

U.S. Individual Annuity Sales

1st Quarter 2026 (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	7,536,362	Equitable Financial	5,930,473	Athene Annuity & Life	6,995,700
2	New York Life	6,716,108	Jackson National Life	5,744,170	New York Life	5,196,649
3	Jackson National Life	6,502,239	Lincoln Financial Group	3,222,628	Corebridge Financial	4,103,167
4	Equitable Financial	6,020,964	Allianz Life of North America	2,748,369	USAA Life	3,426,082
5	Corebridge Financial	5,804,387	Prudential	2,122,547	Nationwide	3,229,300
6	Nationwide	5,256,703	Brighthouse Financial	2,074,637	BWS (AEL/AmNat)	3,211,181
7	Allianz Life of North America	4,590,351	Nationwide	2,027,403	Symetra Financial	2,746,833
8	TIAA	4,369,165	Pacific Life	1,989,835	TIAA	2,543,916
9	Lincoln Financial Group	3,938,365	TIAA	1,825,249	Massachusetts Mutual Life	2,376,566
10	Pacific Life	3,865,798	Corebridge Financial	1,701,220	Sammons Financial Companies	2,354,402
11	Prudential	3,539,566	New York Life	1,519,459	Delaware Life	2,334,891
12	USAA Life	3,426,082	RiverSource Life Insurance	1,172,499	Pacific Life	1,875,963
13	BWS (AEL/AmNat)	3,224,473	Thrivent Financial for Lutherans	637,447	Allianz Life of North America	1,841,982
14	Symetra Financial	2,985,525	Athene Annuity & Life	540,662	Security Benefit Life	1,753,650
15	Massachusetts Mutual Life	2,679,472	Fidelity Investments Life	535,568	Fidelity & Guaranty Life	1,735,834
16	Sammons Financial Companies	2,610,095	Principal Financial Group	434,988	EquiTrust Life	1,490,365
17	Delaware Life	2,366,645	TruStage	362,044	Global Atlantic Financial Group	1,419,464
18	Brighthouse Financial	2,219,671	Protective Life	319,152	Prudential	1,417,020
19	Security Benefit Life	1,781,735	Massachusetts Mutual Life	302,906	Protective Life	1,230,900
20	Fidelity & Guaranty Life	1,761,201	Sammons Financial Companies	255,693	Kuvare	974,656
	Top 20	\$81,194,908	Top 20	\$35,466,947	Top 20	\$52,258,523
	Total industry	\$107,444,000	Total industry	\$38,300,000	Total industry	\$69,144,000
	Top 20 share	76%	Top 20 share	93%	Top 20 share	76%

Source: LIMRA U.S. Individual Annuities Sales Survey



U.S. Individual Fixed Annuity Sales Breakout

1st Quarter 2026 (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	Athene Annuity & Life	4,125,505	Athene Annuity & Life	2,575,248	New York Life	1,524,843
2	New York Life	3,649,902	Corebridge Financial	2,188,547	USAA Life	1,185,115
3	TIAA	2,543,916	Allianz Life of North America	1,840,938	MetLife	707,171
4	USAA Life	2,200,462	BWS (AEL/AmNat)	1,708,114	Guardian Life of America	478,107
5	Symetra Financial	2,169,663	Sammons Financial Companies	1,659,912	Northwestern Mutual Life	352,695
6	Nationwide	1,970,900	Delaware Life	1,623,026	Pacific Life	339,669
7	Corebridge Financial	1,877,804	Fidelity & Guaranty Life	1,553,133	Athene Annuity & Life	294,948
8	BWS (AEL/AmNat)	1,353,155	Massachusetts Mutual Life	1,214,000	Massachusetts Mutual Life	254,775
9	Protective Life	1,185,214	Nationwide	1,145,600	Prudential	254,000
10	Pacific Life	1,139,347	Global Atlantic Financial Group	1,074,152	BWS (AEL/AmNat)	149,913
11	Massachusetts Mutual Life	907,791	Security Benefit Life	932,536	Penn Mutual	117,235
12	Western Southern Group	828,555	EquiTrust Life	846,419	Nationwide	112,800
13	Security Benefit Life	821,114	Prudential	719,982	Western Southern Group	110,343
14	Delaware Life	711,865	Jackson National Life	677,221	Knights of Columbus	75,166
15	Sammons Financial Companies	684,024	Kuvare	657,532	EquiTrust Life	51,424
16	EquiTrust Life	592,523	National Life Group	599,726	Global Atlantic Financial Group	42,137
17	Thrivent Financial for Lutherans	538,128	Lincoln Financial Group	592,890	Symetra Financial	39,215
18	AuguStar	532,116	Symetra Financial	537,956	Corebridge Financial	36,817
19	Prudential	443,038	Pacific Life	396,947	Mutual of Omaha	32,085
20	National Life Group	354,376	Bankers Life & Casualty	366,860	Protective Life	29,217
	Top 20	\$28,629,395	Top 20	\$22,910,736	Top 20	\$6,187,674
	Total industry	\$35,600,000	Total industry	\$26,800,000	Total industry	\$6,744,000
	Top 20 share	80%	Top 20 share	85%	Top 20 share	92%

Source: LIMRA U.S. Individual Annuities Sales Survey

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

U.S. Individual Annuity Sales – Variable annuity breakout

1st Quarter 2026 (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	3,734,290	Equitable Financial	4,023,768
2	Equitable Financial	1,906,705	Allianz Life of North America	2,746,435
3	TIAA	1,825,249	Prudential	2,078,318
4	Nationwide	1,655,903	Jackson National Life	2,009,879
5	Lincoln Financial Group	1,400,329	Brighthouse Financial	1,867,778
6	Pacific Life	1,162,813	Lincoln Financial Group	1,822,299
7	Corebridge Financial	910,085	RiverSource Life Insurance	901,195
8	New York Life	825,885	Pacific Life	827,022
9	Thrivent Financial for Lutherans	637,447	Corebridge Financial	791,136
10	Fidelity Investments Life	535,568	New York Life	693,574
11	Protective Life	319,152	Athene Annuity & Life Assurance Company	540,662
12	RiverSource Life Insurance	271,304	Principal Financial Group	397,677
13	Brighthouse Financial	206,860	Nationwide	371,500
14	Northwestern Mutual Life	179,273	TruStage	361,900
15	Massachusetts Mutual Life	120,098	Symetra Financial	238,692
16	Horace Mann Life Insurance Company	100,283	Sammons Financial Companies	198,327
17	Penn Mutual	78,614	Massachusetts Mutual Life	182,808
18	Sammons Financial Companies	57,365	Global Atlantic Financial Group	165,757
19	Prudential	44,229	Securian Financial	69,452
20	Modern Woodmen	40,344	Guardian Life of America	63,874
	Top 20	\$16,011,794	Top 20	\$20,352,054
	Total industry	\$17,200,000	Total industry	\$21,100,000
	Top 20 share	93%	Top 20 share	96%

Source: LIMRA U.S. Individual Annuities Sales Survey

