

# U.S. Individual Variable Annuity Sales Breakout

2023 Year-End Rankings (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	9,320,105	Equitable Financial	11,333,615
2	TIAA	7,241,697	Brighthouse Financial	6,874,849
3	Equitable Financial	6,547,967	Allianz Life of North America	6,773,251
4	Corebridge Financial	3,865,478	Prudential Annuities	4,872,465
5	Nationwide	3,721,387	Lincoln Financial Group	4,325,062
6	Lincoln Financial Group	3,585,105	RiverSource Life Insurance	3,087,997
7	Pacific Life	2,773,600	Jackson National Life	2,606,368
8	New York Life	2,551,166	New York Life	2,400,140
9	Thrivent Financial for Lutherans	1,438,731	TruStage	1,029,082
10	Fidelity Investments Life	1,321,784	Nationwide	979,800
11	Transamerica	929,996	Athene Annuity & Life Assurance Company	851,106
12	RiverSource Life Insurance	892,771	Massachusetts Mutual Life	786,330
13	Protective Life	766,464	Transamerica	530,528
14	Northwestern Mutual Life	745,962	Symetra Financial	398,235
15	Brighthouse Financial	652,696	Principal Financial Group	203,389
16	Principal Financial Group	357,968	Sammons Financial Companies	119,427
17	Horace Mann Life Insurance Company	348,137	Global Atlantic Financial Group	108,311
18	Penn Mutual	260,182	Protective Life	15,605
19	Securian Financial	226,109		
20	Massachusetts Mutual Life	181,964		
	<b>Top 20</b>	<b>\$47,727,269</b>	<b>Top 20</b>	<b>\$47,295,559</b>
	<b>Total industry</b>	<b>\$51,400,000</b>	<b>Total industry</b>	<b>\$47,400,000</b>
	<b>Top 20 share</b>	<b>93%</b>	<b>Top 20 share</b>	<b>100%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey