

U.S. Individual Life Insurance – Term Sales

Third Quarter YTD 2025 Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	State Farm Life	221,283	State Farm Life	221,283	State Farm Life	377,799
2	Legal & General America	178,822	Legal & General America	178,822	Legal & General America	146,051
3	Northwestern Mutual	118,727	Northwestern Mutual	118,727	Northwestern Mutual	115,071
4	Prudential Financial	107,220	Prudential Financial	107,220	TruStage	78,939
5	Pacific Life	89,662	Pacific Life	89,662	New York Life	77,328
6	New York Life	79,087	New York Life	79,087	National Life Group	52,861
7	Protective Life	78,371	Protective Life	78,371	Protective Life	52,616
8	Corebridge Financial	72,373	Corebridge Financial	72,373	Pacific Life	51,407
9	TruStage	69,224	TruStage	69,224	Corebridge Financial	46,453
10	National Life Group	57,083	National Life Group	57,083	Prudential Financial	40,692
11	MassMutual Life Insurance	56,706	MassMutual Life Insurance	56,706	American Family Life Insurance	32,422
12	Transamerica	42,717	Transamerica	42,717	Transamerica	31,416
13	Lincoln National Life Insurance	42,071	Lincoln National Life Insurance	42,071	MassMutual Life Insurance	29,895
14	Principal	38,904	Principal	38,904	USAA Life	29,472
15	USAA Life	36,344	USAA Life	36,344	AAA Life Insurance	29,209
16	Symetra Financial	31,859	Symetra Financial	31,859	Farmers New World Life	27,528
17	American Amicable Life Insurance	30,729	American Amicable Life Insurance	30,729	American Amicable Life Insurance	25,448
18	AAA Life Insurance	29,917	AAA Life Insurance	29,917	Southern Farm Bureau Life Insurance	23,691
19	Guardian Life Ins Co of America	28,446	Guardian Life Ins Co of America	28,437	Symetra Financial	23,570
20	Sammons Financial Companies	28,158	Sammons Financial Companies	28,158	Mutual of Omaha Companies	19,060
	Top 20	\$1,437,702	Top 20	\$1,437,693	Top 20	1,310,927
	Top 20 share of the survey	81%	Top 20 share of the survey	81%	Top 20 share of the survey	84%
	Top 20 share of the industry	63%				

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.