

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

2025 Full Year Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Pacific Life	581,709	Pacific Life	937,973	National Life Group	126,346
2	Nationwide	555,706	National Life Group	836,496	Transamerica	110,114
3	National Life Group	522,386	Nationwide	741,612	Mutual of Omaha Companies	102,664
4	Transamerica	397,483	John Hancock Life Insurance	621,897	F&G Annuities & Life	84,509
5	John Hancock Life Insurance	364,095	Transamerica	557,887	Americo Companies	46,859
6	Allianz Life of NA	308,282	Allianz Life of NA	439,502	Nationwide	28,169
7	F&G Annuities & Life	237,520	Sammons Financial Companies	351,828	Sammons Financial Companies	22,409
8	Sammons Financial Companies	214,548	Mutual of Omaha Companies	311,674	Corebridge Financial	14,890
9	Penn Mutual	191,291	F&G Annuities & Life	273,525	Farmers New World Life	14,824
10	Mutual of Omaha Companies	180,128	Penn Mutual	261,894	Bankers Life and Casualty (Illinois)	10,978
11	Symetra Financial	139,683	Symetra Financial	245,069	Ameritas	9,078
12	Securian Financial	97,715	Securian Financial	237,593	Allianz Life of NA	8,960
13	Lincoln National Life Insurance	97,407	Lincoln National Life Insurance	212,175	Pacific Life	7,192
14	Corebridge Financial	94,848	Prudential Financial	140,433	Securian Financial	5,601
15	Americo Companies	72,512	Corebridge Financial	140,335	John Hancock Life Insurance	5,304
16	Prudential Financial	67,945	Brighthouse Financial	97,087	Columbus Life	5,099
17	Ameritas	53,579	Ameritas	96,846	Lincoln National Life Insurance	4,721
18	Columbus Life	51,120	Columbus Life	82,291	Protective Life	3,773
19	Farmers New World Life	26,720	Americo Companies	72,512	Symetra Financial	2,984
20	Protective Life	19,773	Bankers Life and Casualty (Illinois)	44,469	American Amicable Life Insurance	2,463
	Top 20	\$4,274,450	Top 20	\$6,703,096	Top 20	616,936
	Top 20 share of the survey	99%	Top 20 share of the survey	98%	Top 20 share of the survey	98%
	Top 20 share of the industry	96%				

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.