

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

2025 Full Year Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Nationwide	145,067	Nationwide	488,036	State Farm Life	40,396
2	Northwestern Mutual	83,374	New York Life	135,284	Foresters Financial	14,684
3	Lincoln National Life Insurance	77,652	Thrivent Financial for Lutherans	93,499	Nationwide	11,773
4	State Farm Life	64,191	Western-Southern Life Insurance	89,837	New York Life	9,809
5	New York Life	57,110	Northwestern Mutual	85,545	Lincoln National Life Insurance	6,230
6	Prudential Financial	45,425	Lincoln National Life Insurance	78,845	AAA Life Insurance	5,640
7	Pacific Life	41,797	Pacific Life	76,399	Americo Companies	4,746
8	Thrivent Financial for Lutherans	35,083	State Farm Life	76,290	Protective Life	4,360
9	John Hancock Life Insurance	32,071	MassMutual Life Insurance	76,247	American Amicable Life Insurance	4,326
10	Principal	23,911	Prudential Financial	51,592	Thrivent Financial for Lutherans	3,428
11	Protective Life	21,656	Principal	43,660	American Family Life Insurance	3,186
12	Foresters Financial	19,732	John Hancock Life Insurance	39,194	Pacific Life	2,931
13	MassMutual Life Insurance	14,621	Ameritas	34,209	Western-Southern Life Insurance	2,655
14	Penn Mutual	14,009	Penn Mutual	25,507	Modern Woodmen of America	2,584
15	Western-Southern Life Insurance	11,703	Protective Life	23,578	Prudential Financial	2,145
16	AAA Life Insurance	9,396	National Integrity Life	22,415	Northwestern Mutual	1,913
17	Americo Companies	6,234	Foresters Financial	21,696	Principal	1,664
18	American Family Life Insurance	6,168	AAA Life Insurance	10,791	National Life Group	1,406
19	American Amicable Life Insurance	5,304	Americo Companies	6,234	John Hancock Life Insurance	1,359
20	Modern Woodmen of America	4,680	American Family Life Insurance	6,168	Bankers Life and Casualty (Illinois)	1,323
	Top 20	\$719,184	Top 20	\$1,485,026	Top 20	126,558
	Top 20 share of the survey	96%	Top 20 share of the survey	97%	Top 20 share of the survey	94%
	Top 20 share of the industry	73%				

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.