U.S. Individual Life Insurance – Indexed Universal Life Sales

Third Quarter YTD 2025 Rankings ($ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Nationwide	402,559	Pacific Life	683,867	National Life Group	93,077
2	Pacific Life	395,166	National Life Group	607,779	Transamerica	78,834
3	National Life Group	379,700	Nationwide	558,276	Mutual of Omaha Companies	78,722
4	Transamerica	283,082	John Hancock Life Insurance	438,924	F&G Annuities & Life	62,150
5	John Hancock Life Insurance	252,773	Transamerica	398,265	Americo Companies	34,263
6	Allianz Life of NA	220,342	Allianz Life of NA	307,705	Nationwide	21,839
7	F&G Annuities & Life	171,248	Mutual of Omaha Companies	245,990	Sammons Financial Companies	15,991
8	Sammons Financial Companies	153,198	F&G Annuities & Life	198,166	Corebridge Financial	11,174
9	Mutual of Omaha Companies	140,255	Penn Mutual	197,733	Farmers New World Life	10,858
10	Penn Mutual	136,887	Securian Financial	186,498	Bankers Life and Casualty (Illinois)	8,703
11	Symetra Financial	90,135	Sammons Financial Companies	162,310	Ameritas	6,794
12	Securian Financial	75,756	Symetra Financial	160,013	Allianz Life of NA	6,524
13	Corebridge Financial	68,999	Lincoln National Life Insurance	124,035	Pacific Life	5,657
14	Lincoln National Life Insurance	63,414	Corebridge Financial	100,561	Securian Financial	4,332
15	Americo Companies	52,006	Prudential Financial	96,043	Columbus Life	3,796
16	Prudential Financial	46,263	Brighthouse Financial	72,295	John Hancock Life Insurance	3,781
17	Ameritas	37,644	Ameritas	70,210	Lincoln National Life Insurance	3,437
18	Columbus Life	34,234	Columbus Life	60,790	Protective Life	2,891
19	Farmers New World Life	20,223	Americo Companies	52,006	Symetra Financial	2,205
20	Protective Life	14,481	Bankers Life and Casualty (Illinois)	33,659	Prudential Financial	1,537
	Top 20	**$3,038,364**	**Top 20**	**$4,755,127**	**Top 20**	**456,565**
	Top 20 share of the survey	**99%**	**Top 20 share of the survey**	**98%**	**Top 20 share of the survey**	**99%**
	Top 20 share of the industry	**96%**				

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.

LIMRA
Navigate With Confidence