



2026 LIFE INSURANCE AND ANNUITY CONFERENCE

The Power of Promise

**The Future of
Annuities: Trends,
Innovation, and
Market Momentum**



LIMRA LOMA

Society of
Actuaries

ACLI



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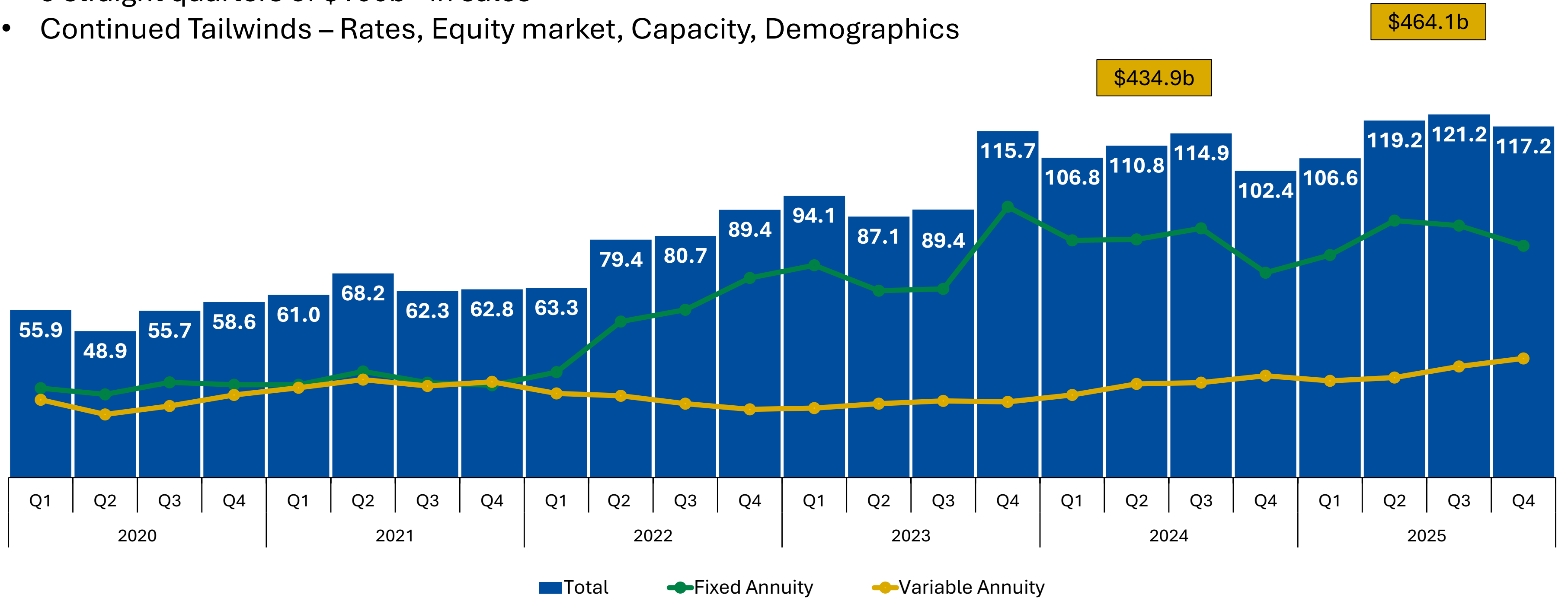
LIMRA

What We'll Cover

- Understand the latest annuity market Data & Insights
- Examine emerging trends & forces reshaping the industry
- Explore innovation, technology, and competitive responses
- Identify opportunities & strategic imperatives

State of the U.S. Annuity Market (Today's Landscape)

- 9 straight quarters of \$100b+ in sales
- Continued Tailwinds – Rates, Equity market, Capacity, Demographics

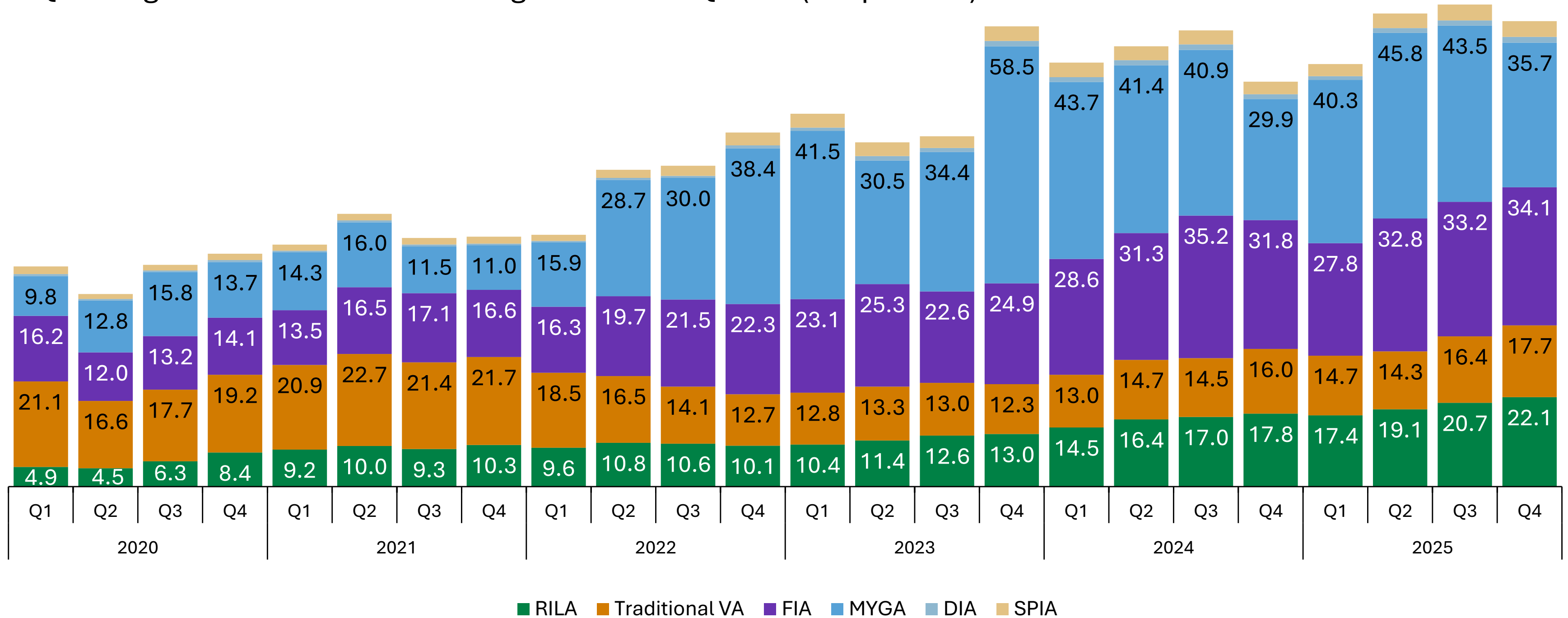


Source: U.S. Individual Annuities Sales Survey, LIMRA.



Registered Annuity Products Coming Back into focus

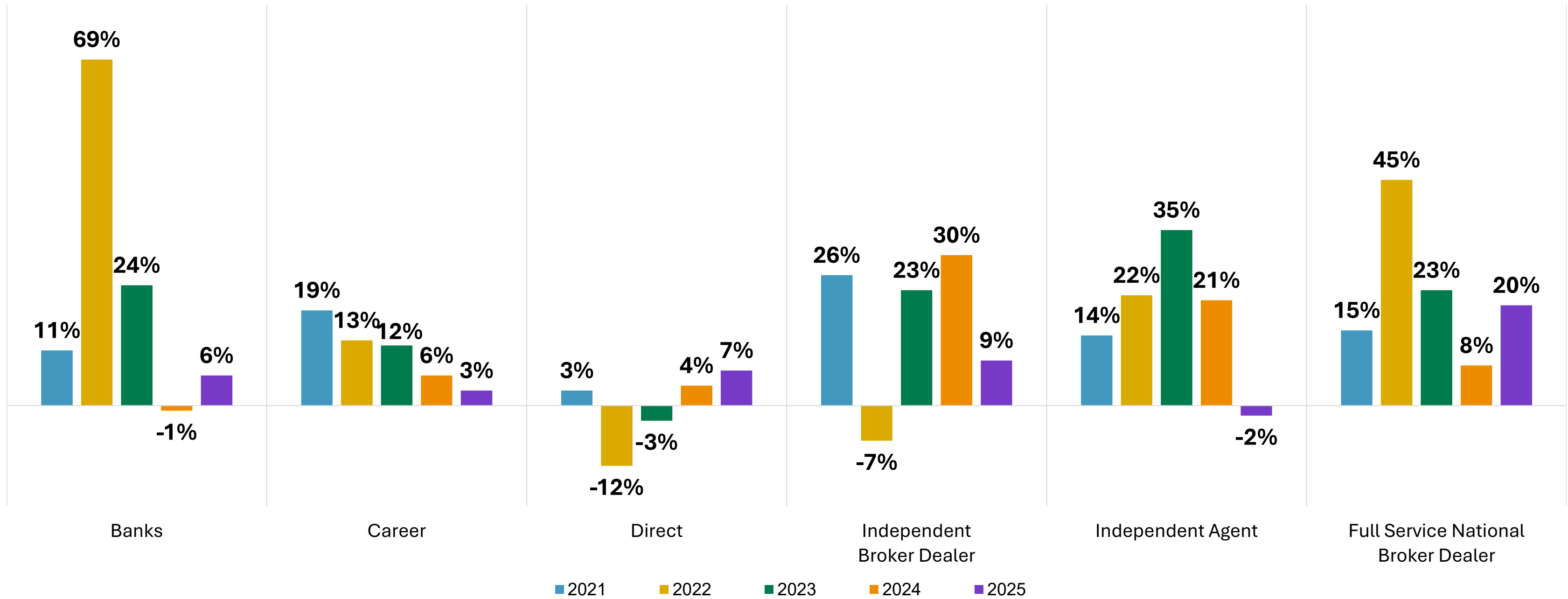
4Q 25 Registered Product Sales – highest since 2Q 2011 (58 quarters)



Source: U.S. Individual Annuities Sales Survey, LIMRA.



RILA Leading The Growth Charge In...

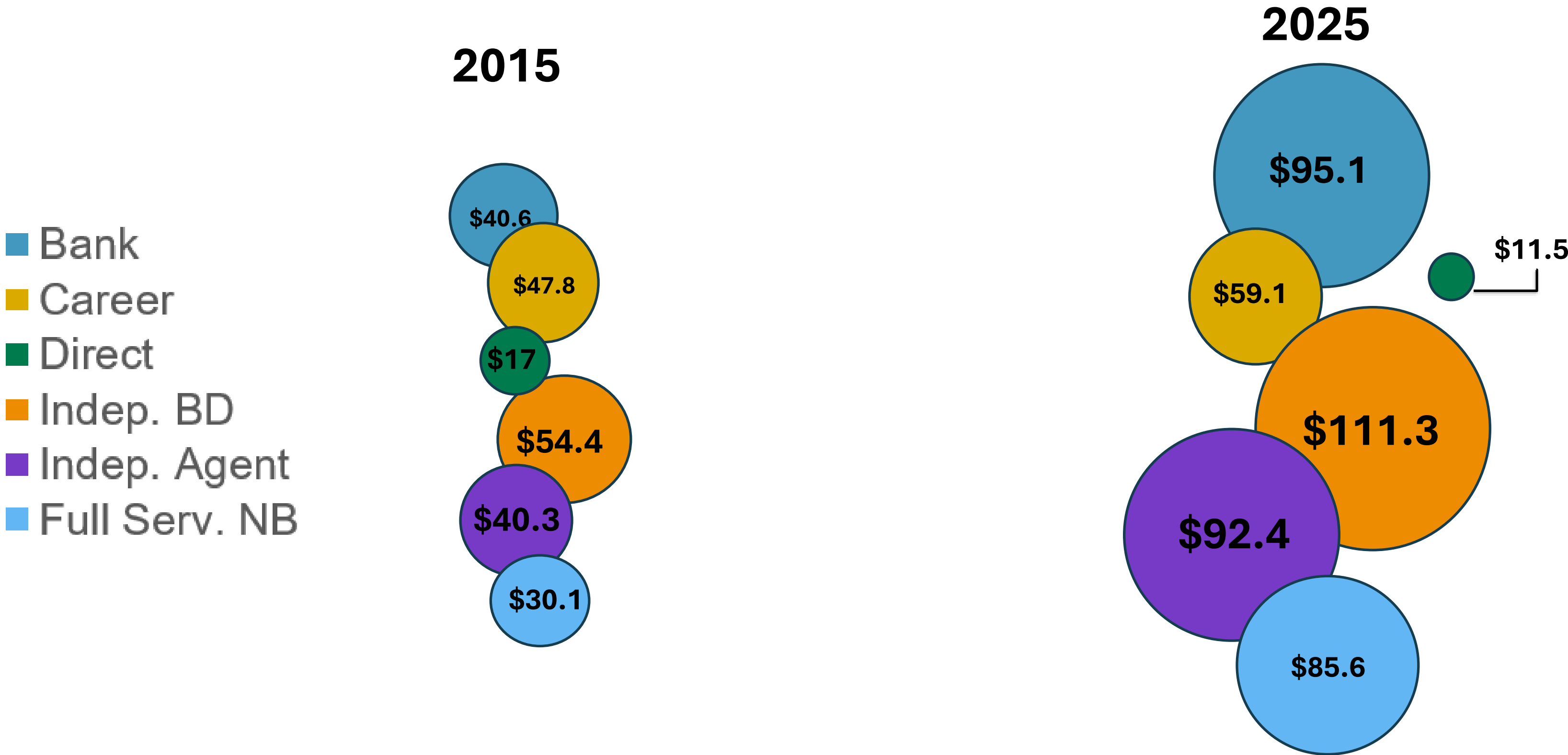


Percent of Annualized Premium (2025*)					
20%	13%	2%	24%	20%	18%

*Excludes Home Service and any other channels that do not fall into any of the above categories
 Source: U.S. Individual Annuities Sales Survey, LIMRA and LIMRA estimates.

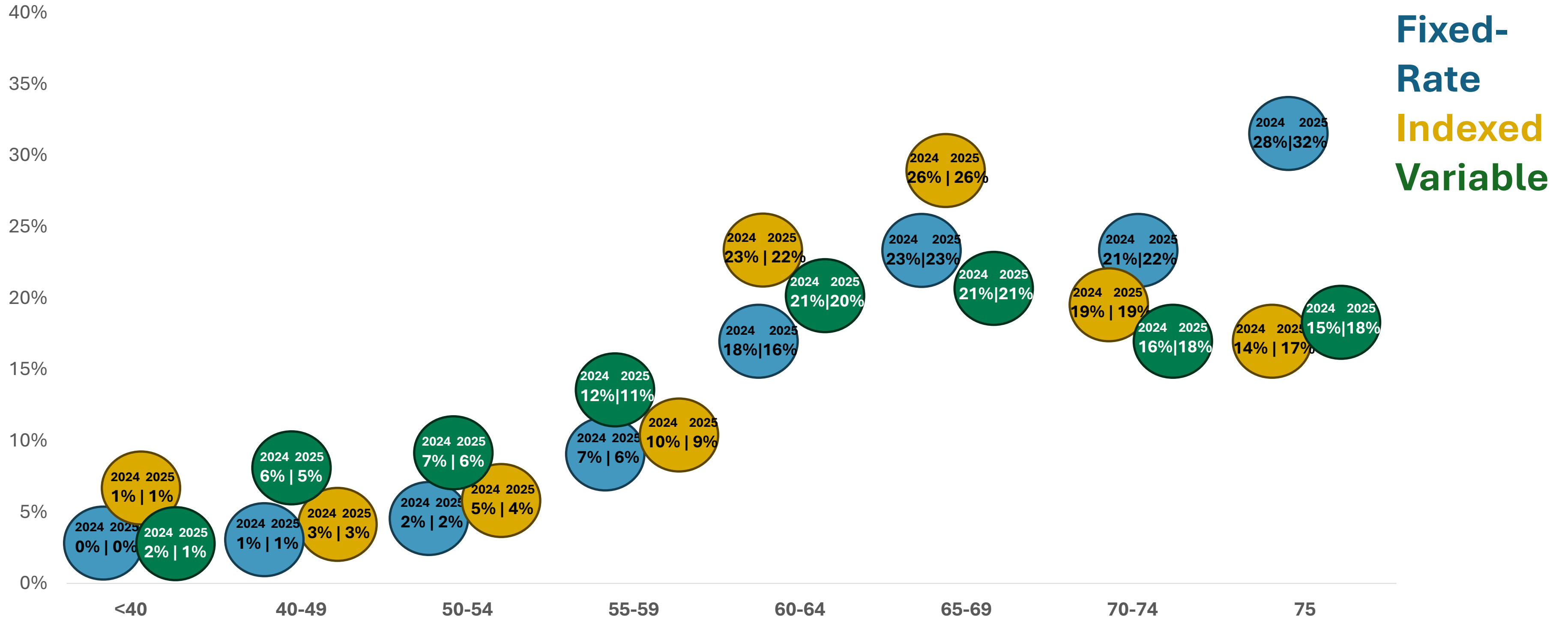


Total Annuity Sales by Distribution Channel

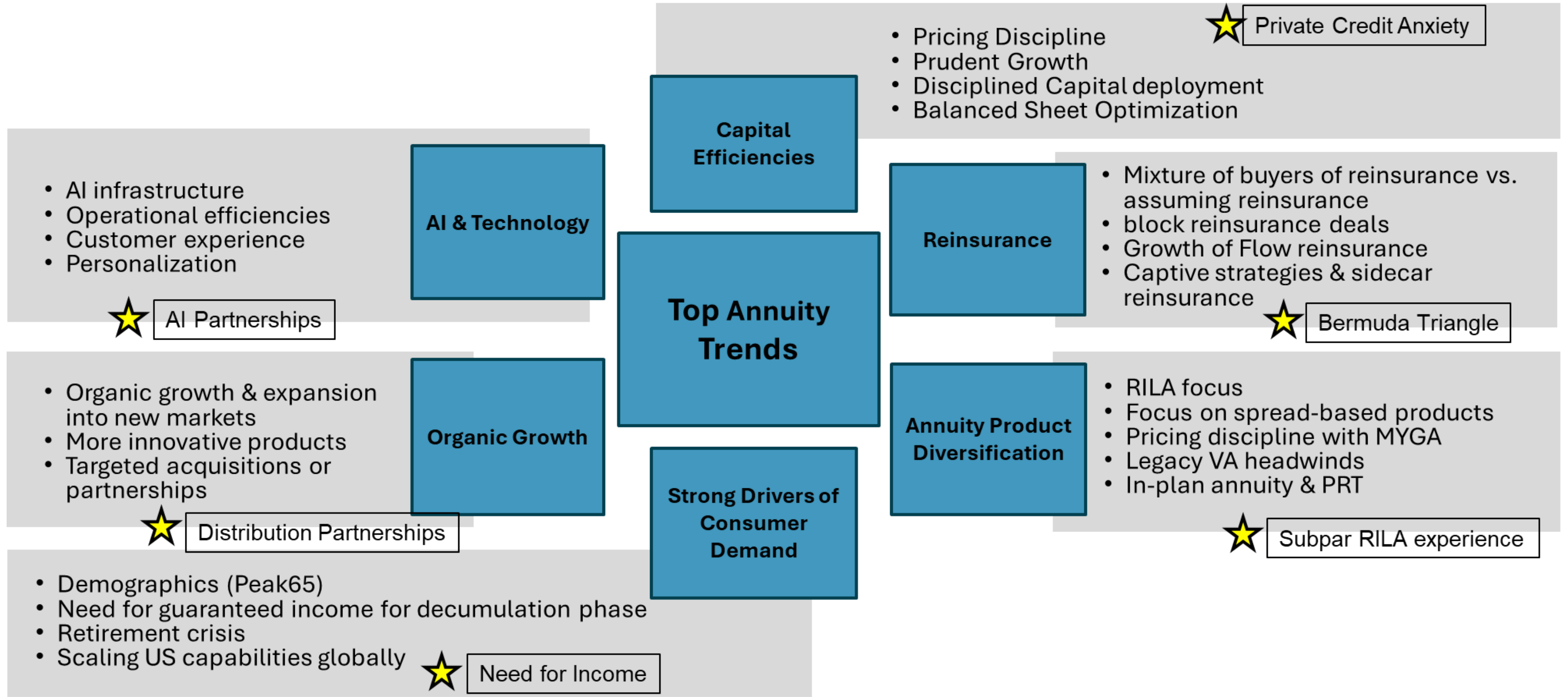


Source: LIMRA Quarterly Annuity Report; \$\$ in billions.

Deferred Annuity Sales by Product & Age



Macro Forces Shaping The Industry



Demographic & Consumer Insights Highlighting Opportunity

- Peak retirement now overlaps with Gen X “sandwich generation” pressure intensifying demand for holistic planning, protection, and guaranteed income
- The largest wealth transfer in history is underway with significant retention and wealth planning opportunities
- Longevity expectations materially exceed retirement preparedness thus shining a brighter light on annuity capabilities
- Retirement income gaps continue to widen leaving many to self-insure longevity and market risks
- Financial security anxiety is high but guaranteed income resonates

Annuity Carriers Are Responding Through Innovation

- Expanding product offering to balance growth, protection, and flexibility
- Making lifetime income more flexible and modular
- Building out the fee-based and advisory-friendly annuity market
- Embedding annuities directly into retirement plans
- Improving technology, simplicity, and consumer experience

What are the Competitive Dynamics

- Building “All Weather” Product Portfolios to perform across different rate and market cycles to remain competitive
- Targeting growth segments with fewer competitors and where product complexity, capital expertise, and distribution partnerships create higher barriers to entry and defensible economics
- Using innovative capital management to fund growth and proportionate capital deployment
- Expand through partnerships with fintech platforms, RIAs, IBDs, and turnkey advisor tech ecosystems rather than building everything in-house
- Pursuing M&A and ecosystem partnerships to gain scale, capabilities, or speed

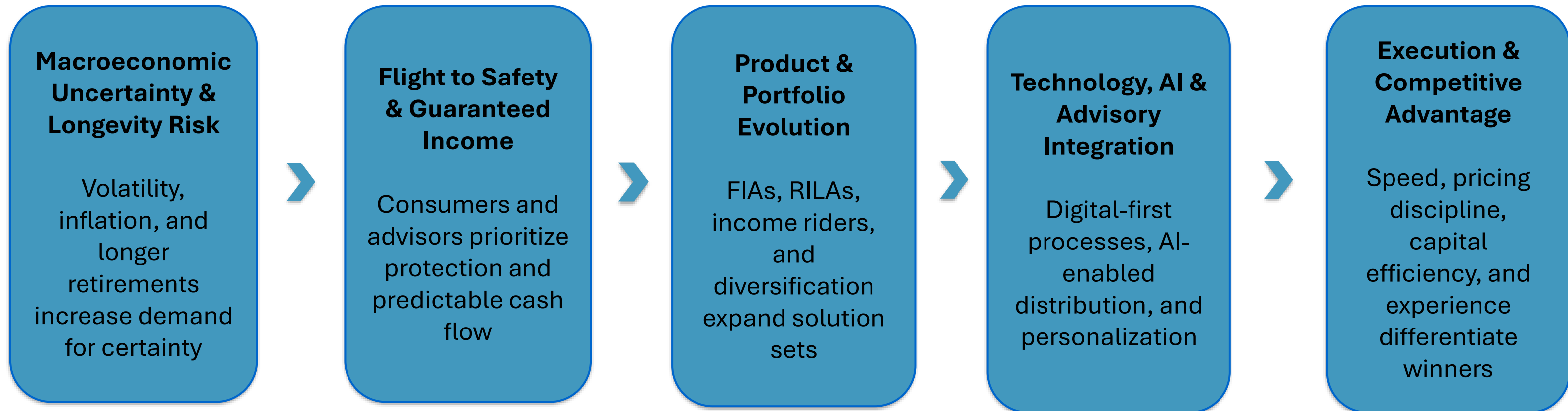
Technology & Annuities

- Industry-wide digitization is accelerating through IRI's Digital First initiative
- Speed to issue and service is becoming a competitive differentiator
- AI-enhanced distribution is lifting productivity
- Data platforms and CRM-connected AI are reshaping customer engagement
- Generative AI is moving from experimentation to practical use cases

Regulatory & Policy Landscape

- State-based “best interest” standards are now the effective baseline amid ongoing federal regulatory uncertainty
- Private credit and alternative assets are under intensified regulatory scrutiny
- “Bermuda triangle” face stronger transparency and reserve requirements
- Reserve, capital, and disclosure frameworks are being modernized for annuities (VM-22)
- Forward looking risk: illustration practices, AI governance, and federal re-engagement

Emerging Market Themes



Annuity Forecast (2025 – 2028)

\$1.8T+ annuity sales since 2021

Growth driven by short-duration fixed-rate annuities
Next 3 years shaped by key tailwinds and headwinds

Tailwinds:

Large volume exiting CDSC → strong replacement potential
Rates above historical norms
Demographics/supportive demand
Index-based annuities leading growth

Headwinds:

Declining rates may reduce replacements
Macro uncertainty / recession concerns

2026 outlook stable; slight softening possible in 2027–2028



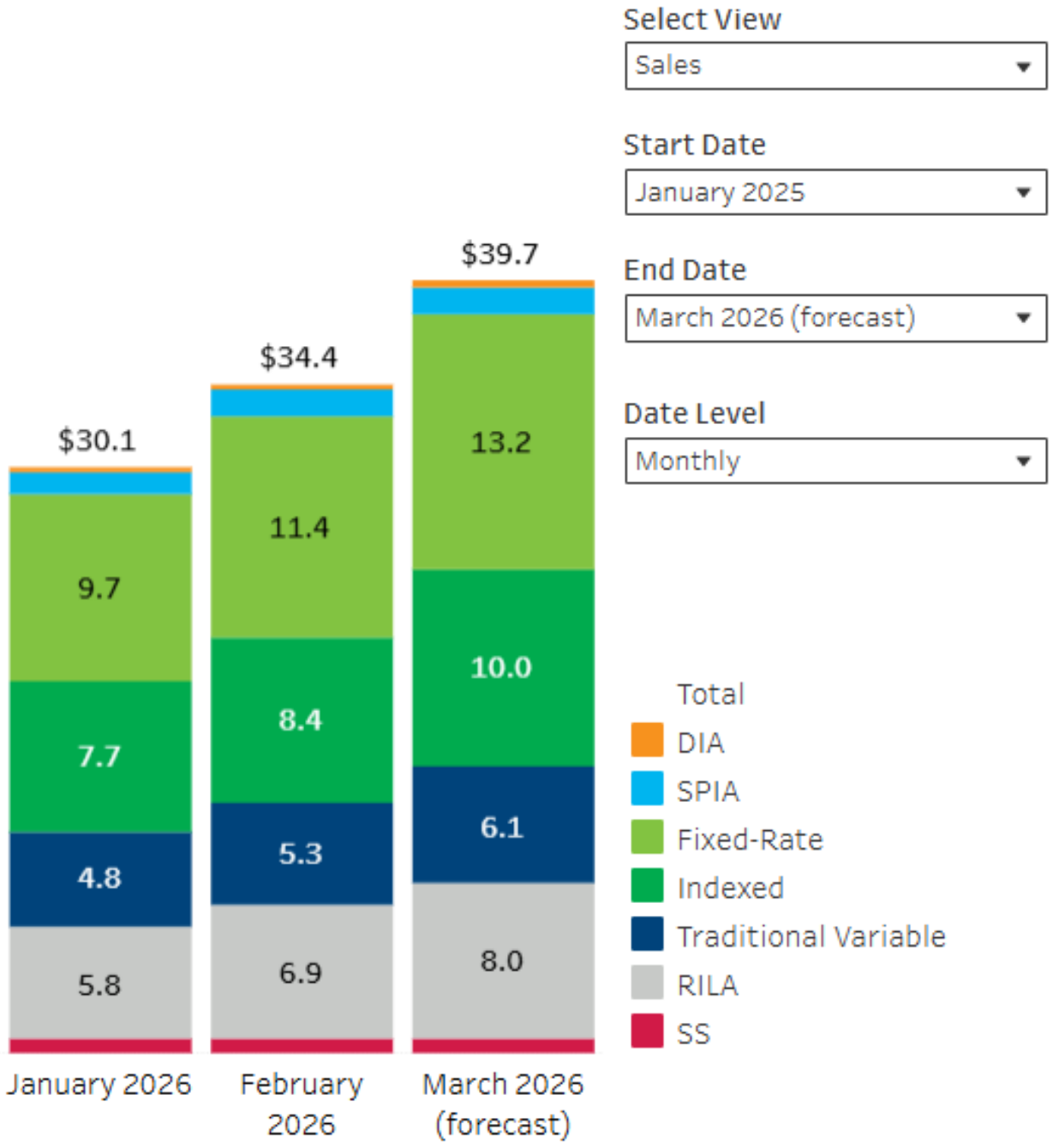
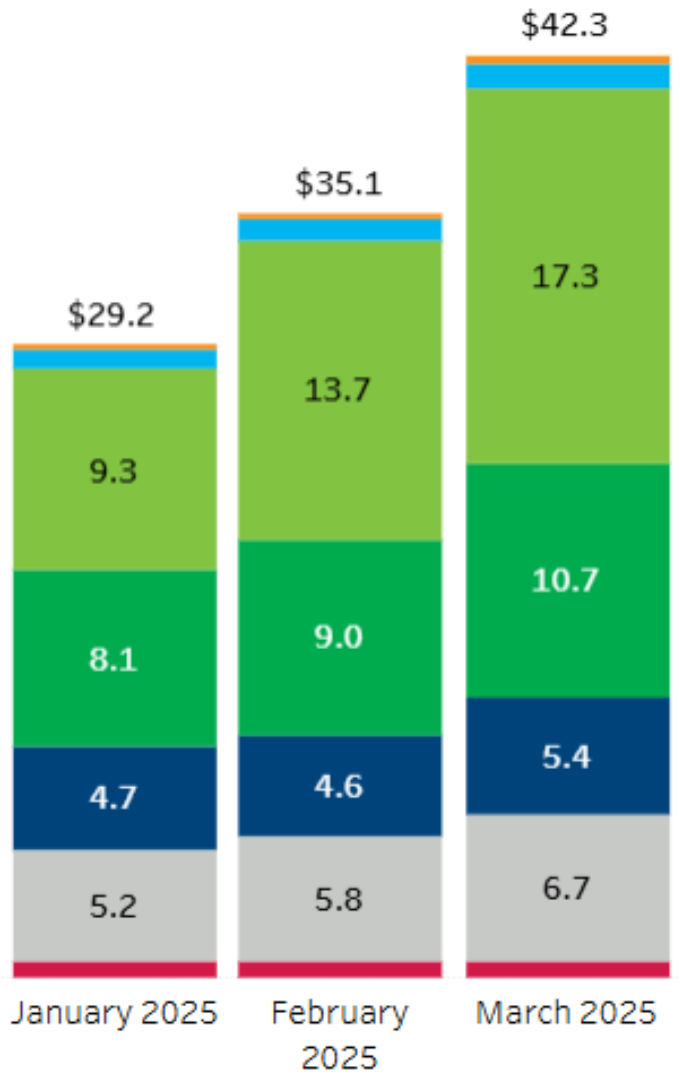
Annuities Sales - Stable

	2023	2024	2025(F)	2026(F)	2027(F)	2028(F)
FRD	\$164.9	\$153.2	\$170.4	\$156.8	\$147.4	\$141.5
FIA	\$95.9	\$126.9	\$125.1	\$130.1	\$132.7	\$132.7
RILA	\$47.4	\$66.4	\$76.5	\$85.7	\$88.3	\$90.1
VA	\$51.4	\$60.9	\$62.9	\$62.9	\$63.6	\$64.2
Income	\$17.5	\$18.6	\$18.6	\$17.3	\$16.8	\$16.9
SS	\$8.3	\$8.9	\$9.1	\$9.0	\$8.9	\$8.9
Total	\$385.4	\$434.9	\$462.7	\$461.7	\$457.5	\$454.2

0.6% Dif



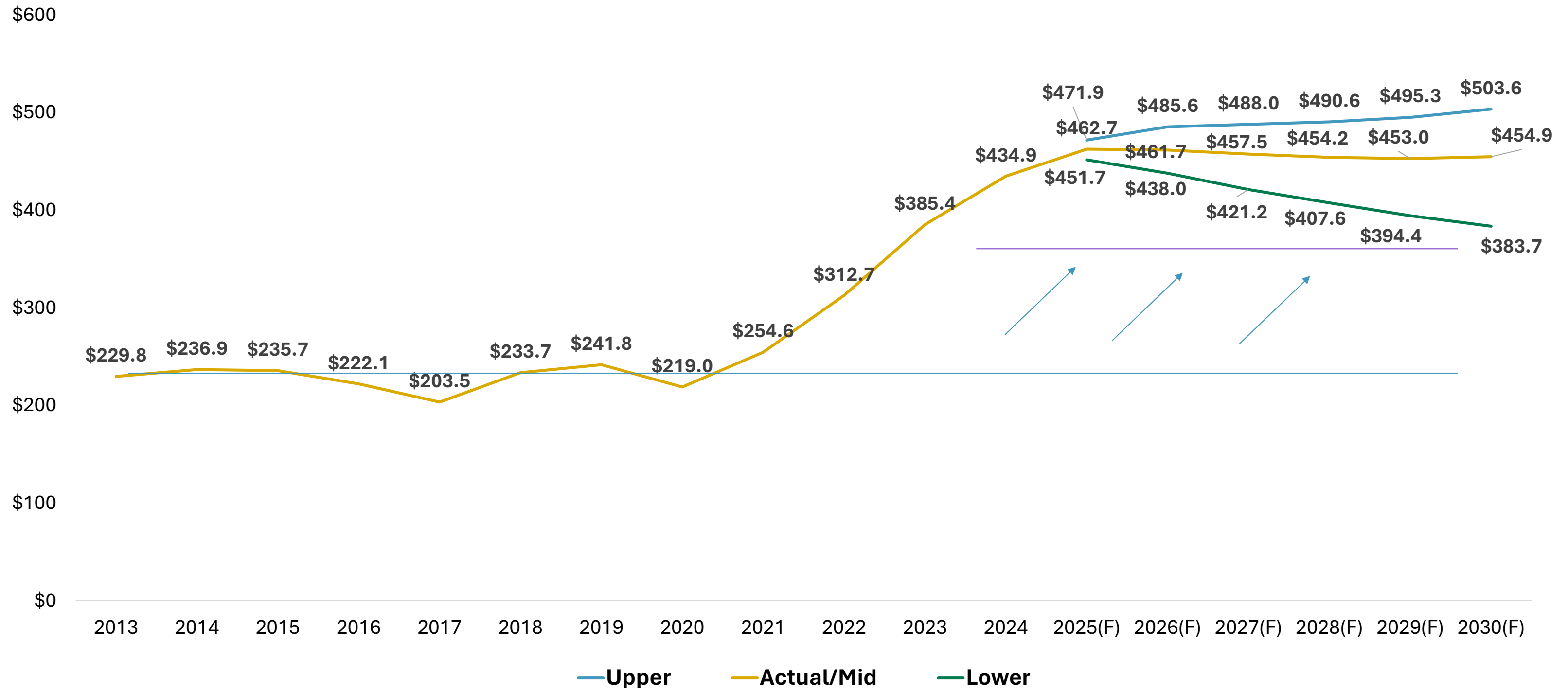
Annuity Monthly Sales (\$B) – Similar Path Year-over-year



Source: U.S. Individual Annuities Monthly Sales Survey, LIMRA.

\$375B+ in Annual Annuity Sales - The New Normal

Individual Annuity Sales & 2030 Forecasting



Implications and Opportunities for the Annuity Industry

The next era of annuity leadership belongs to carriers that combine product innovation, digital execution, and trust at scale.

- Accelerate product agility to capture “blue ocean” and new customer segments
- Invest in technology platforms and digital-first ecosystems
- Align distribution strategy to evolving advice and fee-based channels
- Strengthen consumer trust through clarity, simplicity, and best in class experience
- Leverage analytics, partnerships, and scenario planning as competitive weapons

5 Key Takeaways

1. Rate Volatility — Moving Past the Tailwind

Rates are normalizing; differentiation shifts from yield to guarantees, income confidence, and outcomes.

2. Technology Adoption Is Now Table Stakes

Digital-first platforms, data connectivity, and AI enable speed, scale, and advisor relevance.

3. Consumer Expectations Have Permanently Shifted

Buyers demand clarity, personalization, and integrated advice—not complexity or one-size solutions.

4. Pricing & Competitive Intensity Are Rising

Crowded markets favor execution, capital discipline, and distribution strength over price alone

5. Innovation Must Be Continuous

Sustained growth requires ongoing innovation across products, delivery models, and partnerships

Question 1

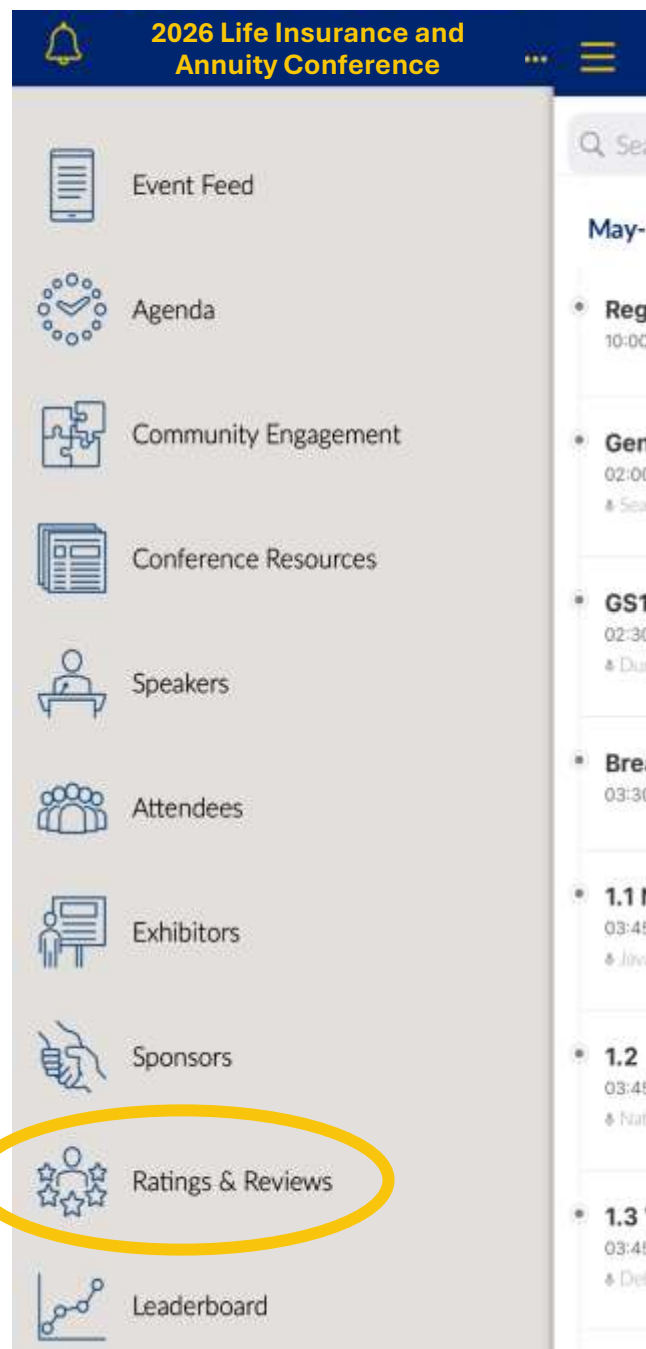
“Looking out 3–5 years, what **assumption about the annuity market** are you most confident in—and which one do you think the industry is systematically underestimating?”

Question 2

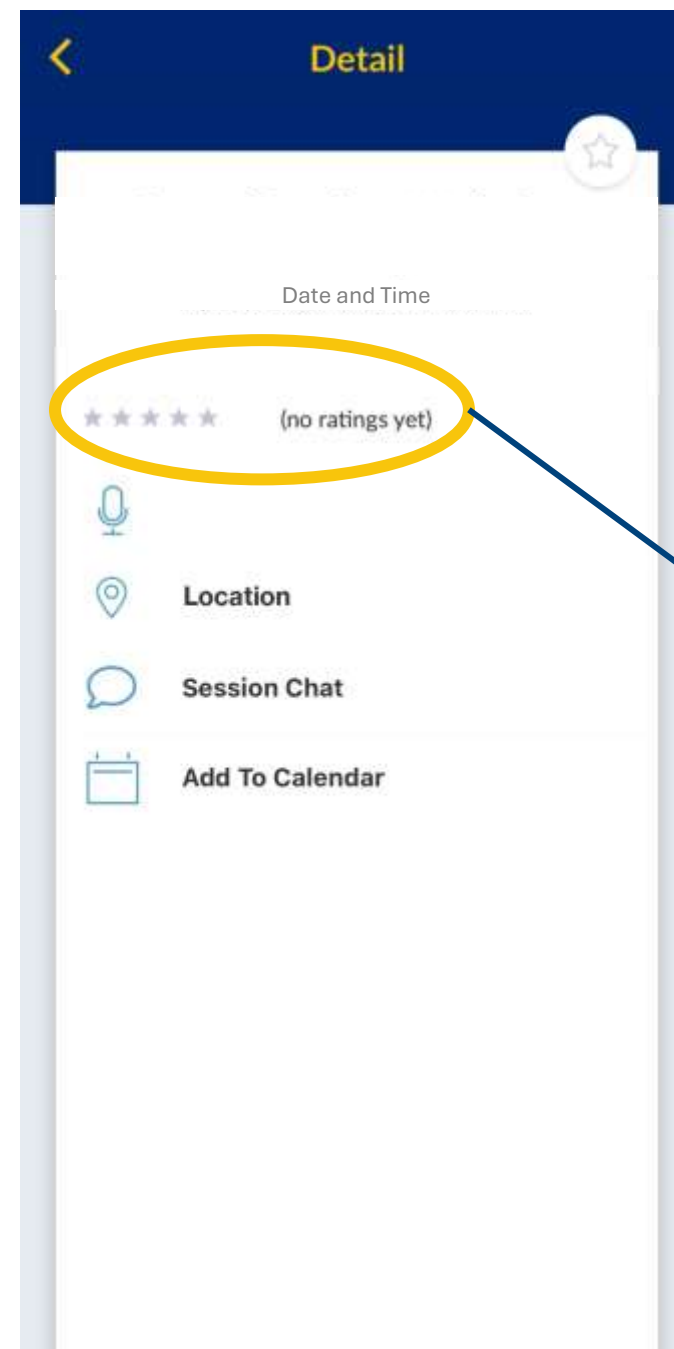
“Where are annuity carriers today **over-optimized or over-focused on for the past decade**, and what tradeoff is the industry knowingly making because of it?”

We Value Your Feedback — Share It in the Conference App

Module Option



Agenda Option



Thank You

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