

# U.S. Individual Annuity Sales – Variable Annuity Breakout

2025 Year-End Rankings (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	13,882,197	Equitable Financial	15,365,649
2	Equitable Financial	7,425,227	Allianz Life of North America	10,811,541
3	Nationwide	6,360,376	Brighthouse Financial	8,010,329
4	Lincoln Financial Group	6,358,520	Prudential	7,581,491
5	Pacific Life	4,335,919	Jackson National Life	6,926,296
6	TIAA	4,249,663	Lincoln Financial Group	6,141,263
7	Corebridge Financial	3,607,668	RiverSource Life Insurance	3,821,575
8	New York Life	3,485,517	New York Life	3,040,502
9	Fidelity Investments Life	1,812,216	Pacific Life	2,362,547
10	Transamerica	1,556,489	Corebridge Financial	2,361,151
11	Thrivent Financial for Lutherans	1,424,668	Transamerica	2,285,327
12	Protective Life	1,273,278	Principal Financial Group	2,128,031
13	RiverSource Life Insurance	1,054,633	Nationwide	1,424,500
14	Northwestern Mutual Life	763,714	Athene Annuity & Life Assurance Company	1,420,061
15	Brighthouse Financial	708,767	Global Atlantic Financial Group	1,350,672
16	Horace Mann Life Insurance Company	375,246	Symetra Financial	1,239,975
17	Massachusetts Mutual Life	322,839	TruStage	981,364
18	Penn Mutual	259,860	Massachusetts Mutual Life	866,142
19	Sammons Financial Companies	250,172	Sammons Financial Companies	697,709
20	Delaware Life	171,479	Guardian Life of America	221,040
	<b>Top 20</b>	<b>\$59,678,450</b>	<b>Top 20</b>	<b>\$79,037,168</b>
	<b>Total industry</b>	<b>\$63,100,000</b>	<b>Total industry</b>	<b>\$79,500,000</b>
	<b>Top 20 share</b>	<b>95%</b>	<b>Top 20 share</b>	<b>99%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey