

For immediate release

Media Release

Singapore's life insurance sector achieves record-high performance in first half of 2025 with nearly S\$3 billion in new business total weighted premiums since pandemic

Take-up for annual premium policies in the first half of 2025 increased by 22% compared to the same period last year, reflecting the continued efforts of insurers to provide customers with suitable insurance propositions to protect and meet their future needs

Singapore, 13 August 2025 — The Life Insurance Association, Singapore (LIA Singapore) today announced a set of industry results for the period January 2025 to June 2025 (1H 2025).

The Singapore life insurance industry achieved a total of S\$2.99 billion in weighted new business premiums¹ for 1H 2025, an increase of 7.7% compared to the same period a year ago. This growth was largely driven by annual premium policies, which saw a 22.0% year-on-year increase in weighted new business premiums. In contrast, single premium policies recorded a 21.3% decline in weighted new business premiums over the same period.

Investment-linked policies ("ILPs"), where customers can choose professionally managed investment-linked funds, continued to lead industry growth, with weighted new business premiums rising 31.3% year-on-year, from S\$975 million in 1H 2024 to S\$1.28 billion in 1H 2025. ILPs accounted for 43% of total new business in 1H 2025, building on the momentum recorded in the first quarter of the year.

In-force premiums for Group Life & Health continue to show steady growth with a 15% increase from Q2 2024 to Q2 2025, recording a total of S\$2.76 billion, with Accident and Health accounting for 74.1% and Life accounting for 25.9%.

Ms Wong Sze Keed, President, LIA Singapore, commented, "The continued growth in annual premium policies and ILPs demonstrates Singaporeans' focus on long-term financial planning and security. This trend is supported by renewed optimism as Singapore's economy posted a strong 4.3% year-on-year growth in Q2 2025, outpacing Q1² figures. Amid existing global uncertainties and market volatility, consumers are seeking balance between protection and wealth accumulation. The sustained demand for ILPs reflects a prudent yet ambitious mindset—one focused on safeguarding against global current

¹ Weighted new business premiums measures premiums collected on new policies by taking into account (1) 10 per cent of the value of single premium products, (2) all of a year's premiums for annual premium products, and (3) adjusted value for products with premium payment durations of less than 10 years. The figure is calculated as follows: 10% Single Premium Insurance + 100% Annual Premium Insurance + Adjusted premium for Insurance with premium payment durations of less than 10 years.

² Singapore's economy grew 4.3 per cent in the second quarter of 2025, faster than the 4.1 per cent growth in the first quarter of the year, according to advance estimates from the Ministry of Trade and Industry (MTI) on July 14. Channel NewsAsia. Available at: <https://www.channelnewsasia.com/singapore/singapore-economy-gdp-growth-mti-q2-2025-5236406>

unpredictability while capturing growth opportunities in an evolving financial landscape.”

Continued uptake in annual premium policies in Q2

The industry recorded a 22.0% year-on-year increase in take-up of annual premium policies, amounting to S\$2.26 billion in 1H 2025. On the other hand, single-premium policies decreased by 21.3% in weighted premiums compared to the same period last year, amounting to S\$722.9 million for 1H 2025.

Financial Advisers (FA) Representatives³ led the charge in achieving S\$30.4 billion sum assured in 1H 2025, accounting for 42.6% – a notable proportion – of the total sum assured for 1H 2025.

Tied Representatives secured another S\$21.4 billion sum assured, accounting for 29.9% of the total sum assured in 1H 2025. The industry recorded a total of S\$71.4 billion in total sum assured during 1H 2025.

While total sum assured and total weighted premium rose by 1.7% and 7.7% year-on-year respectively, the total number of policies has declined by 18.6% year-on-year, from 711,922 policies to 579,343 policies. This could suggest that consumers may be purchasing fewer, but more comprehensive policies – opting for coverage that offers greater protection or investment potential per policy.

Integrated Shield Plans (IPs) remain a critical component of health insurance coverage

Approximately 69,000 Singaporeans and Permanent Residents took up new IPs for 1H 2025. In total, 2.99 million lives – approximately 72% of Singapore residents⁴ – are protected by IPs, which provide coverage on top of MediShield Life.

Total new business premiums⁵ for individual health insurance for 1H 2025 amounted to S\$373.7 million, an increase of 69.3% compared to the same period last year. Overall, IPs and IP rider premiums accounted for 89.9% (S\$336.1 million) and the remaining 10.1% (S\$37.6 million) comprised other medical plans and riders in 1H 2025.

Claims payouts

Between 1 January 2025 and 30 June 2025, the life insurance industry paid out S\$6.35 billion to policyholders and beneficiaries, a 42.1% decrease compared to the same period last year.

Of this amount, S\$5.32 billion was for policies that matured. The remaining S\$1.03 billion was for death, critical illness or disability claims for more than 10,900 policies.

OTHER HIGHLIGHTS FOR 1H2025

Product classification

Par products accounted for 24% of new sales while non-par products accounted for 33%. Investment-linked products made up the remaining 43%, up from 35% in the same period last year.

³ FA Representatives include representatives of “related FA firms”. A related FA firm is a wholly-owned subsidiary of an insurance company.

⁴ Based on the latest available population figures released by the Singapore Department of Statistics. As of mid-2024, the total population of Singapore Residents, which include Singapore Citizens and Permanent Residents, stood at 4.18 million. Available at: <https://www.singstat.gov.sg/find-data/search-by-theme/population/population-and-population-structure/latest-data>

⁵ With effect from 1 January 2016, MediShield Life premiums have been excluded from LIA statistics. New Business premiums refer to the premium due to the new business sold in the year, as well as incremental premiums from any repricing of plans, and change in age-band of the insureds.

Distribution channels

New business from the different channels is as follows:

Distribution Channel	By Weighted Premium (%)	By Number of Policies (%)
Tied Representatives	27.8	37.0
Bank Representatives	35.5	11.0
FA Representatives	33.3	38.2
Online Direct Channel ⁶	1.4	11.5
Others (products sold without intermediaries)	2.0	2.3

Product license classification

As of 30 June 2025, insurers holding “Normal” licenses contributed 99% of new sales, while “Defined Market Segments” (DMS) insurers⁷ made up the remaining 1% of new sales.

Manpower in the industry

Employment in the life insurance industry remained stable with a slight decline of 1% compared to the same period in 2024. As of 30 June 2025, the Singapore life insurance industry’s workforce stands strong at 9,493 employees.

In the same period, 12,197 FA Representatives held exclusive contracts with companies that operate a tied-agency force.

LOOKING FORWARD

Ms Wong Sze Keed, President, LIA Singapore, “Despite geopolitical concerns, the economy stays resilient, providing a more encouraging backdrop for consumers to review and re-engage with their FA Representatives to optimise their portfolio and plan for their long-term protection needs.

As our nation celebrates 60 years of independence, the life insurance industry is focused on what it can do to truly help people ‘go’ further in life – by enhancing financial literacy to bridge protection gaps, supporting families through legacy planning and simplifying claims processes, as well as strengthening trust through elevating industry culture and conduct.

As we march forward into Singapore’s next chapter, our commitment is to build a more trusted, transparent, and people-first life insurance landscape, one that helps every Singaporean strive confidently towards their goals, no matter which stage of life they are in.”

– END –

Note to Editor: Details of the life insurance industry results for 1H 2025 are available at <https://www.lia.org.sg/news-room/industry-performance/>

⁶ Online Direct Channel is a new data point from January 2019, and it refers to “any web portal or application in the internet created, developed and maintained or operated by a life insurer, on which a client may purchase a life policy”.

⁷ DMS insurers are registered by MAS to conduct only non-CPF business and with minimum policy size.

IN SUMMARY

New Business Sales (Weighted Basis)

Comparison with Corresponding Period	Jan – Jun 2025 S\$ (million)	Jan – Jun 2024 S\$ (million)	Change (%)
Single Premium	722.9	918.0	-21.3
Annual Premium	2,262.6	1,854.1	22.0
Total	2,985.6	2,772.1	7.7

Comparison with Corresponding Quarter	Apr – Jun 2025 S\$ (million)	Apr – Jun 2024 S\$ (million)	Change (%)
Single Premium	383.5	417.7	-8.2
Annual Premium	1,122.7	1,019.8	10.1
Total	1,506.1	1,437.5	4.8

Comparison with Last Quarter	Apr – Jun 2025 S\$ (million)	Jan – Mar 2025 S\$ (million)	Change (%)
Single Premium	383.5	339.5	13.0
Annual Premium	1,122.7	1,140.0	-1.5
Total	1,506.1	1,479.5	1.8

Note: Figures in this media release are subject to rounding differences

Life Insurance Association, Singapore (LIA Singapore)

Established in 1962, the Life Insurance Association, Singapore (LIA Singapore) is the not-for-profit trade body of life insurance product providers and life reinsurance providers based in Singapore and licensed by the Monetary Authority of Singapore (MAS).

Vision and Mission

The vision of member companies is *to provide individuals with peace of mind and to promote a society where every person is prepared for life's changing cycles and for those situations unforeseen.*

They are *committed to being a progressive life insurance industry by collectively enhancing consumer understanding, promoting industry best practices, and through the association fostering a spirit of collaboration and mutual respect with government and business leaders.*

Values underpinning the association and its members

Unified	in our resolve to deliver innovative solutions where every individual's needs are best met.
Professional	in the way we conduct ourselves and in the counsel we give.
Ethical	in ensuring our policyholders' interests are managed with utmost integrity.
Fair	in how we strive to provide favourable outcomes to both our policyholders and shareholders.
Open & honest	in all that we do to build an environment of trust and transparency.
Proactive	in the steps we take to give our people the skills and knowledge to provide sound solutions at all times.

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