

What is International Women's Day?

International Women's Day is a global holiday celebrated annually on March 8 as a focal point in the women's rights movement. IWD gives focus to issues such as gender equality, reproductive rights, and violence and abuse against women.

Since 2020, as a result of the COVID pandemic, 75 million more people have fallen into poverty. By 2030, there could be over 340 million women and girls living in poverty. With many women taking on the role of the primary wage earner in the home, there needs to be more awareness about the importance of life insurance.

Did you know that women are more likely than men to overestimate the cost of life insurance? But, the need for life insurance is highest among women!

The overall need for life insurance is higher among women (44%) than among men (38%) according to the 2023 Insurance Barometer Study by Life Happens and LIMRA.

In the past, men predominantly worked and provided for their families financially. However, that trend has changed. With more and more women becoming the primary wage earner, the split in the need for life insurance reflects a similar pattern: 43% of women have a need-gap, compared to 38% of men.

Statistically, women outlive men and have a higher chance of surpassing the duration of a life insurance plan, making insurance costs more affordable for them.

Even if you don't bring home a paycheck, and you are a stay-at-home mom, you still need life insurance!

