U.S. Individual Life Insurance – Whole Life Sales

Third Quarter YTD 2025 Rankings ($ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Northwestern Mutual	493,513	MassMutual Life Insurance	665,137	Mutual of Omaha Companies	308,123
2	MassMutual Life Insurance	385,303	Northwestern Mutual	548,455	State Farm Life	205,861
3	New York Life	354,373	New York Life	396,694	TruStage	145,598
4	Mutual of Omaha Companies	264,360	Guardian Life Ins Co of America	275,317	Colonial Penn	140,289
5	State Farm Life	202,364	Mutual of Omaha Companies	264,360	American Amicable Life Insurance	134,153
6	Guardian Life Ins Co of America	196,969	State Farm Life	211,864	Gerber Life Insurance	127,509
7	TruStage	157,988	Penn Mutual	203,774	Americo Companies	119,428
8	Americo Companies	149,572	OneAmerica Financial	190,893	Northwestern Mutual	96,625
9	American Amicable Life Insurance	135,914	TruStage	157,988	New York Life	84,153
10	Colonial Penn	100,041	Americo Companies	149,572	Corebridge Financial	77,290
11	Corebridge Financial	84,953	American Amicable Life Insurance	136,017	Transamerica	76,444
12	Transamerica	84,937	Securian Financial	102,942	AAA Life Insurance	48,864
13	Penn Mutual	70,587	Colonial Penn	100,041	Bankers Life and Casualty (Illinois)	31,844
14	OneAmerica Financial	63,680	Protective Life	95,350	Southern Farm Bureau Life Insurance	31,242
15	AAA Life Insurance	60,693	Corebridge Financial	84,953	MassMutual Life Insurance	26,390
16	Gerber Life Insurance	54,204	Transamerica	84,938	Foresters Financial	24,750
17	Lafayette Life	53,500	Knights of Columbus	61,042	Knights of Columbus	16,381
18	Southern Farm Bureau Life Insurance	51,629	AAA Life Insurance	60,693	Guardian Life Ins Co of America	14,275
19	Bankers Life and Casualty (Illinois)	34,396	Thrivent Financial for Lutherans	60,464	USAA Life	13,565
20	Knights of Columbus	29,809	Lafayette Life	58,639	Savings Bank Life of Massachusetts	12,406
	Top 20	**$3,028,784**	**Top 20**	**$3,909,134**	**Top 20**	**1,735,191**
	Top 20 share of the survey	**93%**	**Top 20 share of the survey**	**91%**	**Top 20 share of the survey**	**94%**
	Top 20 share of the industry	**65%**				

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.

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