

U.S. Individual Life Insurance – Overall Life Sales

Second Quarter YTD 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Northwestern Mutual	572,441	Prudential Financial	1,071,218	State Farm Life	427,336
2	Pacific Life	543,989	Pacific Life	965,941	Mutual of Omaha Companies	280,584
3	Prudential Financial	504,377	Nationwide	825,206	Northwestern Mutual	155,366
4	Nationwide	475,153	Northwestern Mutual	608,249	TruStage	150,313
5	New York Life	386,675	MassMutual Life Insurance	528,841	New York Life	127,052
6	State Farm Life	326,989	John Hancock Life Insurance	492,659	Transamerica	116,598
7	MassMutual Life Insurance	308,883	New York Life	477,715	Americo Companies	107,242
8	National Life Group	304,256	National Life Group	471,006	American Amicable Life Insurance	104,560
9	Mutual of Omaha Companies	292,580	Penn Mutual	424,142	National Life Group	100,442
10	Transamerica	263,753	Mutual of Omaha Companies	386,311	Legal & General America	96,205
11	John Hancock Life Insurance	237,159	Transamerica	340,368	Gerber Life Insurance	88,569
12	Penn Mutual	194,921	State Farm Life	339,154	Corebridge Financial	88,344
13	Guardian Life Ins Co of America	156,072	Securian Financial	277,587	Colonial Penn	86,181
14	TruStage	152,050	Lincoln National Life Insurance	236,457	AAA Life Insurance	54,059
15	Corebridge Financial	150,914	Protective Life	225,083	Protective Life	44,547
16	Lincoln National Life Insurance	147,669	Guardian Life Ins Co of America	211,318	Prudential Financial	43,184
17	Allianz Life of NA	141,130	Allianz Life of NA	202,082	F&G Annuities & Life	42,978
18	Americo Companies	138,011	Corebridge Financial	174,561	Pacific Life	42,621
19	Legal & General America	117,554	RiverSource Life Insurance	156,812	MassMutual Life Insurance	38,044
20	Sammons Financial Companies	116,605	TruStage	152,050	Southern Farm Bureau Life Insurance	36,843
	Top 20	\$5,531,182	Top 20	\$8,566,759	Top 20	2,231,067
	Top 20 share of the survey	79%	Top 20 share of the survey	80%	Top 20 share of the survey	82%
	Top 20 share of the industry	66%				

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.