

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	861,755	Prudential Financial	1,975,829	Prudential Financial	27,583
2	Pacific Life	449,826	Pacific Life	837,900	New York Life	19,997
3	Northwestern Mutual	220,374	Equitable Financial	468,734	Northwestern Mutual	19,916
4	Nationwide	197,713	John Hancock Life Insurance	347,715	Equitable Financial	10,289
5	Equitable Financial	167,517	RiverSource Life Insurance	328,820	Nationwide	6,641
6	New York Life	152,683	Penn Mutual	310,905	RiverSource Life Insurance	6,043
7	RiverSource Life Insurance	150,338	Nationwide	296,767	Lincoln National Life Insurance	5,911
8	John Hancock Life Insurance	114,186	Lincoln National Life Insurance	244,210	Thrivent Financial for Lutherans	5,627
9	Lincoln National Life Insurance	102,586	Protective Life	234,590	Protective Life	4,229
10	Penn Mutual	77,877	Northwestern Mutual	220,886	Securian Financial	3,780
11	Securian Financial	53,337	New York Life	200,379	Pacific Life	3,262
12	Protective Life	41,411	Securian Financial	164,749	John Hancock Life Insurance	1,666
13	Thrivent Financial for Lutherans	38,690	Thrivent Financial for Lutherans	63,239	MassMutual Life Insurance	1,387
14	MassMutual Life Insurance	26,470	MassMutual Life Insurance	44,996	Penn Mutual	914
15	Principal	8,176	Brighthouse Financial	18,970	Principal	452
16	OneAmerica Financial	6,063	Principal	11,839	OneAmerica Financial	381
17	Brighthouse Financial	5,092	OneAmerica Financial	6,131	Brighthouse Financial	125
18	Ameritas	1,185	Ameritas	3,674	Kansas City Life	59
19	Symetra Financial	666	Guardian Life Ins Co of America	1,203	Ameritas	30
20	Guardian Life Ins Co of America	444	Symetra Financial	702	Guardian Life Ins Co of America	26
	Top 20	\$2,676,387	Top 20	\$5,782,237	Top 20	118,318
	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*	100%				

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.