

Gen Re<sup>®</sup> Research

## U.S. Group Term Life Market Survey



### Summary Report - 2025 Results

*A Berkshire Hathaway Company*

# Contents

Participating Companies	3
Background	4
Summary Results	
GTL and AD&D Inforce Results	5
GTL and AD&D Sales Results	6
GTL Cases and Lives	7
GTL Pricing and Volume Levels	8
About Gen Re	9

General Re Life Corporation is committed to adhering to antitrust laws, and cautions all recipients that this report is intended solely to provide general industry knowledge. Under no circumstances shall it be used as a means for representatives of competing companies, and/or firms, to reach any understanding whatsoever, whether it be about specific pricing of specific products, if particular products should be marketed to the public, or the terms under which products are marketed.

---

## Participating Companies

- Aflac
- Equitable
- Guardian Life
- The Hartford
- Kansas City Life
- Lincoln Financial Group
- MetLife
- 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
- Union Labor Life
- UnitedHealthcare
- Unum
- US Able Life
- US Alliance
- Voya Employee Benefits

---

## Background

Gen Re is pleased to present the results of our *2025 U.S. Group Term Life Market Survey*. This annual survey covers the Group Term Life (GTL) and Accidental Death & Dismemberment (AD&D) industry, tracking sales and inforce 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 24 companies participating this year, 19 have been long-time contributors in the Market Survey, providing data over the past 10 survey years.

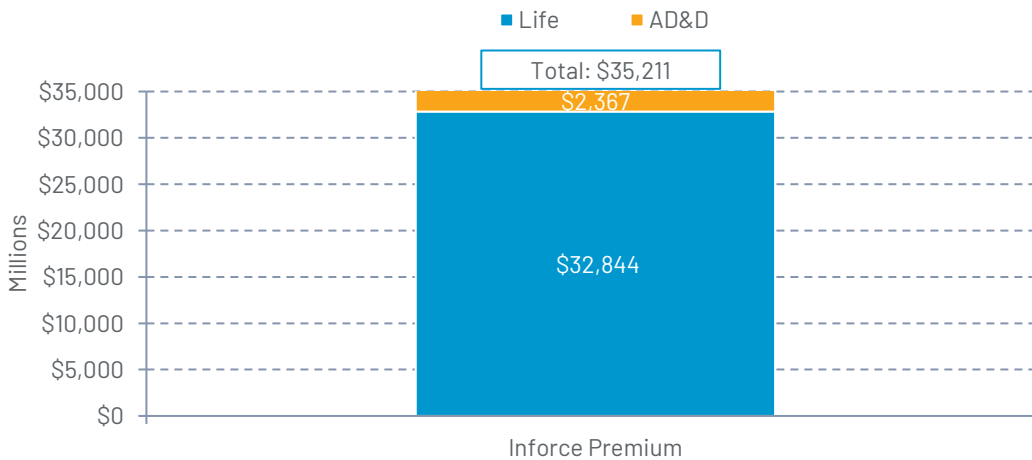
Unless otherwise mentioned, total GTL and total AD&D include combined employer-paid and employee-paid results.

# Executive Summary

## Group Term Life and Accidental Death & Dismemberment Inforce Results

Twenty-four companies provided Group Term Life (GTL) results for 2025. Twenty-two provided Accidental Death & Dismemberment (AD&D) results. On a combined basis, total GTL and AD&D inforce premium reached \$35.2 billion, with GTL representing the majority (93%) of the total.

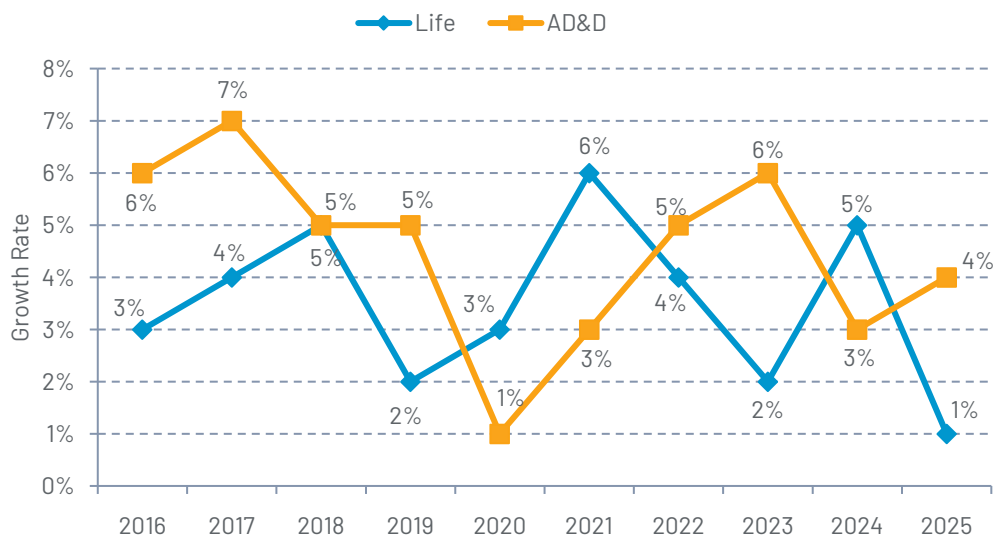
### Total 2025 GTL and AD&D Inforce Premium Reported by Survey Participants



Both GTL and AD&D inforce premium growth rates continue to remain positive. GTL inforce premium increased 1% in 2025, while AD&D premium rose by 4%.

Overall, 80% of companies reported positive GTL inforce premium growth, and 60% reported positive AD&D inforce premium growth in 2025.

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

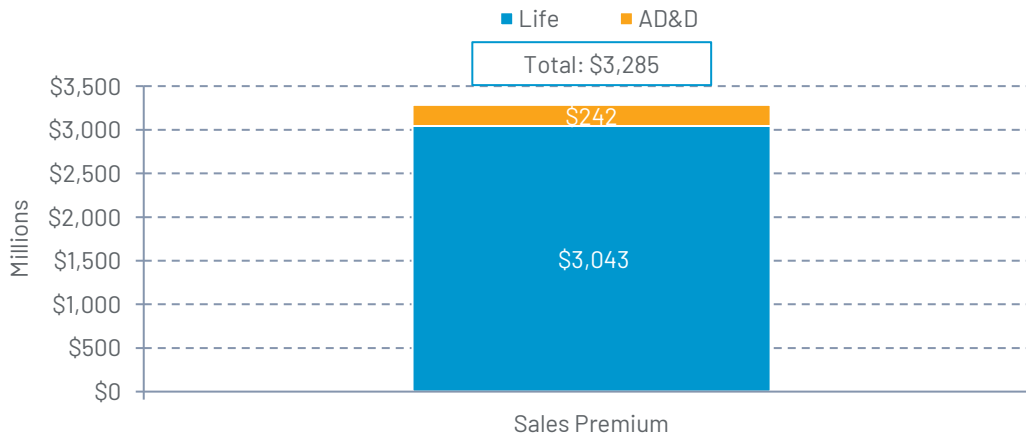


# Executive Summary

## Group Term Life and AD&D Sales Results

Participating companies reported \$3.3 billion in combined GTL and AD&D sales premium in 2025, with GTL accounting for 93% of the total.

### Total 2025 GTL and AD&D Sales Premium Reported by Survey Participants

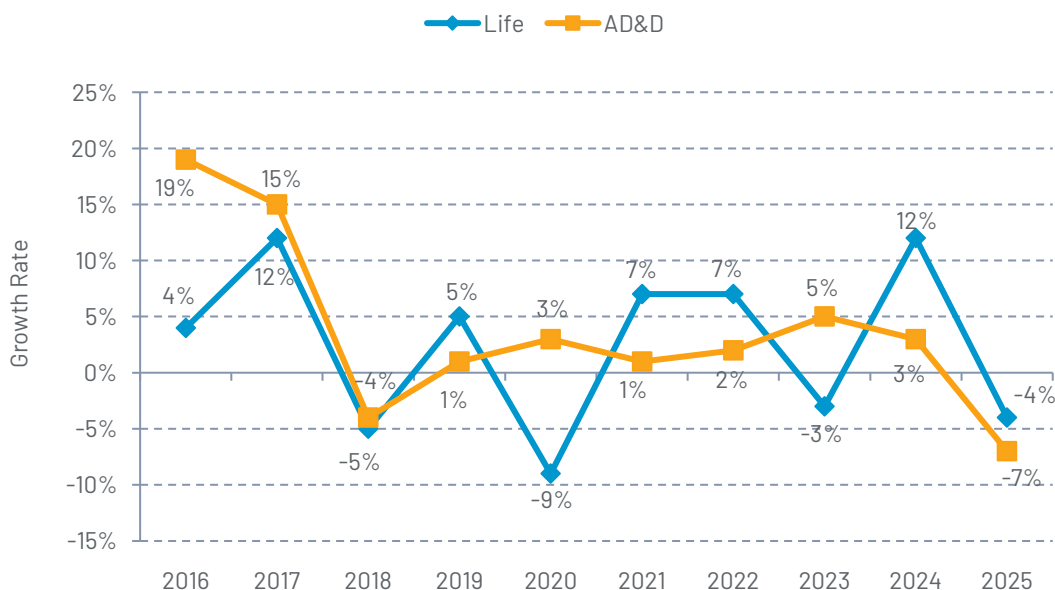


GTL new sales premium was down 4% in 2025. Nearly half of participating companies reported negative sales results in 2025.

The top 10 companies held 84% of the market share for new sales premium, contributing approximately \$3 billion of total 2025 sales.

AD&D sales premium decreased 7%, the first reported decrease since 2018.

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



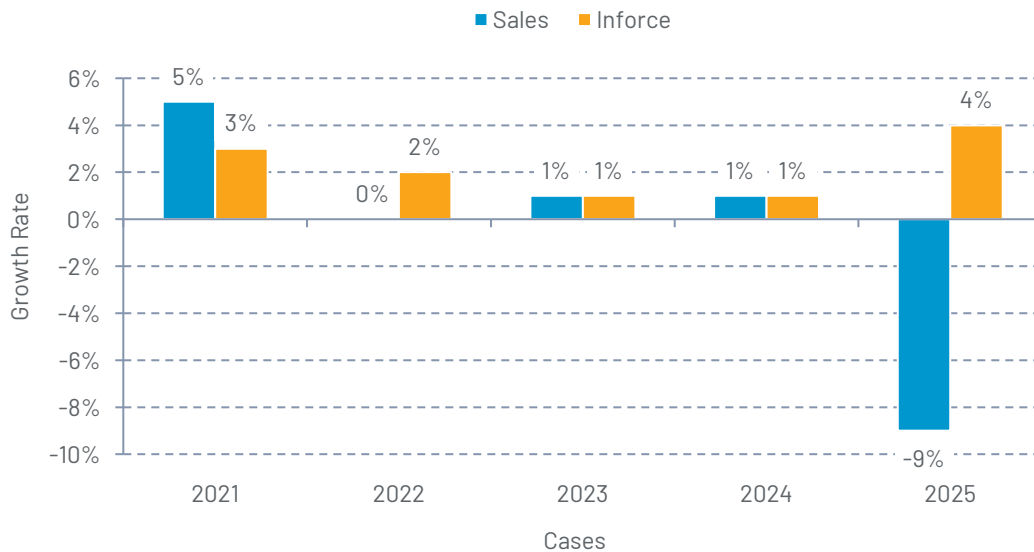
# Executive Summary

## Group Term Life Cases and Lives

Group Term Life sales cases declined for the first time in 5 years, decreasing by 9%. Inforce cases continue to see positive growth, with a 4% increase year over year.

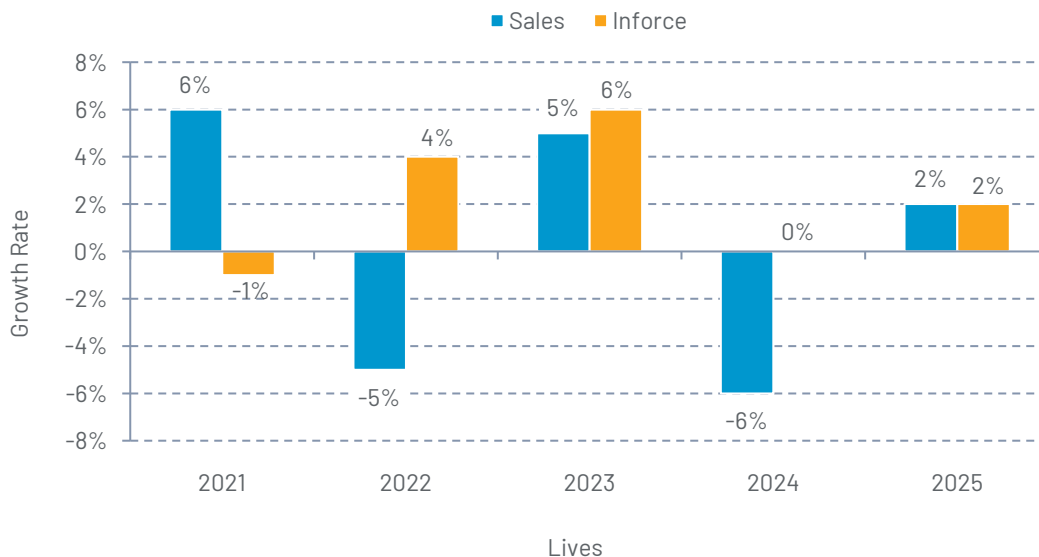
For companies providing sales case size breakdown information for the two-year period, the 10-99 category continues to account for the highest percentage of cases (57%), followed by the 1-9 grouping (24%). Results were similar for inforce (54% and 28%, respectively). Less than 1% fell in the 5,000+ range for both sales and inforce.

### Reported GTL Growth Rates for Cases Over Time



Both GTL new sales and inforce lives were up 2% year-over-year.

### Reported GTL Growth Rates for Lives Over Time



# Executive Summary

## Group Term Life Pricing and Volume Levels

Average face amounts for new sales declined 2% in 2025. Inforce average face amounts grew by 1%.

Monthly premium rates were down for both new sales and inforce business.

## GTL Average Face Amount and Monthly Premium Rate

	Average Face Amount	Monthly Premium Rate (per 1,000)
Inforce Growth	\$108,013 1%	\$0.197 -2%
New Sales Growth	\$98,975 -2%	\$0.194 -5%

Average premium per life decreased for both new sales and inforce business.

## GTL Average Premium Per Life

	Average Premium Per Life	Percentage of Companies		
		Less than \$150	\$150 to \$250	\$250 or more
Inforce Growth	\$252 -1%	22%	48%	30%
New Sales Growth	\$222 -6%	14%	55%	32%

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

# About Gen Re

Gen Re, a Berkshire Hathaway Company, is one of the leading Life/Health and Property/Casualty reinsurers in the world. Our North American Life and Health reinsurance company, General Re Life Corporation, has superior financial strength ratings among Life and Health reinsurers.

A.M. Best

**A++**  
(Superior)

Standard & Poor's

**AA+**

Moody's

**Aa1**

Through our leading industry surveys, Gen Re's Research team provides data analysis, trends, and insights for the markets your company is competing in. Gen Re delivers reinsurance solutions for the following lines of business:



Individual Life



Group Life  
and AD&D



Individual Disability



Medicare  
Supplement

---

**GEN RE RESEARCH CENTER**

400 Atlantic Street  
Stamford, CT 06901  
Tel. 207 347 4600  
[genre.com/research-center](http://genre.com/research-center)

*Gen Re has produced this comprehensive report for the exclusive use of the participating companies. No part may be shared with other organizations, redistributed, reproduced or reprinted in whole or in part without Gen Re's written permission. The information contained in this report has been gathered from participating companies. Gen Re takes great care to check and verify the data provided, but makes no representation as to the accuracy of information submitted by participating companies.*

[genre.com](http://genre.com)



*The difference is...the quality of the promise®*