

# U.S. Individual Life Insurance – Whole Life Sales

First Quarter 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Northwestern Mutual	150,686	MassMutual Life Insurance	213,168	Mutual of Omaha Companies	105,133
2	MassMutual Life Insurance	123,252	Northwestern Mutual	162,872	State Farm Life	85,469
3	New York Life	106,954	New York Life	119,615	TruStage	46,557
4	Mutual of Omaha Companies	87,321	Mutual of Omaha Companies	87,321	Gerber Life Insurance	46,027
5	State Farm Life	83,215	Guardian Life Ins Co of America	87,291	Colonial Penn	40,533
6	Guardian Life Ins Co of America	63,449	State Farm Life	86,008	American Amicable Life Insurance	39,036
7	TruStage	50,083	Penn Mutual	66,237	Americo Companies	33,542
8	Americo Companies	42,173	OneAmerica Financial	62,682	Northwestern Mutual	30,751
9	American Amicable Life Insurance	40,365	TruStage	50,083	New York Life	27,344
10	Colonial Penn	29,104	Americo Companies	42,173	Corebridge Financial	23,156
11	Corebridge Financial	25,246	American Amicable Life Insurance	40,432	Transamerica	17,335
12	Penn Mutual	23,127	Securian Financial	38,040	AAA Life Insurance	17,150
13	OneAmerica Financial	21,891	Protective Life	31,947	Bankers Life and Casualty (Illinois)	10,864
14	AAA Life Insurance	21,072	Colonial Penn	29,104	Southern Farm Bureau Life Insurance	10,674
15	Transamerica	19,385	Corebridge Financial	25,246	MassMutual Life Insurance	8,662
16	Southern Farm Bureau Life Insurance	18,850	Southern Farm Bureau Life Insurance	21,110	Foresters Financial	7,364
17	Gerber Life Insurance	18,653	AAA Life Insurance	21,072	American National Insurance	5,946
18	Lafayette Life	16,241	Knights of Columbus	20,929	Knights of Columbus	5,585
19	Bankers Life and Casualty (Illinois)	11,639	Transamerica	19,385	Savings Bank Life of Massachusetts	5,365
20	Knights of Columbus	10,720	Thrivent Financial for Lutherans	19,126	USAA Life	4,654
	<b>Top 20</b>	<b>\$963,424</b>	<b>Top 20</b>	<b>\$1,243,841</b>	<b>Top 20</b>	<b>571,147</b>
	<b>Top 20 share of the survey</b>	<b>92%</b>	<b>Top 20 share of the survey</b>	<b>90%</b>	<b>Top 20 share of the survey</b>	<b>93%</b>
	<b>Top 20 share of the industry</b>	<b>65%</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.