

U.S. Individual Life Insurance – Fixed Universal Life Sales

Second Quarter YTD 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Nationwide	68,773	Nationwide	240,346	State Farm Life	22,177
2	Northwestern Mutual	45,497	New York Life	64,066	Foresters Financial	6,912
3	Lincoln National Life Insurance	36,245	Thrivent Financial for Lutherans	49,538	Nationwide	5,790
4	State Farm Life	32,566	Northwestern Mutual	46,848	New York Life	4,770
5	New York Life	27,236	Western-Southern Life Insurance	42,053	Lincoln National Life Insurance	3,040
6	Pacific Life	22,452	Pacific Life	40,617	AAA Life Insurance	2,869
7	Prudential Financial	20,105	State Farm Life	38,957	Protective Life	2,480
8	Thrivent Financial for Lutherans	18,047	MassMutual Life Insurance	38,769	Americo Companies	2,423
9	John Hancock Life Insurance	14,706	Lincoln National Life Insurance	36,985	Thrivent Financial for Lutherans	1,925
10	Principal	12,769	Prudential Financial	24,848	American Amicable Life Insurance	1,801
11	Protective Life	11,802	Principal	24,720	Pacific Life	1,618
12	Foresters Financial	9,222	John Hancock Life Insurance	20,981	American Family Life Insurance	1,455
13	Penn Mutual	6,700	Ameritas	17,098	Modern Woodmen of America	1,338
14	MassMutual Life Insurance	5,612	Protective Life	12,701	Western-Southern Life Insurance	1,285
15	Western-Southern Life Insurance	5,532	Penn Mutual	12,305	Prudential Financial	1,093
16	AAA Life Insurance	4,566	Foresters Financial	9,326	Northwestern Mutual	979
17	Americo Companies	3,069	National Integrity Life	8,927	Principal	861
18	American Family Life Insurance	2,865	AAA Life Insurance	5,470	Bankers Life and Casualty (Illinois)	726
19	Ameritas	2,462	Americo Companies	3,069	John Hancock Life Insurance	690
20	Modern Woodmen of America	2,444	American Family Life Insurance	2,865	Farmers New World Life	672
	Top 20	\$352,673	Top 20	\$740,487	Top 20	64,904
	Top 20 share of the survey	96%	Top 20 share of the survey	97%	Top 20 share of the survey	94%
	Top 20 share of the industry	73%				

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.