

U.S. Individual Annuity Sales

Second Quarter 2025 YTD Rankings (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	New York Life	18,222,984	Equitable Financial	11,130,984	Athene Annuity & Life	16,152,423
2	Athene Annuity & Life	16,772,634	Jackson National Life	8,185,781	New York Life	14,869,546
3	Corebridge Financial	13,828,685	Lincoln Financial Group	5,738,737	Corebridge Financial	11,224,162
4	Equitable Financial	11,242,773	Allianz Life of North America	5,128,275	Massachusetts Mutual Life	9,174,863
5	Allianz Life of North America	10,312,799	Brighthouse Financial	4,230,745	Sammons Financial Companies	6,541,999
6	Massachusetts Mutual Life	9,625,215	Prudential	4,132,920	USAA Life	6,062,188
7	Jackson National Life	8,830,642	Nationwide	3,372,165	Pacific Life	6,051,087
8	Pacific Life	8,785,424	TIAA	3,365,037	Global Atlantic Financial Group	5,968,226
9	Nationwide	8,241,965	New York Life	3,353,438	Fidelity & Guaranty Life	5,608,219
10	Lincoln Financial Group	7,822,700	Pacific Life	2,734,336	Allianz Life of North America	5,184,524
11	Prudential	7,787,750	Corebridge Financial	2,604,523	Nationwide	4,869,800
12	Sammons Financial Companies	6,962,823	RiverSource Life Insurance	2,310,954	Western Southern Group	4,064,900
13	Global Atlantic Financial Group	6,652,475	Transamerica	1,634,606	Delaware Life	4,040,817
14	USAA Life	6,062,188	Principal Financial Group	1,146,219	American Equity Investment Life	3,898,173
15	Fidelity & Guaranty Life	5,630,460	Fidelity Investments Life	825,550	Security Benefit Life	3,839,668
16	Brighthouse Financial	4,873,306	Thrivent Financial for Lutherans	729,404	Prudential	3,654,830
17	Delaware Life	4,132,298	Global Atlantic Financial Group	684,249	Symetra Financial	2,758,084
18	Western Southern Group	4,074,426	Protective Life	620,496	Guardian Life of America	2,736,796
19	Security Benefit Life	3,900,633	Athene Annuity & Life	620,211	American National	2,415,089
20	American Equity Investment Life	3,898,173	Symetra Financial	603,642	Aspida	2,238,352
	Top 20	\$167,660,353	Top 20	\$63,152,271	Top 20	\$121,353,745
	Total industry	\$226,089,000	Total industry	\$66,900,000	Total industry	\$159,189,000
	Top 20 share	74%	Top 20 share	94%	Top 20 share	76%

Source: LIMRA U.S. Individual Annuities Sales Survey