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new annualized life insurance premiums up 20 in 2021 Nov 28 2023 the covid 19 pandemic raised consumer awareness and demand for life insurance protection leading to a record year of new annualized premiums for life insurance products in 2021 according to an industry group that tracks sales the report also highlights the challenges of coverage gap the rise of private equity ownership of life insurers and the impact of covid 19 on the insurance market

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