

ADVANTAGE GROWTH IS OVER. ANNUITIES AND SUPPLEMENTS ARE BOOMING.

The market you built your book on just went flat.

Do not panic.

The members and the money did not leave.

They moved to products you already sell.

*Prepared for The Insurance Producers Guild
by PSM Brokerage*

THE MARKET PLATEAU

55% Penetration

*Medicare Advantage
now covers **55%** of
eligible beneficiaries
(35.2M of 64.2M).*



3% Growth

*Net growth slowed
to just **3%**. The
slowest pace recorded
in years.*

Source: KFF, 2026

THE ILLUSION OF GENERAL EXPANSION

Of the minimal 3% growth remaining in Medicare Advantage, the vast majority is hyper-segmented.

85%

of net growth came exclusively from Special Needs Plans (SNPs).



Source: KFF, 2026

15%

The mass-market general lane—the product most agents sell—remains essentially flat.



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THE GUARANTEED WEALTH BOOM

\$464.1 Billion

U.S. Annuity Sales in 2025

The Streak:

The 4th consecutive
record-breaking year.

The Projection:
Roughly \$450 Billion
projected for 2026.

The Velocity:

10 consecutive quarters
surpassing \$100 Billion.

Source: LIMRA

THE MIGRATION IS REAL

A glimpse inside one major carrier's 2026 filing.



Medicare Supplement Lines

Net Change:
+19,000 Lines

Percentage:
+2.2% Over 12 Months

Status: Inflow

Medicare Advantage Lines

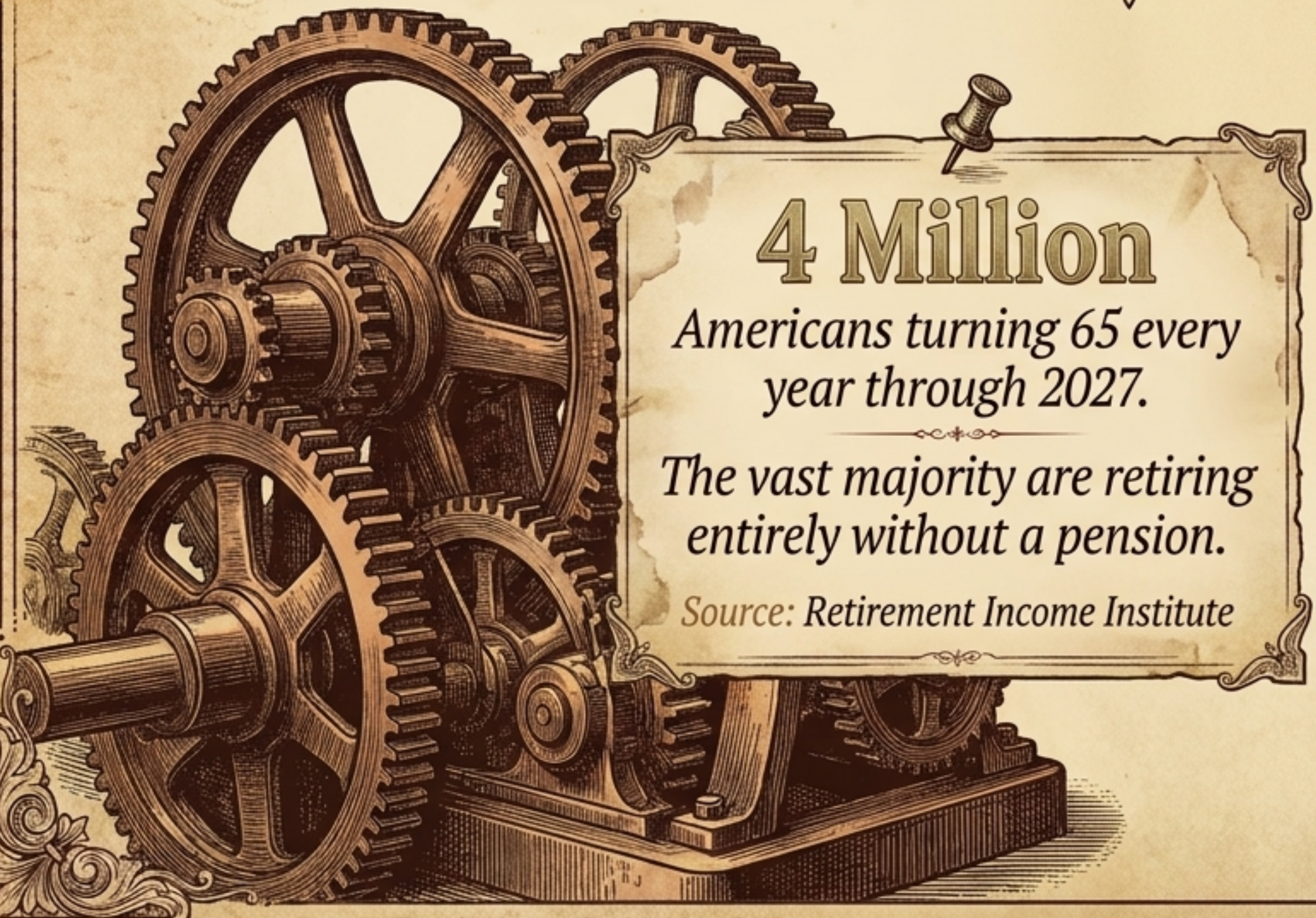
Net Change:
-358,000 Lines

Percentage:
Heavy Contraction

Status: Outflow

Source: CSG Actuarial, 2026

THE DEMOGRAPHIC ENGINE & THE FIELD PLAY



4 Million

*Americans turning 65 every
year through 2027.*

*The vast majority are retiring
entirely without a pension.*

Source: Retirement Income Institute

1. Run an Annual Book Review:
Audit every existing client's
current standing.
2. Ask the Vital Question:
Ask every Medicare client if
their income is as guaranteed
as their coverage.
3. Check Rights:
Identify guaranteed-issue
Medicare Supplement rights for
anyone whose managed plan is
changing or degrading.



{ THE NEXT DECADE BELONGS TO GUARANTEES }

Build a guaranteed-income and guaranteed-coverage practice now.

If you are not with PSM Brokerage, this is the intelligence our agents get every day.

Talk to us about contracting.

*Produced by PSM Brokerage for
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