

U.S. Individual Life Insurance – Term Sales

2025 Full Year Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	State Farm Life	291,289	State Farm Life	291,289	State Farm Life	494,609
2	Banner Life Insurance	244,392	Banner Life Insurance	244,392	Banner Life Insurance	196,301
3	Northwestern Mutual	162,318	Northwestern Mutual	162,318	Northwestern Mutual	157,793
4	Prudential Financial	142,253	Prudential Financial	142,253	New York Life	104,171
5	Pacific Life	119,744	Pacific Life	119,744	TruStage	102,981
6	New York Life	108,481	New York Life	108,481	National Life Group	72,417
7	Protective Life	102,237	Protective Life	102,237	Protective Life	68,666
8	Corebridge Financial	97,787	Corebridge Financial	97,787	Pacific Life	67,078
9	TruStage	90,820	TruStage	90,820	Corebridge Financial	62,146
10	National Life Group	79,253	National Life Group	79,253	Prudential Financial	55,361
11	MassMutual Life Insurance	77,660	MassMutual Life Insurance	77,660	American Family Life Insurance	45,707
12	Transamerica	58,644	Transamerica	58,644	Transamerica	42,962
13	Lincoln National Life Insurance	56,219	Lincoln National Life Insurance	56,219	MassMutual Life Insurance	40,434
14	Principal	52,484	Principal	52,484	Farmers New World Life	39,285
15	USAA Life	49,174	USAA Life	49,174	USAA Life	38,716
16	Symetra Financial	42,512	Symetra Financial	42,512	AAA Life Insurance	36,776
17	American Amicable Life Insurance	42,066	American Amicable Life Insurance	42,066	American Amicable Life Insurance	35,011
18	Guardian Life Ins Co of America	38,669	Guardian Life Ins Co of America	38,660	Southern Farm Bureau Life Insurance	31,593
19	AAA Life Insurance	38,281	AAA Life Insurance	38,281	Symetra Financial	31,455
20	Southern Farm Bureau Life Insurance	38,266	Southern Farm Bureau Life Insurance	38,266	Mutual of Omaha Companies	25,192
	Top 20	\$1,932,548	Top 20	\$1,932,539	Top 20	1,748,654
	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.