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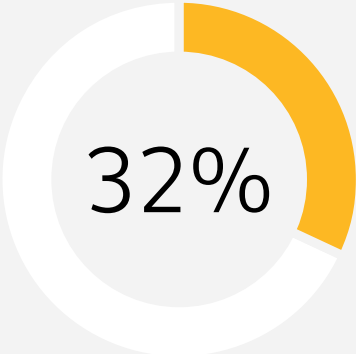
3 Life Insurance **TRENDS** FOR 2021



1

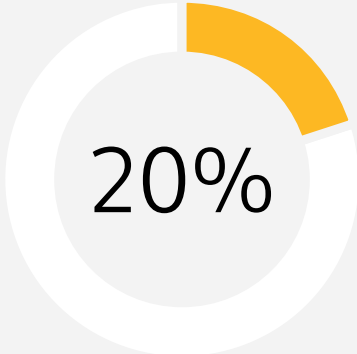
Increased Consumer Demand for Life Insurance Products

Since the onset of the pandemic, consumer interest in life insurance has increased.



32%

of consumers shopping for life insurance say they are shopping because of COVID-19.



20%

of consumers shopping for life insurance feel they do not have enough coverage and are looking for more due to COVID-19.

2

Accelerating Digital Agendas to Meet Consumer Expectations

Coronavirus restrictions and developments in technology have transformed consumers' expectations of life insurance providers. Continuing to accelerate digital agendas will help the industry meet consumers where they are — behind their computers and smartphones:

LESS THAN

1/3



of customers have made purchases solely in person since the pandemic began.



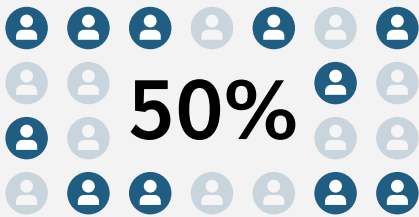
38%

of customers have purchased through a hybrid-with-an-online-element during COVID-19.

3

Leveraging New Technologies to Accelerate Underwriting

The pandemic sparked interest in life insurance purchases — and applicants are expecting to shop seamlessly for coverage. Insurers are turning to data analytics, big data, predictive models, accelerated underwriting, artificial intelligence and machine learning to accelerate underwriting decisions:



of consumers are more likely to buy life insurance through automated underwriting than through the more traditional process.



life insurance companies in the U.S. have some type of automated or accelerated underwriting program.