

# U.S. Individual Life Insurance – Variable Universal Life Sales

Second Quarter YTD 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Prudential Financial	387,567	Prudential Financial	913,363	Prudential Financial	13,231
2	Pacific Life	172,958	Pacific Life	356,736	Northwestern Mutual	9,568
3	Northwestern Mutual	105,523	John Hancock Life Insurance	165,906	New York Life	9,325
4	Nationwide	89,802	RiverSource Life Insurance	151,457	Equitable Financial	4,870
5	RiverSource Life Insurance	69,663	Penn Mutual	150,498	Nationwide	3,215
6	New York Life	61,277	Nationwide	143,650	RiverSource Life Insurance	2,957
7	John Hancock Life Insurance	54,174	Equitable Financial	115,513	Lincoln National Life Insurance	2,886
8	Lincoln National Life Insurance	40,272	Northwestern Mutual	105,703	Thrivent Financial for Lutherans	2,768
9	Equitable Financial	39,501	Lincoln National Life Insurance	87,223	Protective Life	2,093
10	Penn Mutual	35,446	New York Life	82,912	Securian Financial	1,842
11	Securian Financial	28,286	Protective Life	75,603	Pacific Life	1,715
12	Thrivent Financial for Lutherans	18,432	Securian Financial	75,338	John Hancock Life Insurance	906
13	Protective Life	18,138	Thrivent Financial for Lutherans	28,919	MassMutual Life Insurance	591
14	MassMutual Life Insurance	9,789	MassMutual Life Insurance	18,297	Penn Mutual	455
15	Principal	5,925	Brighthouse Financial	11,548	Principal	238
16	Brighthouse Financial	3,044	Principal	8,812	OneAmerica Financial	178
17	OneAmerica Financial	2,524	OneAmerica Financial	2,572	Brighthouse Financial	72
18	Ameritas	1,132	Ameritas	2,464	Kansas City Life	32
19	Symetra Financial	325	Guardian Life Ins Co of America	1,010	Ameritas	26
20	Guardian Life Ins Co of America	315	Symetra Financial	325	Guardian Life Ins Co of America	20
	<b>Top 20</b>	<b>\$1,144,093</b>	<b>Top 20</b>	<b>\$2,497,850</b>	<b>Top 20</b>	<b>56,988</b>
	<b>Top 20 share of the survey*</b>	<b>100%</b>	<b>Top 20 share of the survey*</b>	<b>100%</b>	<b>Top 20 share of the survey*</b>	<b>100%</b>
	<b>Top 20 share of the industry</b>	<b>98%</b>				

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

\*Excludes additional companies whose policy sales represent less than ½ of 1 percent

## 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.