

U.S. Individual Annuity Sales

First Quarter 2025 Rankings (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	9,505,806	Equitable Financial	5,524,682	Athene Annuity & Life	9,152,835
2	New York Life	8,734,535	Jackson National Life	3,626,913	New York Life	7,125,318
3	Corebridge Financial	5,876,080	Lincoln Financial Group	2,940,502	USAA Life	4,898,321
4	Equitable Financial	5,525,316	Prudential	2,376,402	Corebridge Financial	4,690,646
5	USAA Life	4,898,321	Allianz Life of North America	2,357,660	Sammons Financial Companies	3,583,179
6	Allianz Life of North America	4,715,853	Brighthouse Financial	2,125,923	Global Atlantic Financial Group	3,192,110
7	Pacific Life	4,262,908	TIAA	1,776,433	Pacific Life	3,034,381
8	Prudential	4,075,626	Nationwide	1,721,984	Massachusetts Mutual Life	2,477,029
9	Sammons Financial Companies	3,806,184	New York Life	1,609,217	Allianz Life of North America	2,358,193
10	Lincoln Financial Group	3,804,917	Pacific Life	1,228,527	Fidelity & Guaranty Life	2,013,798
11	Jackson National Life	3,788,102	Corebridge Financial	1,185,434	Prudential	1,699,224
12	Global Atlantic Financial Group	3,492,152	RiverSource Life Insurance	1,065,418	American Equity Investment Life	1,667,258
13	Nationwide	3,257,384	Transamerica	843,759	Security Benefit Life	1,642,322
14	Massachusetts Mutual Life	2,689,607	Principal Financial Group	556,285	Western Southern Group	1,633,081
15	Brighthouse Financial	2,263,427	Fidelity Investments Life	426,518	Nationwide	1,535,400
16	Fidelity & Guaranty Life	2,022,339	Thrivent Financial for Lutherans	364,986	Guardian Life of America	1,369,903
17	TIAA	1,830,161	Athene Annuity & Life	352,971	Delaware Life	1,352,012
18	Security Benefit Life	1,670,135	Protective Life	316,706	American National	1,237,531
19	American Equity Investment Life	1,667,258	Global Atlantic Financial Group	300,042	Symetra Financial	1,185,845
20	Western Southern Group	1,638,273	TruStage	254,707	Aspida	1,104,073
	Top 20	\$79,524,384	Top 20	\$30,955,068	Top 20	\$56,952,460
	Total industry	\$106,390,000	Total industry	\$32,700,000	Total industry	\$73,690,000
	Top 20 share	75%	Top 20 share	95%	Top 20 share	77%

Source: LIMRA U.S. Individual Annuities Sales Survey