

U.S. Individual Fixed Annuity Sales Breakout

Third Quarter 2025 YTD Rankings (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	New York Life	14,731,006	Athene Annuity & Life	11,491,239	New York Life	5,098,894
2	Athene Annuity & Life	14,130,621	Allianz Life of North America	8,312,146	MetLife	2,088,621
3	Massachusetts Mutual Life	9,088,823	Corebridge Financial	7,614,136	Guardian Life of America	1,866,498
4	Corebridge Financial	8,394,616	Sammons Financial Companies	7,253,034	Pacific Life	1,580,054
5	USAA Life	7,039,431	American Equity Investment Life	5,571,555	Prudential	1,485,000
6	Nationwide	5,153,800	Fidelity & Guaranty Life	4,794,286	USAA Life	1,326,928
7	Global Atlantic Financial Group	4,538,781	Nationwide	4,343,500	Massachusetts Mutual Life	1,249,788
8	Pacific Life	4,391,284	Global Atlantic Financial Group	4,282,109	Northwestern Mutual Life	1,206,116
9	Western Southern Group	3,931,576	Security Benefit Life	3,986,908	Western Southern Group	1,115,171
10	Delaware Life	3,741,943	Delaware Life	3,274,997	Nationwide	616,200
11	American National	3,611,688	Massachusetts Mutual Life	3,178,601	Corebridge Financial	285,228
12	Symetra Financial	3,468,657	Aspida	2,317,892	Penn Mutual	281,047
13	Fidelity & Guaranty Life	3,436,282	Prudential	2,264,741	Athene Annuity & Life	169,763
14	Protective Life	3,324,311	National Life Group	1,924,350	American National	145,411
15	Guardian Life of America	2,675,973	Kuvare	1,795,674	Global Atlantic Financial Group	103,430
16	Reliance Standard	2,078,118	Pacific Life	1,729,294	EquiTrust Life	92,705
17	Lincoln Financial Group	1,908,632	Lincoln Financial Group	1,531,632	Securian Financial	74,369
18	Sammons Financial Companies	1,774,236	EquiTrust Life	1,457,715	State Farm Life	61,971
19	Prudential	1,751,682	Symetra Financial	1,457,186	Thrivent Financial for Lutherans	61,060
20	Thrivent Financial for Lutherans	1,457,041	Bankers Life & Casualty	1,216,395	Sammons Financial Companies	59,547
	Top 20	\$100,628,502	Top 20	\$79,797,389	Top 20	\$18,967,798
	Total industry	\$127,800,000	Total industry	\$93,800,000	Total industry	\$20,790,000
	Top 20 share	79%	Top 20 share	85%	Top 20 share	91%

Source: LIMRA U.S. Individual Annuities Sales Survey

¹ Payout Annuities = fixed immediate + deferred income + structured settlements