

U.S. Individual Life Insurance – Overall Life Sales

2025 Full Year Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Pacific Life	1,193,077	Prudential Financial	2,313,204	State Farm Life	805,955
2	Northwestern Mutual	1,134,847	Pacific Life	1,972,015	Mutual of Omaha Companies	519,327
3	Prudential Financial	1,120,391	Nationwide	1,586,071	Northwestern Mutual	309,441
4	Nationwide	926,898	Northwestern Mutual	1,219,689	TruStage	294,963
5	New York Life	829,176	MassMutual Life Insurance	1,161,835	Transamerica	273,495
6	MassMutual Life Insurance	698,451	John Hancock Life Insurance	1,031,937	New York Life	251,411
7	State Farm Life	629,167	New York Life	1,009,245	Americo Companies	231,015
8	National Life Group	614,960	National Life Group	936,558	American Amicable Life Insurance	221,224
9	Transamerica	597,371	Penn Mutual	918,353	National Life Group	203,320
10	Mutual of Omaha Companies	548,297	Transamerica	757,778	Banner Life Insurance	196,478
11	John Hancock Life Insurance	533,483	Mutual of Omaha Companies	680,016	Corebridge Financial	182,870
12	Penn Mutual	423,384	State Farm Life	654,276	Colonial Penn	170,679
13	Lincoln National Life Insurance	333,865	Lincoln National Life Insurance	591,448	Gerber Life Insurance	167,945
14	Guardian Life Ins Co of America	319,479	Securian Financial	551,271	AAA Life Insurance	106,070
15	Corebridge Financial	309,780	Protective Life	511,058	Prudential Financial	88,351
16	Allianz Life of NA	308,282	Equitable Financial	481,764	Protective Life	84,637
17	Americo Companies	301,835	Allianz Life of NA	439,502	F&G Annuities & Life	84,509
18	TruStage	301,602	Guardian Life Ins Co of America	425,617	Pacific Life	80,463
19	Sammons Financial Companies	256,778	Sammons Financial Companies	394,408	MassMutual Life Insurance	78,812
20	Banner Life Insurance	246,269	Corebridge Financial	355,763	Southern Farm Bureau Life Insurance	73,246
	Top 20	\$11,627,388	Top 20	\$17,991,808	Top 20	4,424,210
	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.