

U.S. Individual Life Insurance – Overall Life Sales

Third Quarter YTD 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Pacific Life	840,603	Prudential Financial	1,645,679	State Farm Life	614,708
2	Northwestern Mutual	832,563	Pacific Life	1,435,350	Mutual of Omaha Companies	406,188
3	Prudential Financial	800,213	Nationwide	1,180,299	Northwestern Mutual	227,405
4	Nationwide	666,010	Northwestern Mutual	889,848	TruStage	224,537
5	New York Life	578,452	MassMutual Life Insurance	818,402	Transamerica	186,694
6	State Farm Life	472,185	John Hancock Life Insurance	721,001	New York Life	182,259
7	MassMutual Life Insurance	469,117	New York Life	713,943	Americo Companies	170,686
8	National Life Group	446,350	National Life Group	679,367	American Amicable Life Insurance	163,020
9	Mutual of Omaha Companies	426,977	Penn Mutual	665,447	National Life Group	149,194
10	Transamerica	410,736	Mutual of Omaha Companies	532,874	Legal & General America	146,193
11	John Hancock Life Insurance	364,806	Transamerica	525,921	Colonial Penn	140,289
12	Penn Mutual	301,248	State Farm Life	491,300	Corebridge Financial	135,024
13	TruStage	227,211	Securian Financial	417,369	Gerber Life Insurance	129,059
14	Lincoln National Life Insurance	227,160	Lincoln National Life Insurance	375,790	AAA Life Insurance	82,460
15	Guardian Life Ins Co of America	227,154	Protective Life	350,158	Prudential Financial	65,151
16	Corebridge Financial	226,816	Guardian Life Ins Co of America	308,889	Protective Life	65,110
17	Americo Companies	221,280	Allianz Life of NA	307,705	F&G Annuities & Life	62,150
18	Allianz Life of NA	220,342	Corebridge Financial	258,869	Pacific Life	61,868
19	Sammons Financial Companies	185,474	RiverSource Life Insurance	241,820	MassMutual Life Insurance	57,499
20	Legal & General America	180,111	TruStage	227,211	Southern Farm Bureau Life Insurance	54,933
	Top 20	\$8,324,809	Top 20	\$12,787,244	Top 20	3,324,426
	Top 20 share of the survey	79%	Top 20 share of the survey	80%	Top 20 share of the survey	82%
	Top 20 share of the industry	66%				

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.