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

First Quarter 2025 Rankings ($ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	National Life Group	133,670	Pacific Life	292,458	National Life Group	31,376
2	Pacific Life	123,214	National Life Group	213,094	Mutual of Omaha Companies	25,261
3	Nationwide	102,280	John Hancock Life Insurance	159,530	Transamerica	24,813
4	Transamerica	88,312	Nationwide	135,898	F&G Annuities & Life	19,827
5	John Hancock Life Insurance	72,791	Transamerica	125,266	Americo Companies	11,149
6	Allianz Life of NA	66,925	Allianz Life of NA	92,705	Nationwide	7,548
7	F&G Annuities & Life	51,387	Mutual of Omaha Companies	88,114	Sammons Financial Companies	4,336
8	Mutual of Omaha Companies	45,161	Securian Financial	61,055	American National Insurance	4,274
9	Sammons Financial Companies	43,774	F&G Annuities & Life	58,757	Farmers New World Life	3,898
10	Penn Mutual	33,028	Symetra Financial	50,325	Corebridge Financial	3,816
11	Symetra Financial	27,839	Sammons Financial Companies	49,681	Bankers Life and Casualty (Illinois)	2,601
12	Securian Financial	26,579	Penn Mutual	45,167	Ameritas	2,330
13	Corebridge Financial	24,427	Lincoln National Life Insurance	37,057	Allianz Life of NA	2,105
14	Lincoln National Life Insurance	19,416	Corebridge Financial	36,723	Pacific Life	1,850
15	Americo Companies	17,012	Prudential Financial	31,168	Securian Financial	1,381
16	Ameritas	13,176	Brighthouse Financial	24,993	John Hancock Life Insurance	1,174
17	American National Insurance	12,496	Ameritas	24,710	Columbus Life	1,134
18	Prudential Financial	12,363	Americo Companies	17,012	Lincoln National Life Insurance	1,018
19	Columbus Life	9,426	Columbus Life	14,115	Protective Life	800
20	Farmers New World Life	6,323	American National Insurance	12,828	Symetra Financial	744
	Top 20	**$929,597**	**Top 20**	**$1,570,654**	**Top 20**	**151,434**
	Top 20 share of the survey	**98%**	**Top 20 share of the survey**	**98%**	**Top 20 share of the survey**	**99%**
	Top 20 share of the industry	**97%**				

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.

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