



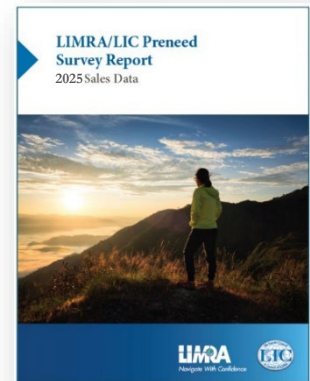
LIMRA/LIC Preneed Survey Report (2025 Sales Data)

Each year, the Life Insurers Council (LIC) conducts a comprehensive survey of the preneed insurance market, tracking preneed sales and in-force data since 2007. The latest report, produced in collaboration with LIMRA, will be published in October 2026 and covers 2025 sales data.

Seventeen companies this year reported total 2025 preneed sales of \$3.22 billion (gross face amount), a 5 percent increase over their 2024 sales. The 2025 sales were 58 percent single premium, 38 percent multi-pay, and 3 percent preneed annuities. Total case count was 576,895, and average face amount was \$5,582.

This year's respondents represent about 65 percent of the 26 known preneed insurance companies. This report provides a snapshot and trends representing the participating companies and is not intended to reflect or quantify the entire preneed market.

The 2025 report can be **pre-ordered** from LIC in print or PDF format for \$650. Discounted rates are available for LIMRA and LOMA members (\$550) and LIC members (\$450). Participating companies receive the report for free. Please see the attached form to order copies or contact lic@loma.org for information. You can order other LIC reports at www.loma.org/LICSurveys.



2025 Report Contents

2025 Sales: Sales and Trends, Gross versus Not Taken Face Amount and Case Count by Product Type, Sales by Month and by State, Average Issue Age, Percentage Sold as Full Benefit Policies, Percentage Submitted by Third Party Marketers, Group vs Individual

2024 to 2025 Sales Trends: Overall Sales Trends, Variance among Companies

2025 In-Force: Face Amount, Current Death Benefits, and Case Count

Product Management: Growth Rates, Minimum/Maximum Policy Requirements, Lapse and EPO Rates

Other Topics: Application Methods and Commission Impact, Use of Artificial Intelligence

Participating Companies

Atlantic Coast Life Insurance Company	NGL	TruStage Preplanning Solutions
Cyrus Life Insurance Company	NSS Life	United Benefits
Global Atlantic Financial Group	Pekin Life Insurance Company	United Heritage Life Insurance Co.
Homesteaders Life Company	Physicians Mutual	USAlliance Life and Security Company
Investors Heritage Life Insurance Co.	Security National Life	Wellabe
LCBA Life	Texas Service Life	

About LIC

The Life Insurers Council (www.loma.org/lic) is a council of LIMRA and LOMA that provides networking and practical business solutions for small-to-midsize life insurance companies, improving performance through shared excellence.



LIMRA/LIC Preneed Survey Report – 2025 Sales Data ORDER FORM

To **preorder** the latest LIMRA/LIC Preneed Survey Report – 2025 Sales Data (October 2026), send this completed form to LIC. Invoice will be emailed upon receipt. If you have any questions, please contact LIC at lic@loma.org.

Format:

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☐ Booklet (# of Copies): _____

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Amount Due:

☐ LIC Member Company \$450 ☐ LIMRA or LOMA Member Company \$550 ☐ Nonmember \$650

☐ Survey Participant Company – Complimentary

Payment Due Upon Receipt of Invoice:

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By signing below, I verify that I am an authorized signer for my company and that the company agrees to pay the amount selected above.

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