

U.S. Annuity Second Quarter 2025 Sales Estimates

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	YTD 2024	Full Year 2024	Q1 2025	Q2 2025	YTD 2025	Q2 2025 / Q2 2024	YTD 2025 / YTD 2024
Traditional Variable	13.7	15.4	15.1	16.7	29.1	60.9	15.3	14.9	30.2	-3%	4%
Registered Index-Linked	14.6	16.6	17.2	18.0	31.2	66.4	17.6	19.1	36.7	15%	18%
Total Variable	28.3	32.0	32.3	34.7	60.3	127.3	32.9	34.0	66.9	6%	11%
Fixed-rate deferred	43.0	40.7	40.3	29.2	83.7	153.2	39.7	45.2	84.9	11%	1%
Indexed	28.6	31.3	35.2	31.8	59.9	126.9	27.8	32.8	60.6	5%	1%
Deferred income	1.2	1.3	1.35	1.15	2.5	4.9	0.9	1.5	2.4	17%	-2%
Fixed immediate	3.6	3.4	3.5	3.1	7.0	13.6	3.0	3.6	6.6	6%	-5%
Structured settlements	2.1	2.1	2.3	2.4	4.2	8.9	2.3	2.4	4.7	14%	11%
Total Fixed	78.5	78.8	82.6	67.7	157.3	307.6	73.7	85.5	159.2	9%	1%
Total U.S. Annuities	106.8	110.8	114.9	102.4	217.6	434.9	106.6	119.5	226.1	8%	4%

\$ in billions

Source: U.S. Individual Annuity Sales Survey, Second Quarter 2025, LIMRA