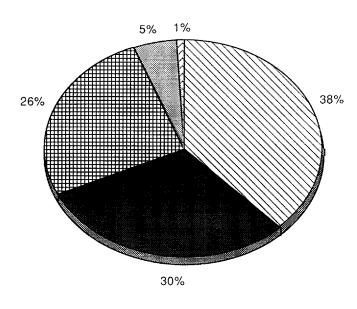
1989 LIFE PRODUCT MARKET SHARE By Face Amount



Traditional and current assumption whole life

Ⅲ Universal Life

☐ Term

Variable UL

☑ Variable Life

PANEL DISCUSSION
CHART 2

1392

Source: LIMRA

https://www.soa.org/globalassets/assets/library/proceedings/record-of-the-society-of-actuaries/1990-99/1990/january/rsa90v16n36.pdf