

# U.S. Individual Life Insurance – Whole 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	341,122	MassMutual Life Insurance	434,716	Mutual of Omaha Companies	215,845
2	MassMutual Life Insurance	256,423	Northwestern Mutual	375,400	State Farm Life	143,460
3	New York Life	244,128	New York Life	276,703	TruStage	97,238
4	Mutual of Omaha Companies	179,951	Guardian Life Ins Co of America	189,094	Gerber Life Insurance	87,512
5	State Farm Life	142,146	Mutual of Omaha Companies	179,951	American Amicable Life Insurance	86,432
6	Guardian Life Ins Co of America	135,669	State Farm Life	147,920	Colonial Penn	86,181
7	TruStage	104,959	Penn Mutual	128,133	Americo Companies	74,078
8	Americo Companies	92,394	OneAmerica Financial	122,658	Northwestern Mutual	66,212
9	American Amicable Life Insurance	88,755	TruStage	104,959	New York Life	59,550
10	Colonial Penn	62,527	Americo Companies	92,394	Corebridge Financial	49,989
11	Corebridge Financial	54,919	American Amicable Life Insurance	88,848	Transamerica	43,306
12	Transamerica	48,335	Securian Financial	72,133	AAA Life Insurance	32,193
13	Penn Mutual	46,325	Protective Life	66,503	Bankers Life and Casualty (Illinois)	22,149
14	OneAmerica Financial	43,068	Colonial Penn	62,527	Southern Farm Bureau Life Insurance	21,117
15	AAA Life Insurance	39,819	Corebridge Financial	54,919	MassMutual Life Insurance	17,697
16	Gerber Life Insurance	36,928	Transamerica	48,335	Foresters Financial	16,025
17	Southern Farm Bureau Life Insurance	35,359	Knights of Columbus	40,941	Knights of Columbus	11,115
18	Lafayette Life	32,934	Southern Farm Bureau Life Insurance	40,075	Savings Bank Life of Massachusetts	9,875
19	Bankers Life and Casualty (Illinois)	24,575	AAA Life Insurance	39,819	Guardian Life Ins Co of America	9,495
20	Knights of Columbus	20,558	Thrivent Financial for Lutherans	39,332	USAA Life	9,165
	<b>Top 20</b>	<b>\$2,030,894</b>	<b>Top 20</b>	<b>\$2,605,361</b>	<b>Top 20</b>	<b>1,158,634</b>
	<b>Top 20 share of the survey</b>	<b>93%</b>	<b>Top 20 share of the survey</b>	<b>91%</b>	<b>Top 20 share of the survey</b>	<b>94%</b>
	<b>Top 20 share of the industry</b>	<b>65%</b>				

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.