

# Total U.S. Individual Annuity Sales

2025 Year-End Rankings (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	34,193,873	Equitable Financial	22,790,876	Athene Annuity & Life	32,773,812
2	New York Life	30,610,582	Jackson National Life	20,808,494	New York Life	24,084,563
3	Corebridge Financial	27,429,447	Lincoln Financial Group	12,499,783	Corebridge Financial	21,460,628
4	Equitable Financial	23,162,234	Allianz Life of North America	10,819,755	Massachusetts Mutual Life	18,494,808
5	Jackson National Life	22,715,141	Brighthouse Financial	8,719,096	Nationwide	14,131,500
6	Allianz Life of North America	22,478,064	Nationwide	7,784,876	Sammons Financial Companies	11,953,331
7	Nationwide	21,916,376	Prudential	7,735,713	Allianz Life of North America	11,658,309
8	Massachusetts Mutual Life	19,683,789	Pacific Life	6,698,467	Global Atlantic Financial Group	10,968,569
9	Lincoln Financial Group	17,176,771	New York Life	6,526,019	Fidelity & Guaranty Life	10,444,286
10	Pacific Life	16,281,320	Corebridge Financial	5,968,819	Delaware Life	10,279,329
11	Prudential	15,323,791	RiverSource Life Insurance	4,876,208	USAA Life	9,630,480
12	Sammons Financial Companies	12,901,213	TIAA	4,249,663	Pacific Life	9,582,854
13	Global Atlantic Financial Group	12,339,151	Transamerica	3,841,817	American Equity Investment Life	8,230,520
14	Fidelity & Guaranty Life	10,497,099	Principal Financial Group	2,298,331	Prudential	7,588,078
15	Delaware Life	10,450,808	Fidelity Investments Life	1,812,216	Symetra Financial	7,223,098
16	Brighthouse Financial	10,339,303	Thrivent Financial for Lutherans	1,424,668	Security Benefit Life	7,023,258
17	USAA Life	9,630,480	Athene Annuity & Life	1,420,061	Western Southern Group	6,962,406
18	Symetra Financial	8,463,442	Global Atlantic Financial Group	1,370,582	American National Insurance Company	6,685,340
19	American Equity Investment Life	8,230,520	Protective Life	1,273,278	Guardian Life of America	6,000,967
20	TIAA	7,446,766	Symetra Financial	1,240,344	Protective Life	4,722,011
	<b>Top 20</b>	<b>\$341,270,171</b>	<b>Top 20</b>	<b>\$134,159,065</b>	<b>Top 20</b>	<b>\$239,898,146</b>
	<b>Total industry</b>	<b>\$464,547,000</b>	<b>Total industry</b>	<b>\$142,600,000</b>	<b>Total industry</b>	<b>\$321,947,000</b>
	<b>Top 20 share</b>	<b>73%</b>	<b>Top 20 share</b>	<b>94%</b>	<b>Top 20 share</b>	<b>75%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey