

U.S. Individual Life Insurance – Overall Life Sales

First Quarter 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Pacific Life	256,816	Pacific Life	542,965	State Farm Life	240,403
2	Northwestern Mutual	252,355	Prudential Financial	511,884	Mutual of Omaha Companies	136,839
3	Prudential Financial	231,666	Nationwide	330,863	Northwestern Mutual	72,962
4	Nationwide	182,793	Northwestern Mutual	265,297	TruStage	72,872
5	State Farm Life	178,310	John Hancock Life Insurance	245,966	New York Life	58,074
6	New York Life	171,226	MassMutual Life Insurance	239,325	Transamerica	52,376
7	National Life Group	155,096	National Life Group	235,545	Americo Companies	50,635
8	MassMutual Life Insurance	145,936	Penn Mutual	212,527	National Life Group	48,755
9	Mutual of Omaha Companies	140,112	New York Life	211,658	Legal & General America	48,243
10	Transamerica	121,245	State Farm Life	184,606	American Amicable Life Insurance	47,665
11	John Hancock Life Insurance	112,752	Mutual of Omaha Companies	183,176	Gerber Life Insurance	46,545
12	Penn Mutual	87,242	Transamerica	158,199	Corebridge Financial	42,500
13	TruStage	74,355	Securian Financial	136,481	Colonial Penn	40,533
14	Corebridge Financial	73,987	Protective Life	112,198	AAA Life Insurance	28,325
15	Guardian Life Ins Co of America	72,745	Lincoln National Life Insurance	111,327	Protective Life	22,145
16	Lincoln National Life Insurance	68,513	Guardian Life Ins Co of America	97,580	Pacific Life	21,379
17	Allianz Life of NA	66,925	Allianz Life of NA	92,705	Prudential Financial	20,714
18	Americo Companies	65,822	Corebridge Financial	86,762	F&G Annuities & Life	19,827
19	Legal & General America	58,524	RiverSource Life Insurance	80,816	MassMutual Life Insurance	18,457
20	Sammons Financial Companies	54,346	TruStage	74,355	Southern Farm Bureau Life Insurance	18,207
	Top 20	\$2,570,766	Top 20	\$4,114,236	Top 20	1,107,454
	Top 20 share of the survey	78%	Top 20 share of the survey	80%	Top 20 share of the survey	82%
	Top 20 share of the industry	65%				

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.