

Current Trends in Life Insurance and Annuities

Life Insurance & Financial Planning Committee

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JULY 17, 2025

SOA Research Institute

- Research as a core part of the Society of Actuaries mission to serve members
- Bring new actuarial analysis and information to our members, stakeholders, and the public
- Objective and data-driven research

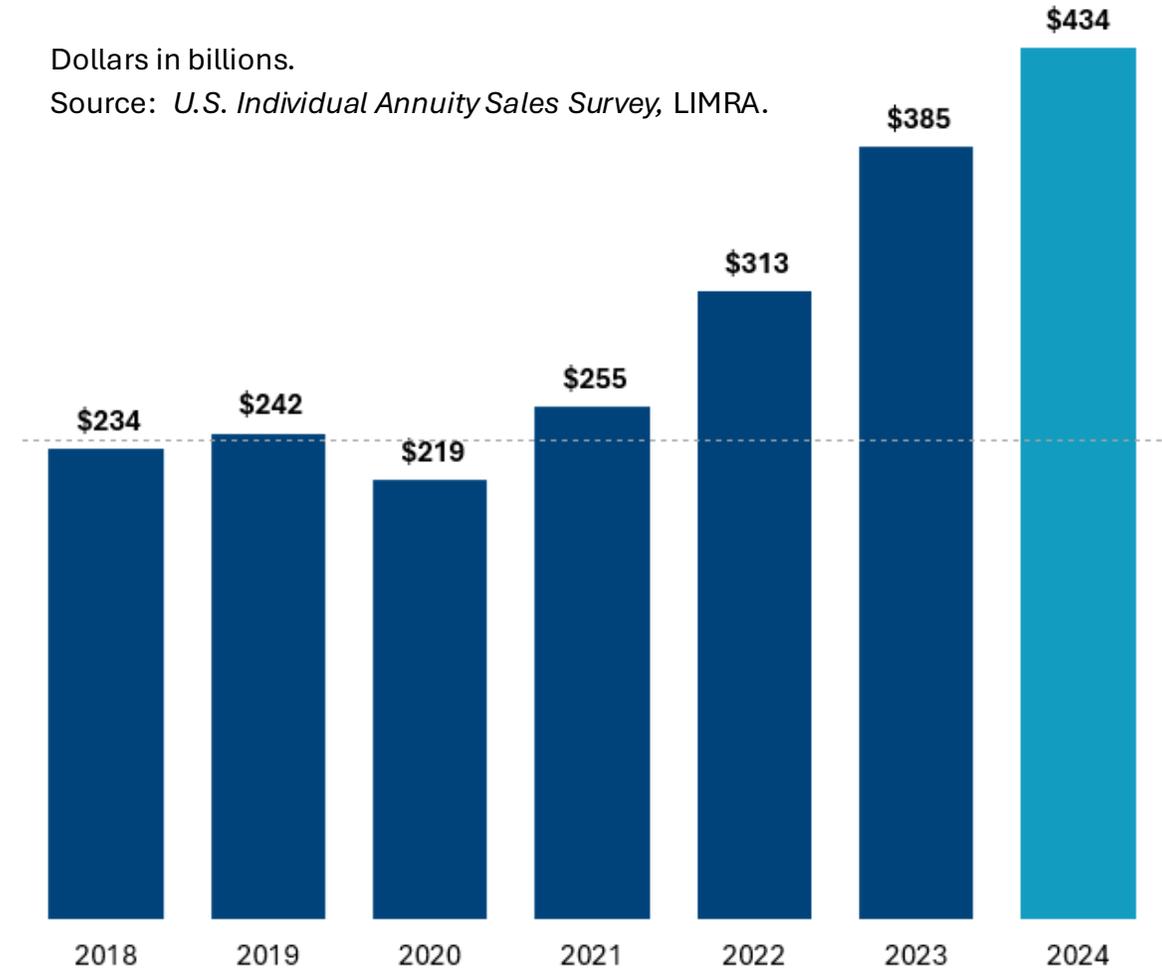


Strong Growth in Annuity Sales

- Record sales of \$434B in 2024; continuing into 2025
- Key drivers of higher interest rates, growing focus on RILAs, some increased focus on payout annuities for covering longevity risks
- Opportunities for covering combinations of risks, including Long Term Care

Dollars in billions.

Source: *U.S. Individual Annuity Sales Survey*, LIMRA.



Importance of Experience Studies Analysis

Experience
Studies
PRO

SOA
Research
INSTITUTE + LIMRA
Navigate With Confidence

- SOA Research Institute and LIMRA working with 30+ Direct Writers to study a wide variety of insurance product contingencies
- Universal Life Premium Persistency Analysis
- Term Conversions and resulting mortality trends
- VA / RILA Policyholder Behavior
- Fixed Rate Annuity Policyholder Behavior

Regulatory Transition to Principles-Based Reserves for Non-Variable Annuities

- Life Actuarial Task Force of the NAIC and Valuation Manual (VM)-22 subgroup with a key charge to recommend principles-based reserve methodology
- Reserves to be determined through product model projections and actuarial assumptions, with potential application to new business starting 1/1/2026
- Various exposure drafts released for public comment in July and August 2025

