

# Global Variable Universal Life Insurance Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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Variable universal life insurance (often shortened to VUL) is a type of life insurance that builds a cash value. In a VUL, the cash value can be invested in a wide variety of separate accounts, similar to mutual funds, and the choice of which of the available separate accounts to use is entirely up to the contract owner.

LPI (LP Information)' newest research report, the “Variable Universal Life Insurance Industry Forecast” looks at past sales and reviews total world Variable Universal Life Insurance sales in 2022, providing a comprehensive analysis by region and market sector of projected Variable Universal Life Insurance sales for 2023 through 2029. With Variable Universal Life Insurance sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Variable Universal Life Insurance industry.

This Insight Report provides a comprehensive analysis of the global Variable Universal Life 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 analyzes the strategies of leading global companies with a focus on Variable Universal Life Insurance portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Variable Universal Life Insurance market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Variable Universal Life 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 Variable Universal Life Insurance.

The global Variable Universal Life Insurance market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Variable Universal Life Insurance is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Variable Universal Life Insurance is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Variable Universal Life Insurance is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Variable Universal Life Insurance players cover Allianz, AXA, Generali, Ping An Insurance, China Life Insurance, Prudential PLC, Munich Re, Zurich Insurance and Nippon Life Insurance, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Flexible Premium Universal Life Insurance

Fixed Premium Universal Life Insurance

Segmentation by application

Agency

Digital & Direct Channels

Brokers

Bancassurance

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.

Allianz

AXA

Generali

Ping An Insurance

China Life Insurance

Prudential PLC

Munich Re

Zurich Insurance

Nippon Life Insurance

Japan Post Holdings

Berkshire Hathaway

Metlife

Manulife Financial

CPIC

Chubb

AIG

Aviva

Allstate

Swiss RE

Prudential Financial

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