

U.S. Individual Life Insurance – Total Sales

First Quarter 2024

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Northwestern Mutual	266,619	State Farm Life	232,852
2	Pacific Life	185,687	Mutual of Omaha Companies	134,587
3	Prudential Financial	184,727	Northwestern Mutual	78,660
4	State Farm Life	184,383	TruStage	76,051
5	New York Life	180,195	Primerica Life Insurance	74,881
6	MassMutual Life Insurance Company	149,709	New York Life	64,293
7	National Life Group	134,603	Gerber Life Insurance Company	55,604
8	Mutual of Omaha Companies	132,570	Colonial Life	49,557
9	Nationwide	124,800	Transamerica	47,812
10	Transamerica	114,332	National Life Group	46,058
11	John Hancock Life Insurance Company	107,138	Colonial Penn	44,317
12	Primerica Life Insurance	79,690	Legal & General America	42,231
13	Lincoln National Life Insurance Company	77,904	Corebridge Financial	40,750
14	Penn Mutual	72,061	American Amicable Life Insurance Company	40,598
15	Corebridge Financial	70,371	Unum	38,309
16	TruStage	69,520	Americo Companies	31,185
17	Guardian Life Ins Co of America	69,288	AAA Life Insurance Company	30,795
18	Allianz Life of NA	65,526	Protective Life	24,981
19	Protective Life	57,104	Prudential Financial	21,280
20	Legal & General America	52,698	Farmers New World Life	20,968
	Top 20	\$2,378,924	Top 20	1,195,768
	Top 20 share of the survey	75%	Top 20 share of the survey	79%
	Top 20 share of the industry	64%		

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey