

U.S. Annuity First Quarter 2025 Sales Estimates

Variable	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Full Year 2024	Q1 2025	Q1 2025 / Q4 2024	Q1 2025 / Q1 2024
Traditional Variable	13.7	15.4	15.1	16.7	60.9	15.3	-8%	12%
Registered Index-Linked	14.5	16.4	17.0	17.8	65.7	17.4	-2%	20%
Total Variable	28.2	31.8	32.1	34.5	126.6	32.7	-5%	16%
Fixed								
Fixed-rate deferred	43.0	40.7	40.3	29.2	153.2	39.7	36%	-8%
Indexed	28.6	31.3	35.2	31.8	126.9	27.8	-13%	-3%
Deferred income	1.2	1.3	1.35	1.15	4.9	0.9	-21%	-22%
Fixed immediate	3.6	3.4	3.5	3.1	13.6	3.0	-3%	-16%
Structured settlements	2.1	2.1	2.3	2.4	8.9	2.3	-6%	7%
Total Fixed	78.5	78.8	82.6	67.7	307.6	73.7	9%	-6%
Total U.S. Annuities	106.7	110.6	114.7	102.2	434.2	106.4	4%	0%

\$ in billions

Source: U.S. Individual Annuity Sales Survey, First Quarter 2025, LIMRA