

Global Term Insurance Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Term Insurance market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Term insurance is a type of life insurance policy that provides coverage for a specified period or term. Cost-effectiveness, increased awareness, customization, and flexibility are some of the key factors that are driving the adoption of term insurance. In addition, changing demographics, emphasis on financial security, and evolving insurance market trends are further contributing to the market's growth.

United States market for Term Insurance is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Term Insurance is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Term Insurance is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Term Insurance players cover MetLife, AIA Group Limited, Prudential Financial Inc, Manulife Financial Corporation, China Life Insurance Company Limited, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'Term Insurance Industry Forecast' looks at past sales and reviews total world Term Insurance sales in 2025, providing a comprehensive analysis by region and market sector of projected Term Insurance sales

for 2026 through 2032. With Term Insurance sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Term Insurance industry.

This Insight Report provides a comprehensive analysis of the global Term Insurance landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Term Insurance portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Term Insurance market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Term Insurance and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Term Insurance.

This report presents a comprehensive overview, market shares, and growth opportunities of Term Insurance market by product type, application, key players and key regions and countries.

Segmentation by Type:

Individual Level Term Life Insurance

Group Level Term Life Insurance

Segmentation by Application:

Tied Agents & Branches

Brokers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

MetLife

AIA Group Limited

Prudential Financial Inc

Manulife Financial Corporation

China Life Insurance Company Limited

Allianz SE

New York Life Insurance Company

Japan Post Holdings Co., Ltd

Ping An Insurance (Group) Company of China, Ltd.

Northwestern Mutual Life Insurance Company

State Farm Mutual Automobile Insurance Company

AXA S.A

Dai-ichi Life Holdings, Inc

Zurich Insurance Group Ltd.

LIC (Life Insurance Corporation of India)

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