

U.S. Annuity Third Quarter 2025 Sales Estimates

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q3 YTD 2024	Full Year 2024	Q1 2025	Q2 2025	Q3 2025	YTD 2025	Q3 2025 / Q3 2024
Traditional Variable	13.7	15.4	15.1	16.7	44.2	60.9	15.3	14.9	16.7	47.2	11%
Registered Index-Linked	14.6	16.6	17.2	18.0	48.4	66.4	17.6	19.1	20.6	57.4	20%
Total Variable	28.3	32.0	32.3	34.7	92.6	127.3	32.9	34.0	37.3	104.6	15%
Fixed-rate deferred	43.0	40.7	40.3	29.2	124.0	153.2	39.7	45.2	41.7	127.8	3%
Indexed	28.6	31.3	35.2	31.8	95.1	126.9	27.8	32.8	33.2	93.8	-6%
Deferred income	1.2	1.3	1.35	1.15	3.8	4.9	0.9	1.2	1.3	3.4	-5%
Fixed immediate	3.6	3.4	3.5	3.1	10.5	13.6	3.0	3.6	3.7	10.5	5%
Structured settlements	2.1	2.1	2.3	2.4	6.5	8.9	2.3	2.4	2.1	6.9	-9%
Total Fixed	78.5	78.8	82.6	67.7	239.9	307.6	73.7	85.2	82.0	242.4	-1%
Total U.S. Annuities	106.8	110.8	114.9	102.4	332.5	434.9	106.6	119.2	119.3	347.0	4%

\$ in billions

Source: U.S. Individual Annuity Sales Survey, Third Quarter 2025, LIMRA