

U.S. Individual Fixed Annuity Sales Breakout

2025 Year-End Rankings (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	Athene Annuity & Life	17,554,672	Athene Annuity & Life	15,011,080	New York Life	7,090,995
2	New York Life	16,967,430	Allianz Life of North America	11,654,672	MetLife	2,801,677
3	Massachusetts Mutual Life	12,210,211	Corebridge Financial	10,022,483	Guardian Life of America	2,578,128
4	Corebridge Financial	10,492,271	Sammons Financial Companies	9,547,265	Pacific Life	1,956,242
5	USAA Life	7,626,162	American Equity Investment Life	7,191,128	USAA Life	1,904,016
6	Nationwide	7,176,100	Fidelity & Guaranty Life	6,649,871	Prudential	1,770,000
7	Pacific Life	5,423,696	Nationwide	6,144,800	Massachusetts Mutual Life	1,753,951
8	Western Southern Group	5,411,974	Global Atlantic Financial Group	5,742,629	Northwestern Mutual Life	1,738,485
9	American National Insurance	5,151,770	Delaware Life	5,587,659	Western Southern Group	1,404,553
10	Symetra Financial	5,087,980	Security Benefit Life	4,985,192	Corebridge Financial	945,874
11	Global Atlantic Financial Group	5,078,109	Massachusetts Mutual Life	4,530,646	Nationwide	810,600
12	Delaware Life	4,691,670	Prudential	3,113,154	Penn Mutual	366,405
13	Protective Life	4,535,787	Aspida	2,853,265	American National Insurance	284,278
14	Fidelity & Guaranty Life	3,791,362	Kuvare	2,679,383	Athene Annuity & Life	208,060
15	Guardian Life of America	3,371,180	National Life Group	2,631,159	Global Atlantic Financial Group	147,831
16	TIAA	3,197,103	Lincoln Financial Group	2,235,678	EquiTrust Life	145,337
17	Prudential	2,704,924	Pacific Life	2,202,916	State Farm Life	93,484
18	Reliance Standard Life Insurance	2,445,452	EquiTrust Life	2,197,357	Securian Financial	91,298
19	Lincoln Financial Group	2,425,790	Symetra Financial	2,083,623	Mutual of Omaha	81,460
20	Sammons Financial Companies	2,329,339	Bankers Life & Casualty	1,641,459	Thrivent Financial for Lutherans	79,803
	Top 20	\$127,672,982	Top 20	\$108,705,419	Top 20	\$26,252,478
	Total industry	\$165,300,000	Total industry	\$127,900,000	Total industry	\$28,747,000
	Top 20 share	75%	Top 20 share	85%	Top 20 share	91%

Source: LIMRA U.S. Individual Annuities Sales Survey

¹ Payout Annuities = fixed immediate + deferred income + structured settlements