies providing sales case size breakdown information for the two-year period, the 10-99 category continues to account for the highest percentage of cases (56%), followed by the 1-9 grouping (25%). Results were similar for inforce (52% and 30%, respectively). Less than 1% fell in the 5,000+ range for both sales and in-force.

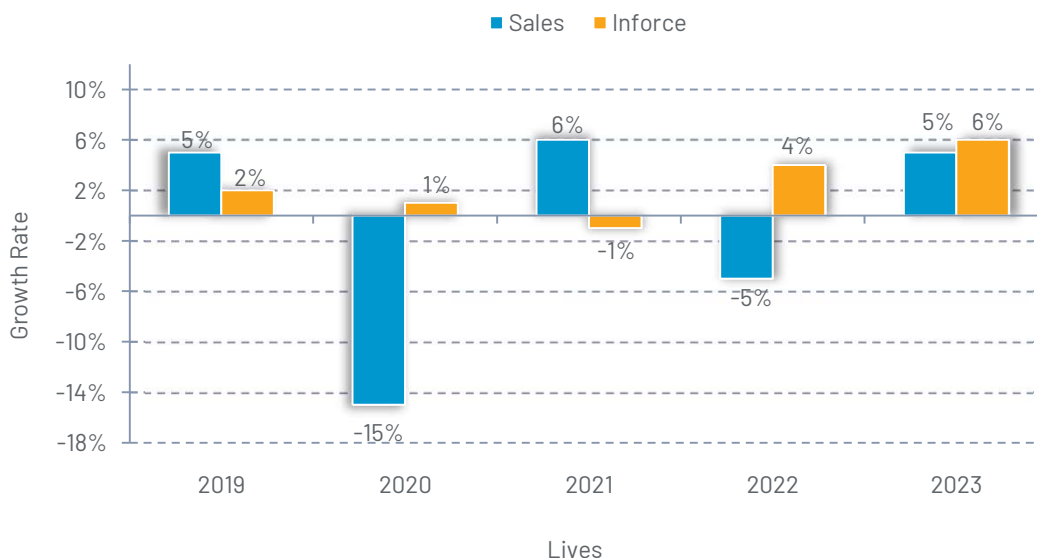
Reported GTL Growth Rates for Cases



A small percentage of companies (3 out of 25) posted growth over 20%, contributing to the overall positive result in 2023 sales cases. A majority of companies (60%) continue to see declines in their new sales case counts.

After a decline in 2022, new sales lives increased by 5% in 2023. Inforce lives grew by 6% year-over-year.

Reported GTL Growth Rates for Lives



Companies have not reported positive growth for both sales and inforce lives since 2019.

Summary Results

Group Term Life Pricing and Volume Levels

Average face amounts for new sales declined by 4% in 2023. In-force average face amounts remained flat year over year.

Monthly premium rates were also down for new sales, declining 6%. Inforce premium rates stayed level.

GTL Average Face Amount and Monthly Premium Rate

	Average Face Amount	Monthly Premium Rate (per 1,000)
Inforce Growth	\$99,830 0%	\$0.200 0%
New Sales Growth	\$91,217 -4%	\$0.187 -6%

Sixty percent of companies saw a decline in their average face amount for new sales in 2023.

Average premium per life declined for both new sales and in-force business.

GTL Average Premium Per Life

	Average Premium Per Life	Percentage of Companies		
		Less than \$150	\$150 to \$250	\$250 or more
Inforce Growth	\$237 -3%	20%	52%	28%
New Sales Growth	\$196 -7%	14%	55%	32%

As with past years, a small number of companies with negative growth strongly influenced the average premium per life for new sales result. Sixty-one percent of companies saw positive growth.

Note: totals may not equal 100% due to rounding.

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A++
(Superior)

Standard & Poor's

AA+

Moody's

Aa1

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Medicare Supplement



Group Life and AD&D



Individual Disability



Critical Illness



Accident

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