

# U.S. Individual Fixed Annuity Sales Breakout

Second Quarter 2025 YTD Rankings (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities <sup>1</sup>
1	New York Life	11,565,463	Athene Annuity & Life	7,346,890	New York Life	3,304,084
2	Athene Annuity & Life	8,692,545	Sammons Financial Companies	5,188,007	MetLife	1,188,354
3	Massachusetts Mutual Life	6,610,083	Allianz Life of North America	5,182,416	Prudential	1,167,000
4	Corebridge Financial	6,123,240	Corebridge Financial	4,899,388	Pacific Life	1,108,131
5	USAA Life	5,258,789	American Equity Investment Life	3,641,439	Guardian Life of America	1,082,377
6	Pacific Life	3,667,451	Fidelity & Guaranty Life	3,139,154	Western Southern Group	894,929
7	Western Southern Group	3,105,534	Global Atlantic Financial Group	2,823,660	Northwestern Mutual Life	794,055
8	Global Atlantic Financial Group	3,082,643	Security Benefit Life	2,801,254	USAA Life	739,814
9	Fidelity & Guaranty Life	2,466,887	Nationwide	2,631,400	Massachusetts Mutual Life	648,229
10	Delaware Life	2,426,923	Massachusetts Mutual Life	1,916,551	Nationwide	389,300
11	Protective Life	1,929,145	Delaware Life	1,613,894	Corebridge Financial	201,534
12	Nationwide	1,849,100	Aspida	1,574,029	Penn Mutual	194,814
13	American National	1,817,087	Prudential	1,393,891	Athene Annuity & Life	112,988
14	Symetra Financial	1,650,016	National Life Group	1,307,038	American National	77,686
15	Guardian Life of America	1,632,145	Pacific Life	1,275,506	Global Atlantic Financial Group	61,923
16	Reliance Standard Life Insurance Company	1,565,341	Symetra Financial	1,083,273	Securian Financial	45,463
17	Sammons Financial Companies	1,311,250	EquiTrust Life	949,325	EquiTrust Life	44,850
18	Lincoln Financial Group	1,137,998	Lincoln Financial Group	939,017	Thrivent Financial for Lutherans	42,814
19	Prudential	1,093,939	Kuvare	891,310	Sammons Financial Companies	42,742
20	Security Benefit Life	1,038,415	Bankers Life & Casualty	812,154	State Farm Life	37,674
	<b>Top 20</b>	<b>\$68,023,991</b>	<b>Top 20</b>	<b>\$51,409,594</b>	<b>Top 20</b>	<b>\$12,178,761</b>
	<b>Total industry</b>	<b>\$84,900,000</b>	<b>Total industry</b>	<b>\$60,600,000</b>	<b>Total industry</b>	<b>\$13,390,000</b>
	<b>Top 20 share</b>	<b>80%</b>	<b>Top 20 share</b>	<b>85%</b>	<b>Top 20 share</b>	<b>91%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey

<sup>1</sup> Payout Annuities = fixed immediate + deferred income + structured settlements