

# U.S. Individual Life Insurance – Term Sales

First Quarter 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	State Farm Life	77,315	State Farm Life	77,315	State Farm Life	142,108
2	Legal & General America	58,157	Legal & General America	58,157	Legal & General America	48,194
3	Northwestern Mutual	35,962	Northwestern Mutual	35,962	Northwestern Mutual	37,490
4	Prudential Financial	32,118	Prudential Financial	32,118	TruStage	26,315
5	Pacific Life	29,568	Pacific Life	29,568	New York Life	24,236
6	Protective Life	26,015	Protective Life	26,015	Protective Life	17,798
7	New York Life	25,046	New York Life	25,046	Pacific Life	17,796
8	TruStage	24,272	TruStage	24,272	National Life Group	16,316
9	Corebridge Financial	24,170	Corebridge Financial	24,170	Corebridge Financial	15,493
10	MassMutual Life Insurance	17,808	MassMutual Life Insurance	17,808	Prudential Financial	12,867
11	National Life Group	17,664	National Life Group	17,664	Transamerica	10,228
12	Transamerica	13,548	Transamerica	13,548	American Family Life Insurance	10,085
13	Principal	13,336	Principal	13,336	AAA Life Insurance	9,798
14	Lincoln National Life Insurance	12,455	Lincoln National Life Insurance	12,455	MassMutual Life Insurance	9,491
15	USAA Life	11,310	USAA Life	11,310	USAA Life	9,465
16	Symetra Financial	11,010	Symetra Financial	11,010	Farmers New World Life	9,321
17	AAA Life Insurance	9,899	AAA Life Insurance	9,899	Symetra Financial	8,010
18	American Amicable Life Insurance	9,614	American Amicable Life Insurance	9,614	American Amicable Life Insurance	7,821
19	Ameritas	8,998	Ameritas	8,998	Southern Farm Bureau Life Insurance	7,533
20	Southern Farm Bureau Life Insurance	8,727	Southern Farm Bureau Life Insurance	8,727	Mutual of Omaha Companies	6,325
	<b>Top 20</b>	<b>\$466,990</b>	<b>Top 20</b>	<b>\$466,990</b>	<b>Top 20</b>	<b>446,689</b>
	<b>Top 20 share of the survey</b>	<b>82%</b>	<b>Top 20 share of the survey</b>	<b>82%</b>	<b>Top 20 share of the survey</b>	<b>85%</b>
	<b>Top 20 share of the industry</b>	<b>63%</b>				

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.