

Canadian Workplace Benefits Product Growth Rate Trends Summary — 2Q 2025

Product	1Q 2024	2Q 2024	3Q 2024	4Q 2024	1Q 2025	2Q 2025
	Annualized Premiums					
Total	39%	41%	-62%	34%	33%	-21%
Long-term disability	82%	43%	-6%	-6%	14%	-24%
Other health*	29%	39%	-67%	46%	43%	-23%
Total health	36%	39%	-64%	36%	38%	-23%
Life	85%	56%	1%	+	-13%	16%
Total by Case Size						
Less than 10 lives	-4%	6%	-27%	-4%	2%	-4%
10–19 lives	17%	18%	14%	9%	10%	-4%
20–49 lives	9%	11%	30%	3%	6%	4%
50–99 lives	24%	23%	6%	10%	7%	5%
100–199 lives	-5%	2%	+	21%	28%	+
200–499 lives	50%	61%	19%	49%	20%	-22%
500–999 lives	59%	33%	19%	14%	31%	-21%
1,000–4,999 lives	43%	18%	-4%	29%	168%	41%
5,000 or more lives	72%	97%	-83%	83%	-2%	-58%

Source: LIMRA's quarterly *Canadian Group Life and Health Insurance Sales*, 2025.

*Other health includes STD/Weekly indemnity, dental, and supplemental healthcare products.

Data include revisions to prior quarters. Percent change from same period prior year. Based on carriers providing two years of comparable sales data.

+/- Growth/decline of less than ½ of one percent.

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