

U.S. Individual Annuity Sales

Third Quarter 2025 YTD Rankings (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	26,831,211	Equitable Financial	16,723,456	Athene Annuity & Life	25,791,624
2	New York Life	24,777,212	Jackson National Life	14,245,962	New York Life	19,836,860
3	Corebridge Financial	20,623,042	Lincoln Financial Group	8,837,867	Corebridge Financial	16,293,980
4	Equitable Financial	16,976,369	Allianz Life of North America	7,949,392	Massachusetts Mutual Life	13,517,212
5	Allianz Life of North America	16,264,303	Brighthouse Financial	6,456,257	Nationwide	10,113,500
6	Nationwide	15,513,608	Prudential	5,972,859	Sammons Financial Companies	9,086,817
7	Jackson National Life	15,339,277	Nationwide	5,400,108	Global Atlantic Financial Group	8,924,319
8	Massachusetts Mutual Life	14,289,378	New York Life	4,940,351	USAA Life	8,450,074
9	Pacific Life	12,311,938	Pacific Life	4,611,306	Allianz Life of North America	8,314,911
10	Lincoln Financial Group	12,288,522	Corebridge Financial	4,329,061	Fidelity & Guaranty Life	8,233,027
11	Prudential	11,474,282	RiverSource Life Insurance	3,568,653	Pacific Life	7,700,632
12	Global Atlantic Financial Group	9,936,940	Transamerica	2,544,116	Delaware Life	7,016,940
13	Sammons Financial Companies	9,762,513	Principal Financial Group	1,706,615	American Equity Investment Life	6,170,883
14	USAA Life	8,450,074	Fidelity Investments Life	1,266,913	Prudential	5,501,423
15	Fidelity & Guaranty Life	8,264,540	Thrivent Financial for Lutherans	1,057,990	Security Benefit Life	5,304,052
16	Brighthouse Financial	7,605,301	Athene Annuity & Life	1,039,587	Western Southern Group	5,156,660
17	Delaware Life	7,145,505	Global Atlantic Financial Group	1,012,621	Symetra Financial	4,960,751
18	American Equity Investment Life	6,170,883	Symetra Financial	993,134	American National	4,630,221
19	Symetra Financial	5,953,885	Protective Life	958,495	Guardian Life of America	4,577,616
20	Security Benefit Life	5,404,359	Massachusetts Mutual Life	772,166	Aspida	3,564,181
	Top 20	\$255,383,141	Top 20	\$94,386,908	Top 20	\$183,145,684
	Total industry	\$346,990,000	Total industry	\$104,600,000	Total industry	\$242,390,000
	Top 20 share	74%	Top 20 share	90%	Top 20 share	76%

Source: LIMRA U.S. Individual Annuities Sales Survey