

Gen Z can lead the US life insurance market in the future but needs assurance before signing on

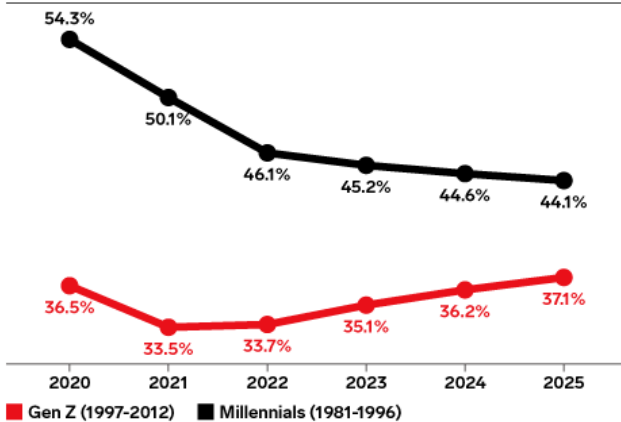
Article

Life insurance ownership is dwindling among US consumers, but demographic trends can shape acquisition strategies of new life insurance policyholders. Addressing pain points of each demographic cohort will help marketers boost ownership rates of policies across the board.

- **Gen Z offers the greatest opportunity for new business.** The cohort is the only one to increase life insurance ownership during our forecast period: The share of Gen Z adults with life insurance will grow by 3.5% from 2022 to 2025, representing more than 6 million new customers.
- **Gen Z is beginning to invest in insurance.** In 2023, there will be more adult Gen Zers than adolescents for the first time—about half the size of the millennial population. By 2025, almost two-fifths (37.1%) of Gen Z will own life insurance, exceeding growth rates of preceding age cohorts.
- **Yet Gen Zers are uncertain about buying life insurance.** A vast majority of the cohort (86%) hesitates to purchase life insurance—compared with 70% of boomers—citing policy affordability as a key concern, per NerdWallet. To seek answers, Gen Zers are the most likely to seek communication with an agent and research via social media before purchasing.

Gen Z Grows in Life Insurance Ownership, but Millennial Rates Drop, 2020-2025

% of population



Note: individuals who are insured by an individual life insurance policy, a group life insurance policy, or both; includes individuals insured by an endowment policy, flexible-premium adjustable life insurance, and/or life settlement; excludes individuals insured exclusively by AD&D insurance
Source: Insider Intelligence, Feb 2023

280699

InsiderIntelligence.com

[Read the full report.](#)

Report by Christina Obolenskaya Mar 27, 2023

US Life Insurance Consumer Habits



This was originally featured in the Banking & Payments Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).