

U.S. Individual Annuity Sales

1st Quarter 2021 (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Jackson National Life	4,730,083	Jackson National Life	4,648,898	New York Life	3,121,592
2	New York Life	4,351,443	Equitable Financial	3,286,688	American Equity Investment Life	2,434,806
3	AIG Companies	4,312,227	Lincoln Financial Group	2,802,932	AIG Companies	2,387,667
4	Equitable Financial	3,293,702	TIAA	2,034,000	Global Atlantic Financial Group	2,192,834
5	Lincoln Financial Group	2,888,544	AIG Companies	1,924,560	Athene Annuity & Life	1,689,337
6	Allianz Life of North America	2,640,981	Brighthouse Financial	1,916,518	Fidelity & Guaranty Life	1,513,812
7	Nationwide	2,517,000	Nationwide	1,915,000	Sammons Financial Companies	1,426,764
8	American Equity Investment Life	2,434,806	Prudential Annuities	1,739,320	Symetra Financial	1,159,414
9	Global Atlantic Financial Group	2,208,523	Allianz Life of North America	1,542,738	Allianz Life of North America	1,098,243
10	TIAA	2,034,000	RiverSource Life Insurance	1,420,788	Great American	1,078,917
11	Brighthouse Financial	1,995,142	Pacific Life	1,232,220	USAA Life	1,027,530
12	Prudential Annuities	1,910,582	New York Life	1,229,851	Security Benefit Life	861,473
13	Athene Annuity & Life	1,767,645	Thrivent Financial for Lutherans	722,869	Western Southern Group	720,482
14	Pacific Life	1,713,747	Fidelity Investments Life	720,150	Nationwide	602,000
15	Sammons Financial Companies	1,519,622	Transamerica	422,097	Massachusetts Mutual Life	542,264
16	Fidelity & Guaranty Life	1,513,812	CMFG Life Insurance Company	335,151	Pacific Life	481,528
17	RiverSource Life Insurance	1,443,110	Northwestern Mutual Life	274,475	EquiTrust Life	470,336
18	Symetra Financial	1,227,849	Protective Life	219,372	Protective Life	421,868
19	Great American	1,152,816	Principal Financial Group	122,325	Delaware Life	404,442
20	USAA Life	1,027,530	Massachusetts Mutual Life	107,106	National Life Group	372,136
	Top 20	\$46,683,165	Top 20	\$28,617,060	Top 20	\$24,007,446
	Total industry	\$61,024,000	Total industry	\$30,000,000	Total industry	\$31,024,000
	Top 20 share	76%	Top 20 share	95%	Top 20 share	77%

Source: Secure Retirement Institute U.S. Individual Annuities Sales Survey

