

# U.S. Individual Life Insurance – Overall Sales

1<sup>st</sup> Quarter 2026

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Prudential Financial	328,755	Prudential Financial	641,149	State Farm Life	255,316
2	Pacific Life	268,384	Pacific Life	397,423	Mutual of Omaha Companies	133,199
3	Northwestern Mutual	247,488	Nationwide	346,262	TruStage	84,504
4	Nationwide	200,954	MassMutual Life Insurance	266,522	Americo Companies	69,667
5	State Farm Life	177,892	Northwestern Mutual	259,291	Northwestern Mutual	69,130
6	New York Life	176,628	New York Life	232,056	Banner Life Insurance	66,456
7	John Hancock Life Insurance	154,700	National Life Group	223,880	New York Life	56,025
8	MassMutual Life Insurance	152,424	John Hancock Life Insurance	205,347	National Life Group	48,996
9	National Life Group	149,676	Penn Mutual	198,574	Gerber Life Insurance	48,865
10	Mutual of Omaha Companies	136,727	State Farm Life	183,675	Corebridge Financial	46,513
11	Penn Mutual	96,563	Mutual of Omaha Companies	157,351	Colonial Penn	45,725
12	TruStage	94,325	Securian Financial	153,336	AAA Life Insurance	27,034
13	Americo Companies	93,987	Lincoln National Life Insurance	126,849	Prudential Financial	23,621
14	Banner Life Insurance	87,895	Allianz Life of NA	109,950	Protective Life	21,661
15	Lincoln National Life Insurance	86,310	Sammons Financial Companies	102,226	F&G Annuities & Life	19,359
16	Allianz Life of NA	78,689	Guardian Life Ins Co of America	96,009	Foresters Financial	17,914
17	Corebridge Financial	76,854	TruStage	94,325	Pacific Life	17,117
18	Guardian Life Ins Co of America	69,765	Americo Companies	93,988	American Family Life Insurance	17,049
19	Sammons Financial Companies	58,802	Protective Life	93,091	Southern Farm Bureau Life Insurance	16,981
20	F&G Annuities & Life	57,822	RiverSource Life Insurance	90,988	MassMutual Life Insurance	16,846
	<b>Top 20</b>	<b>\$2,794,640</b>	<b>Top 20</b>	<b>\$4,072,290</b>	<b>Top 20</b>	<b>1,101,978</b>
	<b>Top 20 share of the survey</b>	<b>81%</b>	<b>Top 20 share of the survey</b>	<b>80%</b>	<b>Top 20 share of the survey</b>	<b>86%</b>
	<b>Top 20 share of the industry</b>	<b>63%</b>				

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

Due to corporate restructuring, Transamerica will be reporting their sales on a half yearly basis.

Beginning with 1Q2026, LIMRA rankings are based on Annualized With Excess Premium (AWEP), calculated as 100% of planned recurring premium plus 10% of single and 10% of excess premium.

# U.S. Individual Life Insurance – Fixed Universal Life Sales

1<sup>st</sup> Quarter 2026

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Nationwide	37,773	Nationwide	126,939	State Farm Life	12,355
2	Lincoln National Life Insurance	17,870	New York Life	39,391	Foresters Financial	4,229
3	State Farm Life	16,155	Western-Southern Life Insurance	34,476	Nationwide	2,984
4	Northwestern Mutual	15,367	Thrivent Financial for Lutherans	18,960	New York Life	2,324
5	New York Life	14,406	State Farm Life	18,401	Protective Life	1,543
6	Pacific Life	11,258	Lincoln National Life Insurance	18,190	Lincoln National Life Insurance	1,379
7	John Hancock Life Insurance	7,507	Pacific Life	17,719	AAA Life Insurance	1,367
8	Foresters Financial	6,129	Northwestern Mutual	15,609	Americo Companies	999
9	Principal	5,905	MassMutual Life Insurance	12,160	Pacific Life	796
10	Thrivent Financial for Lutherans	5,253	Principal	8,539	Western-Southern Life Insurance	782
11	MassMutual Life Insurance	5,085	National Life Group	7,622	Thrivent Financial for Lutherans	721
12	Protective Life	4,488	John Hancock Life Insurance	7,500	American Family Life Insurance	718
13	Western-Southern Life Insurance	4,160	Ameritas	6,888	Woodmen of the World	585
14	Penn Mutual	4,068	Foresters Financial	6,714	Modern Woodmen of America	575
15	AAA Life Insurance	2,814	Penn Mutual	5,567	National Life Group	446
16	Prudential Financial	2,773	Prudential Financial	5,010	Northwestern Mutual	425
17	National Life Group	2,044	Protective Life	4,626	Principal	402
18	Americo Companies	1,312	AAA Life Insurance	2,842	Prudential Financial	364
19	American Family Life Insurance	1,230	Modern Woodmen of America	1,424	Bankers Life and Casualty (Illinois)	269
20	Modern Woodmen of America	1,116	Americo Companies	1,312	John Hancock Life Insurance	233
	<b>Top 20</b>	<b>\$166,713</b>	<b>Top 20</b>	<b>\$359,888</b>	<b>Top 20</b>	<b>33,496</b>
	<b>Top 20 share of the survey</b>	<b>97%</b>	<b>Top 20 share of the survey</b>	<b>98%</b>	<b>Top 20 share of the survey</b>	<b>96%</b>
	<b>Top 20 share of the industry</b>	<b>76%</b>				

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

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# U.S. Individual Life Insurance – Indexed Universal Life Sales

1<sup>st</sup> Quarter 2026

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Pacific Life	136,442	National Life Group	192,097	National Life Group	30,792
2	John Hancock Life Insurance	126,571	Pacific Life	188,683	Mutual of Omaha Companies	24,044
3	National Life Group	125,337	John Hancock Life Insurance	164,173	F&G Annuities & Life	19,359
4	Nationwide	112,183	Nationwide	130,978	Americo Companies	14,317
5	Allianz Life of NA	78,689	Allianz Life of NA	109,950	Nationwide	5,370
6	F&G Annuities & Life	57,822	Sammons Financial Companies	93,457	Sammons Financial Companies	5,356
7	Sammons Financial Companies	50,034	Symetra Financial	68,423	Corebridge Financial	3,182
8	Penn Mutual	41,796	F&G Annuities & Life	65,707	Ameritas	2,838
9	Mutual of Omaha Companies	39,442	Mutual of Omaha Companies	59,970	Bankers Life and Casualty (Illinois)	2,431
10	Symetra Financial	32,297	Penn Mutual	57,794	Allianz Life of NA	2,075
11	Securian Financial	27,587	Securian Financial	56,861	Pacific Life	1,563
12	Lincoln National Life Insurance	24,599	Lincoln National Life Insurance	43,820	Securian Financial	1,302
13	Americo Companies	24,295	Corebridge Financial	33,353	John Hancock Life Insurance	1,277
14	Corebridge Financial	21,364	Prudential Financial	27,397	Columbus Life	1,153
15	Ameritas	15,139	Ameritas	24,635	Woodmen of the World	1,141
16	Columbus Life	14,844	Americo Companies	24,297	Lincoln National Life Insurance	995
17	Prudential Financial	14,641	Brighthouse Financial	20,890	Protective Life	978
18	Protective Life	5,276	Columbus Life	20,764	Symetra Financial	745
19	Bankers Life and Casualty (Illinois)	4,538	Protective Life	7,813	Prudential Financial	478
20	Brighthouse Financial	4,353	Bankers Life and Casualty (Illinois)	4,538	Brighthouse Financial	328
	<b>Top 20</b>	<b>\$957,248</b>	<b>Top 20</b>	<b>\$1,395,598</b>	<b>Top 20</b>	<b>119,724</b>
	<b>Top 20 share of the survey</b>	<b>99%</b>	<b>Top 20 share of the survey</b>	<b>99%</b>	<b>Top 20 share of the survey</b>	<b>99%</b>
	<b>Top 20 share of the industry</b>	<b>86%</b>				

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

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# U.S. Individual Life Insurance – Variable Universal Life Sales

1<sup>st</sup> Quarter 2026

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Prudential Financial	273,070	Prudential Financial	570,471	Prudential Financial	6,502
2	Pacific Life	96,601	Pacific Life	166,938	New York Life	4,932
3	Northwestern Mutual	52,023	RiverSource Life Insurance	88,721	Northwestern Mutual	4,917
4	RiverSource Life Insurance	45,486	Equitable Financial	69,985	Equitable Financial	2,006
5	Nationwide	43,084	Penn Mutual	61,464	Nationwide	1,487
6	New York Life	40,132	Nationwide	59,686	RiverSource Life Insurance	1,433
7	Equitable Financial	36,908	New York Life	54,122	Thrivent Financial for Lutherans	1,384
8	Lincoln National Life Insurance	28,170	Securian Financial	52,486	Lincoln National Life Insurance	1,322
9	Penn Mutual	16,542	Northwestern Mutual	52,113	Securian Financial	865
10	John Hancock Life Insurance	14,506	Lincoln National Life Insurance	49,168	Protective Life	787
11	Securian Financial	11,888	Protective Life	35,267	Pacific Life	651
12	Thrivent Financial for Lutherans	10,590	John Hancock Life Insurance	27,558	MassMutual Life Insurance	367
13	Protective Life	9,534	Thrivent Financial for Lutherans	18,608	John Hancock Life Insurance	314
14	Principal	7,878	MassMutual Life Insurance	14,701	Penn Mutual	211
15	MassMutual Life Insurance	5,808	Principal	9,217	Principal	146
16	OneAmerica Financial	1,238	Brighthouse Financial	4,739	OneAmerica Financial	60
17	Brighthouse Financial	1,125	OneAmerica Financial	4,723	Brighthouse Financial	24
18	Ameritas	291	Symetra Financial	968	Kansas City Life	9
19	Symetra Financial	147	Ameritas	909	Guardian Life Ins Co of America	6
20	Kansas City Life	117	Guardian Life Ins Co of America	402	Symetra Financial	5
	<b>Top 20</b>	<b>\$695,139</b>	<b>Top 20</b>	<b>\$1,342,247</b>	<b>Top 20</b>	<b>27,428</b>
	<b>Top 20 share of the survey*</b>	<b>100%</b>	<b>Top 20 share of the survey*</b>	<b>100%</b>	<b>Top 20 share of the survey*</b>	<b>100%</b>
	<b>Top 20 share of the industry</b>	<b>95%</b>				

Source: LIMRA U.S. Retail Individual Life Insurance Sales Survey

\*Excludes additional companies who represent less than 1/2 of 1 percent of sales

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# U.S. Individual Life Insurance – Term Sales

1<sup>st</sup> Quarter 2026

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Banner Life Insurance	87,652	Banner Life Insurance	87,652	State Farm Life	150,435
2	State Farm Life	80,071	State Farm Life	80,071	Banner Life Insurance	66,399
3	Prudential Financial	37,231	Prudential Financial	37,231	Northwestern Mutual	35,501
4	Northwestern Mutual	34,609	Northwestern Mutual	34,609	TruStage	31,502
5	TruStage	32,868	TruStage	32,868	New York Life	23,450
6	Protective Life	25,644	Protective Life	25,644	Protective Life	17,699
7	New York Life	25,579	New York Life	25,579	National Life Group	16,845
8	Pacific Life	24,083	Pacific Life	24,083	Prudential Financial	15,976
9	Corebridge Financial	22,978	Corebridge Financial	22,978	Corebridge Financial	14,920
10	National Life Group	19,615	National Life Group	19,615	Pacific Life	14,107
11	MassMutual Life Insurance	16,702	MassMutual Life Insurance	16,702	American Family Life Insurance	12,407
12	Lincoln National Life Insurance	15,671	Lincoln National Life Insurance	15,671	USAA Life	9,839
13	USAA Life	13,958	USAA Life	13,958	MassMutual Life Insurance	8,798
14	Principal	12,214	Principal	12,214	Symetra Financial	8,148
15	Symetra Financial	11,160	Symetra Financial	11,160	AAA Life Insurance	7,953
16	Ameritas	11,043	Ameritas	11,043	Southern Farm Bureau Life Insurance	7,116
17	Penn Mutual	9,951	Penn Mutual	9,951	Ameritas	7,113
18	Guardian Life Ins Co of America	9,498	Guardian Life Ins Co of America	9,498	Mutual of Omaha Companies	6,377
19	AAA Life Insurance	9,321	AAA Life Insurance	9,321	Guardian Life Ins Co of America	5,326
20	Southern Farm Bureau Life Insurance	8,992	Southern Farm Bureau Life Insurance	8,992	Sammons Financial Companies	5,190
	<b>Top 20</b>	<b>\$508,840</b>	<b>Top 20</b>	<b>\$508,840</b>	<b>Top 20</b>	<b>465,101</b>
	<b>Top 20 share of the survey</b>	<b>86%</b>	<b>Top 20 share of the survey</b>	<b>86%</b>	<b>Top 20 share of the survey</b>	<b>89%</b>
	<b>Top 20 share of the industry</b>	<b>64%</b>				

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## U.S. Individual Life Insurance – Whole Life Sales

### 1<sup>st</sup> Quarter 2026

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Northwestern Mutual	145,488	MassMutual Life Insurance	222,959	Mutual of Omaha Companies	102,657
2	MassMutual Life Insurance	124,830	Northwestern Mutual	156,960	State Farm Life	92,526
3	New York Life	96,510	New York Life	112,963	TruStage	53,002
4	Mutual of Omaha Companies	88,985	Mutual of Omaha Companies	88,985	Americo Companies	50,366
5	State Farm Life	81,665	Guardian Life Ins Co of America	85,607	Gerber Life Insurance	48,204
6	Americo Companies	64,067	State Farm Life	85,203	Colonial Penn	45,721
7	TruStage	61,457	OneAmerica Financial	68,818	Corebridge Financial	28,371
8	Guardian Life Ins Co of America	59,978	Americo Companies	64,067	Northwestern Mutual	28,287
9	Colonial Penn	37,166	Penn Mutual	63,798	New York Life	25,319
10	Corebridge Financial	32,284	TruStage	61,457	AAA Life Insurance	17,714
11	Penn Mutual	24,206	Securian Financial	40,604	Southern Farm Bureau Life Insurance	9,865
12	Gerber Life Insurance	23,129	Colonial Penn	37,166	Bankers Life and Casualty (Illinois)	9,628
13	AAA Life Insurance	22,524	Corebridge Financial	32,284	Foresters Financial	9,078
14	OneAmerica Financial	21,064	Nationwide	23,419	MassMutual Life Insurance	7,517
15	Southern Farm Bureau Life Insurance	17,216	Gerber Life Insurance	23,129	Knights of Columbus	5,271
16	Lafayette Life	14,699	AAA Life Insurance	22,524	Guardian Life Ins Co of America	4,672
17	Bankers Life and Casualty (Illinois)	12,148	Thrivent Financial for Lutherans	21,203	American Family Life Insurance	3,924
18	Foresters Financial	11,456	Foresters Financial	20,908	Physicians Life Insurance	3,444
19	Knights of Columbus	9,246	Protective Life	19,741	USAA Life	2,990
20	Securian Financial	7,663	Knights of Columbus	19,573	Old American Insurance	2,986
	<b>Top 20</b>	<b>\$955,782</b>	<b>Top 20</b>	<b>\$1,271,369</b>	<b>Top 20</b>	<b>551,542</b>
	<b>Top 20 share of the survey</b>	<b>95%</b>	<b>Top 20 share of the survey</b>	<b>92%</b>	<b>Top 20 share of the survey</b>	<b>96%</b>
	<b>Top 20 share of the industry</b>	<b>59%</b>				

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