

U.S. Individual Life Insurance – Whole Life Sales

2025 Full Year Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Northwestern Mutual	668,781	MassMutual Life Insurance	962,932	Mutual of Omaha Companies	391,110
2	MassMutual Life Insurance	579,701	Northwestern Mutual	750,940	State Farm Life	270,950
3	New York Life	510,901	New York Life	565,102	TruStage	191,982
4	Mutual of Omaha Companies	337,430	Guardian Life Ins Co of America	379,834	American Amicable Life Insurance	179,424
5	Guardian Life Ins Co of America	278,154	Mutual of Omaha Companies	337,430	Colonial Penn	170,679
6	State Farm Life	273,687	State Farm Life	286,698	Gerber Life Insurance	165,921
7	TruStage	210,781	Penn Mutual	282,916	Americo Companies	161,948
8	Americo Companies	203,398	OneAmerica Financial	263,763	Northwestern Mutual	129,819
9	American Amicable Life Insurance	184,100	TruStage	210,781	Transamerica	120,419
10	Transamerica	141,244	Americo Companies	203,399	New York Life	117,434
11	Colonial Penn	121,603	American Amicable Life Insurance	184,203	Corebridge Financial	105,687
12	Corebridge Financial	116,446	Transamerica	141,248	AAA Life Insurance	63,654
13	Penn Mutual	103,076	Securian Financial	135,497	Southern Farm Bureau Life Insurance	41,653
14	OneAmerica Financial	86,068	Colonial Penn	121,603	Bankers Life and Casualty (Illinois)	39,861
15	AAA Life Insurance	79,805	Corebridge Financial	116,446	MassMutual Life Insurance	36,494
16	Lafayette Life	76,709	Protective Life	114,827	Foresters Financial	33,167
17	Gerber Life Insurance	71,677	Thrivent Financial for Lutherans	91,309	Knights of Columbus	22,437
18	Southern Farm Bureau Life Insurance	69,523	Lafayette Life	87,189	Guardian Life Ins Co of America	19,680
19	Bankers Life and Casualty (Illinois)	42,680	Foresters Financial	83,076	USAA Life	16,650
20	Foresters Financial	40,640	Knights of Columbus	81,418	American Family Life Insurance	16,427
	Top 20	\$4,196,405	Top 20	\$5,400,612	Top 20	2,295,396
	Top 20 share of the survey	93%	Top 20 share of the survey	90%	Top 20 share of the survey	94%
	Top 20 share of the industry	65%				

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.