

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

2025 Full Year Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Prudential Financial	613,874	Prudential Financial	1,404,475	Prudential Financial	20,357
2	Pacific Life	323,916	Pacific Life	603,677	Northwestern Mutual	14,239
3	Northwestern Mutual	156,492	John Hancock Life Insurance	235,389	New York Life	13,723
4	Nationwide	135,418	RiverSource Life Insurance	234,173	Equitable Financial	7,195
5	RiverSource Life Insurance	107,419	Penn Mutual	216,939	Nationwide	4,885
6	New York Life	103,875	Nationwide	213,225	RiverSource Life Insurance	4,390
7	John Hancock Life Insurance	71,974	Equitable Financial	180,862	Lincoln National Life Insurance	4,299
8	Lincoln National Life Insurance	65,333	Northwestern Mutual	156,872	Thrivent Financial for Lutherans	4,114
9	Equitable Financial	60,380	Lincoln National Life Insurance	152,335	Protective Life	3,214
10	Penn Mutual	55,575	New York Life	139,765	Securian Financial	2,736
11	Securian Financial	41,683	Protective Life	129,153	Pacific Life	2,516
12	Protective Life	28,698	Securian Financial	118,350	John Hancock Life Insurance	1,266
13	Thrivent Financial for Lutherans	27,177	Thrivent Financial for Lutherans	44,116	MassMutual Life Insurance	931
14	MassMutual Life Insurance	16,038	MassMutual Life Insurance	29,287	Penn Mutual	671
15	Principal	5,861	Brighthouse Financial	16,006	Principal	335
16	OneAmerica Financial	4,076	Principal	8,550	OneAmerica Financial	277
17	Brighthouse Financial	4,008	OneAmerica Financial	4,144	Brighthouse Financial	101
18	Ameritas	1,164	Ameritas	3,074	Kansas City Life	39
19	Symetra Financial	501	Guardian Life Ins Co of America	1,029	Ameritas	29
20	Guardian Life Ins Co of America	322	Symetra Financial	501	Guardian Life Ins Co of America	24
	Top 20	\$1,823,784	Top 20	\$3,891,923	Top 20	85,341
	Top 20 share of the survey*	100%	Top 20 share of the survey*	100%	Top 20 share of the survey*	100%
	Top 20 share of the industry	98%				

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

*Excludes additional companies whose policy sales represent less than ½ of 1 percent

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.