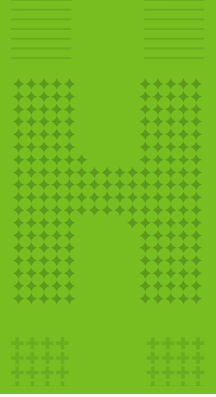




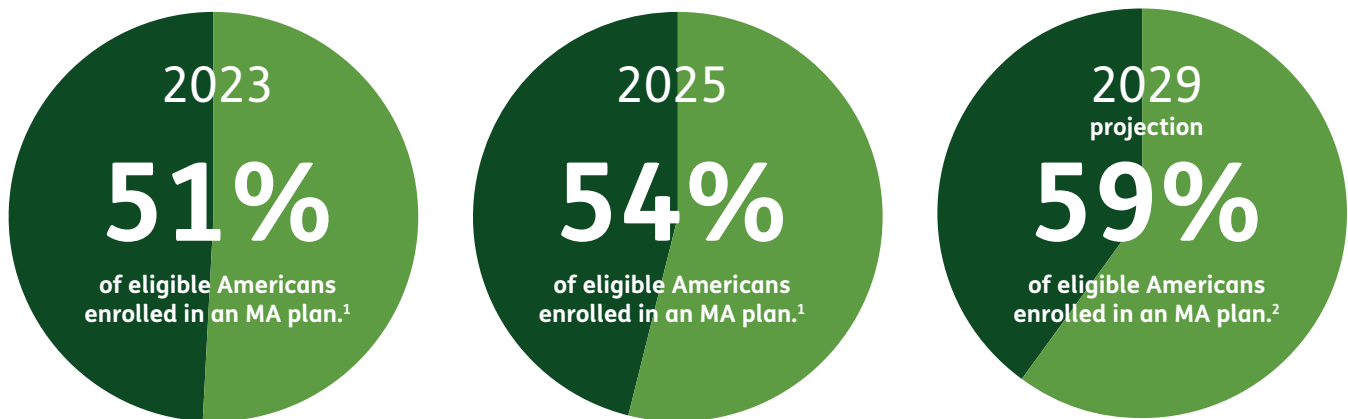
## Group Medicare Insights: Industry news and trends



### 3 reasons why MA enrollment is growing

Medicare-eligible Americans are opting for Medicare Advantage (MA) plans in ever-growing numbers. In fact, enrollment in MA surpassed enrollment in Original Medicare for the first time ever in 2023.

#### MA enrollment: past, present and future



What's been driving this enrollment surge? Here's a look at three key factors.



#### Driver #1: A growing senior population

**13%:**

Growth in the 65+ demographic from 2020 to 2024, far outpacing the 1.4% growth in the working-age population (ages 18 to 64)<sup>3</sup>

**42%:**

Projected increase in number of Americans ages 65+ by 2050<sup>4</sup>

**19 million:**

Projected number of Americans ages 85+ in 2060, nearly triple the number in 2020<sup>5</sup>

## 3 reasons why MA enrollment is growing



### Driver #2: More options leads to greater popularity

The U.S. senior population is rapidly expanding:

**80%:**

Growth in number of plan options over the past 5 years<sup>6</sup>

**75%:**

Percentage of MA enrollees who use at least one supplemental benefit per year<sup>7</sup>

**90%+:**

Percentage of MA enrollees with supplemental coverage for vision, hearing and dental in 2024<sup>8</sup>



### Driver #3: Lower costs, less burden for plan sponsors

Medicare Advantage plans can help reduce costs and simplify administration for plan sponsors, boosting MA's appeal:

**56%:**

Share of large employers offering retiree health benefits in 2024 that offered coverage to some retirees through MA, more than double the share in 2017<sup>9</sup>

**56%:**

Percentage of large employers offering retiree benefits through an MA plan who believe the shift to MA has lowered the cost per retiree<sup>9</sup>

**5.7 million:**

Number of Group Medicare enrollees in 2025, up from 1.8 million in 2010<sup>1</sup>



### What's on the horizon?

MA enrollment growth is expected to continue. Here's why:

#### Demographics:

There are more Medicare-eligible Americans every year, and more are opting for MA over Original Medicare

#### Financial incentives:

Annual out-of-pocket limit offers protection; rising premiums for Part D stand-alone plans may incentivize switching to MA plans<sup>2</sup>

#### Regulatory environment:

The Inflation Reduction Act (IRA), which impacts drug pricing, may make MA plans more appealing<sup>10</sup>



## What's behind the surge in Medicare Advantage enrollment?

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3. "[Older Adults Outnumber Children in 11 States and Nearly Half of U.S. Counties](#)," United States Census Bureau, June 26, 2025, accessed Sept. 15, 2025.
4. Mark Mather and Paola Scommegna, "[Fact sheet: Aging in the United States](#)," Population Reference Bureau, Jan. 9, 2024, accessed Sept. 12, 2025.
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8. Julia Friedman and Mary Yeh, "[State of the 2024 Medicare Advantage Industry: General Enrollment Plan Valuation and Benefit Offerings](#)," Milliman, Jan. 16, 2024, accessed Sept. 19, 2025.
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