U.S. Individual Life Insurance – Term Sales

Second Quarter YTD 2025 Rankings ($ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	State Farm Life	152,276	State Farm Life	152,276	State Farm Life	261,699
2	Legal & General America	116,786	Legal & General America	116,786	Legal & General America	96,113
3	Northwestern Mutual	80,299	Northwestern Mutual	80,299	Northwestern Mutual	78,607
4	Prudential Financial	70,571	Prudential Financial	70,571	New York Life	53,407
5	Pacific Life	61,537	Pacific Life	61,537	TruStage	53,075
6	New York Life	54,034	New York Life	54,034	Protective Life	36,101
7	Protective Life	52,925	Protective Life	52,925	Pacific Life	35,454
8	Corebridge Financial	48,084	Corebridge Financial	48,084	National Life Group	34,934
9	TruStage	47,091	TruStage	47,091	Corebridge Financial	30,730
10	National Life Group	37,802	National Life Group	37,802	Prudential Financial	27,083
11	MassMutual Life Insurance	37,058	MassMutual Life Insurance	37,058	American Family Life Insurance	21,330
12	Transamerica	28,882	Transamerica	28,882	Transamerica	21,065
13	Principal	28,287	Principal	28,287	MassMutual Life Insurance	19,628
14	Lincoln National Life Insurance	27,491	Lincoln National Life Insurance	27,491	USAA Life	19,232
15	USAA Life	23,384	USAA Life	23,384	AAA Life Insurance	18,997
16	Symetra Financial	21,587	Symetra Financial	21,587	Farmers New World Life	18,658
17	American Amicable Life Insurance	19,803	American Amicable Life Insurance	19,803	American Amicable Life Insurance	16,327
18	AAA Life Insurance	19,453	AAA Life Insurance	19,453	Symetra Financial	15,761
19	Guardian Life Ins Co of America	19,111	Guardian Life Ins Co of America	19,102	Southern Farm Bureau Life Insurance	15,726
20	Southern Farm Bureau Life Insurance	18,670	Southern Farm Bureau Life Insurance	18,670	Mutual of Omaha Companies	12,537
	Top 20	**$965,132**	**Top 20**	**$965,123**	**Top 20**	**886,464**
	Top 20 share of the survey	**82%**	**Top 20 share of the survey**	**81%**	**Top 20 share of the survey**	**84%**
	Top 20 share of the industry	**63%**				

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.

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