

U.S. Individual Life Insurance – Fixed Universal Life Sales

First Quarter 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Nationwide	32,423	Nationwide	116,267	State Farm Life	12,826
2	Lincoln National Life Insurance	18,278	New York Life	30,597	Foresters Financial	3,110
3	Northwestern Mutual	18,050	Pacific Life	30,007	Nationwide	2,752
4	State Farm Life	17,779	Thrivent Financial for Lutherans	26,481	New York Life	2,223
5	Pacific Life	15,109	State Farm Life	21,282	Protective Life	1,625
6	New York Life	12,519	Western-Southern Life Insurance	21,049	Lincoln National Life Insurance	1,509
7	Prudential Financial	11,101	Lincoln National Life Insurance	18,713	AAA Life Insurance	1,377
8	Thrivent Financial for Lutherans	8,872	Northwestern Mutual	18,681	Americo Companies	1,186
9	John Hancock Life Insurance	8,574	Principal	15,026	Thrivent Financial for Lutherans	968
10	Protective Life	7,546	Prudential Financial	14,730	Pacific Life	819
11	Principal	5,410	John Hancock Life Insurance	9,261	American Amicable Life Insurance	808
12	Foresters Financial	4,138	Ameritas	8,784	Modern Woodmen of America	693
13	Western-Southern Life Insurance	2,699	Protective Life	7,906	American Family Life Insurance	644
14	Penn Mutual	2,672	Penn Mutual	4,567	Western-Southern Life Insurance	639
15	AAA Life Insurance	2,160	National Integrity Life	4,492	Prudential Financial	555
16	Americo Companies	1,460	Foresters Financial	4,186	Northwestern Mutual	434
17	MassMutual Life Insurance	1,341	AAA Life Insurance	2,653	Principal	423
18	Modern Woodmen of America	1,234	MassMutual Life Insurance	1,514	Farmers New World Life	379
19	Knights of Columbus	1,202	Americo Companies	1,460	Bankers Life and Casualty (Illinois)	354
20	Ameritas	1,108	Bankers Life and Casualty (Illinois)	1,414	John Hancock Life Insurance	346
	Top 20	\$173,675	Top 20	\$359,071	Top 20	33,670
	Top 20 share of the survey	96%	Top 20 share of the survey	97%	Top 20 share of the survey	94%
	Top 20 share of the industry	74%				

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

Definitions:

New annualized premium: Recurring premium plus 10% of single premium.

Total premium: total recurring + total excess premium + total single premium

Policy count: Number of new policies sold.