

All Life Insurance Sales

Product Type	1Q24	2Q24	3Q24	4Q24	YTD 2024	1Q25	2Q25	3Q25	4Q25	YTD 2025	Change from Previous Year	Q325 / Q425	2025 Market Share
Universal Life	\$93.0	\$100.1	\$99.7	\$88.6	\$381.5	\$79.6	\$69.4	\$72.7	\$88.1	\$309.8	-18.8%	21.2%	2.6%
Indexed Universal Life	676.1	742.9	744.5	862.8	3,026.2	765.4	823.1	761.9	916.6	3,266.9	8.0%	20.3%	27.8%
TOTAL All Non-Variable Universal Life	\$769.1	\$843.0	\$844.2	\$951.4	\$3,407.7	\$845.0	\$892.5	\$834.6	\$1,004.7	\$3,576.8	5.0%	20.4%	30.5%
Variable Universal Life	261.7	291.6	284.7	374.8	1,212.8	274.7	292.2	319.3	391.0	1,277.2	5.3%	22.5%	10.9%
TOTAL All Universal Life	\$1,030.8	\$1,134.6	\$1,128.9	\$1,326.2	\$4,620.5	\$1,119.6	\$1,184.7	\$1,153.9	\$1,395.7	\$4,854.0	5.1%	21.0%	41.4%
Whole Life	1,016.9	1,081.6	1,008.8	1,214.7	4,321.9	1,013.3	1,133.6	1,098.1	1,289.8	4,534.7	4.9%	17.5%	38.6%
Term Life	608.6	651.0	602.3	603.9	2,465.8	578.0	622.9	574.4	565.3	2,340.6	-5.1%	-1.6%	19.9%
TOTAL All Life Insurance	\$2,656.4	\$2,867.6	\$2,740.5	\$3,147.2	\$11,411.7	\$2,712.9	\$2,943.3	\$2,829.0	\$3,250.8	\$11,736.1	2.8%	14.9%	100.0%

Wink's Sales & Market Report, 4th Quarter, 2025, in millions
 All Life Insurance sales include indexed whole life sales.



Universal Life

Sales for the fourth quarter of 2025 were \$88 million, compared with sales of \$88 million for the fourth quarter of 2024. Fourth quarter universal life (UL) sales were up more than 21% when compared with the previous quarter and down nearly 1% as compared to the same period last year.

Total 4Q2025 UL sales were \$88,096,596.

Total 2025 UL sales were \$309,826,974.

Wink's Sales & Market Report, 4th Quarter, 2025



Universal Life

PRIMARY PRICING OBJECTIVE:

34.1% of sales were through products with the primary pricing objective of No Lapse Guarantee.

AVERAGE TARGET PREMIUM:

The average universal life target premium reported for the quarter was \$8,765, an increase of more than 19% from the prior quarter.



Indexed Life

Sales for the fourth quarter of 2025 were \$918 million, compared with sales of \$865 million for the fourth quarter of 2024. Fourth quarter indexed life sales were up more than 20% when compared with the previous quarter, and up more than 6% as compared to the same period last year. This was a record-setting quarter for indexed life sales, topping the prior 4th quarter 2024 record by 6.22%. This was also a record-setting year for indexed life sales, topping the prior 2024 record by 8.14%.

Total 4Q2025 indexed life sales were \$918,963,966.

Total 2025 indexed life sales were \$3,276,752,282.

Wink's Sales & Market Report, 4th Quarter, 2025



Indexed Life

THE TOP CARRIERS FOR THE QUARTER:

1. National Life Group
2. Pacific Life Companies
3. Transamerica
4. John Hancock
5. Nationwide

LEADERS BY CHANNEL:

Bank- Pacific Life Companies
Registered Investment Advisor- Mutual of Omaha
National Broker Dealer- Nationwide
Career- National Life Group
Direct Response- Corebridge Financial
Independent- National Life Group

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Overall- Transamerica Life Financial Foundation IUL II
Bank- S.USA Life Legacy Benefit Individual IUL
Registered Investment Advisor- United of Omaha Professional Advantage IUL
National Broker Dealer- Nationwide's Nationwide IUL Accumulator II 2020
Career- Transamerica Life Financial Foundation IUL II
Direct Response- American General Life Protection Extend IUL
Independent- Transamerica Life Financial Foundation IUL II

PRIMARY PRICING OBJECTIVE:

73.8% of sales were through products with a primary pricing objective of Cash Accumulation.

AVERAGE TARGET PREMIUM:

The average target premium reported for the quarter was \$13,293, an increase of nearly 7% from the prior quarter.



Variable Universal Life

Sales for the fourth quarter of 2025 were \$391 million, compared with sales of \$374 million for the fourth quarter of 2024. Fourth quarter variable universal life sales were up more than 22% when compared with the previous quarter and up more than 4% as compared to the same period last year. Since Wink began tracking sales, this was a record-setting quarter for variable universal life sales, topping the prior 4th quarter 2024 record by 4.33%. This was also a record-setting year for variable universal life sales, topping the prior 2024 record by 5.31%.

Total 4Q2025 variable universal life sales were \$391,031,359.

Total 2025 variable universal life sales were \$1,277,246,235.

Wink's Sales & Market Report, 4th Quarter, 2025



Variable Universal Life

THE TOP CARRIERS FOR THE QUARTER:

1. Prudential
2. John Hancock
3. Pacific Life Companies
4. Nationwide
5. Lincoln National Life

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Pruco Life Prudential FlexGuard Life IVUL
Bank- Pacific Life Pacific Admiral VUL
Registered Investment Advisor- Nationwide Nationwide Advisory VUL
National Broker Dealer- Nationwide VUL Accumulator
Independent Broker Dealer- Symetra Life Accumulator VUL
Career- RiverSource Life RiverSource VUL 6
Independent- Pruco Life Prudential FlexGuard Life IVUL

LEADERS BY CHANNEL:

Bank- Pacific Life Companies
Registered Investment Advisor- Nationwide
National Broker Dealer- Nationwide
Independent Broker Dealer- Symetra Financial
Career- Prudential
Independent- Prudential

PRIMARY PRICING OBJECTIVE:

76.6% of sales were through products with a primary pricing objective of Cash Accumulation.

AVERAGE TARGET PREMIUM:

The average target premium reported for the quarter \$25,659, an increase of nearly 14% from the prior quarter.



Whole Life

Sales for the fourth quarter of 2025 were \$1,289 million, compared with sales of \$1,214 million for the fourth quarter of 2024. Fourth quarter whole life sales were up more than 17% when compared with the previous quarter, and up more than 6% as compared to the same period last year.

Total 4Q2025 whole life sales were \$1,289,794,856.

Total 2025 whole sales were \$4,534,738,904.

Wink's Sales & Market Report, 4th Quarter, 2025



Whole Life

PRIMARY PRICING OBJECTIVE:

70.2% percent of sales were through products with a primary pricing objective of Final Expense.

AVERAGE ANNUAL PREMIUM:

The average annual premium per policy reported for the quarter was \$4,786, an increase of more than 20% from the prior quarter.



Term Life

Sales for the fourth quarter of 2025 were \$565 million, compared with sales of \$603 million for the fourth quarter of 2024. Fourth quarter term life sales were down nearly 2% when compared with the previous quarter, and down more than 6% as compared to the same period last year.

Total 4Q2025 term life sales were \$565,258,695.

Total 2025 term sales were \$2,340,586,197.

Wink's Sales & Market Report, 4th Quarter, 2025



Term Life

AVERAGE ANNUAL PREMIUM:

The average annual premium per policy reported for the quarter was \$2,678, an increase of more than 20% from the previous quarter.



Wink anticipates compiling first quarter 2026's sales with a release date of May 2026.
-sjm

Source: Wink's Sales & Market Report, 4th Quarter, 2025

