



The VitalityLife Claims and Shared Value Report 2026 is out now!

Discover how life insurance can do more than pay out, helping your clients to live longer¹, healthier lives while getting real value every day.

Explore the latest statistics and real member stories you can bring straight into your conversations with clients.

These insights and statistics help to bring our products to life – turning the technical details into practical and relatable cover that makes protection feel tangible.

[Read the report](#)

¹ Based on members who move from 0 to 21+ activity points a week throughout their lifetime, applied to standard UK mortality rates. Vitality study 2024