

U.S. Individual Life Insurance – Overall Sales

2ND Quarter 2026 YTD

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Prudential Financial	628,718	Prudential Financial	1,269,198	State Farm Life	456,307
2	Northwestern Mutual	549,336	Pacific Life	763,343	Mutual of Omaha Companies	268,462
3	Pacific Life	535,137	Nationwide	746,007	Transamerica	208,945
4	Nationwide	430,019	Northwestern Mutual	584,089	TruStage	182,258
5	Transamerica	422,516	MassMutual Life Insurance	548,453	Americo Companies	148,118
6	New York Life	409,458	New York Life	527,297	Northwestern Mutual	145,568
7	State Farm Life	328,774	Transamerica	497,569	Banner Life Insurance	128,627
8	MassMutual Life Insurance	318,625	National Life Group	456,423	New York Life	124,195
9	National Life Group	313,350	John Hancock Life Insurance	424,591	American Amicable Life Insurance	113,174
10	John Hancock Life Insurance	299,706	Penn Mutual	411,364	National Life Group	102,058
11	Mutual of Omaha Companies	281,204	State Farm Life	340,324	Corebridge Financial	100,805
12	Penn Mutual	210,853	Mutual of Omaha Companies	326,266	Gerber Life Insurance	93,878
13	TruStage	207,794	Lincoln National Life Insurance	316,074	Colonial Penn	85,159
14	Americo Companies	201,381	Securian Financial	292,224	AAA Life Insurance	54,317
15	Lincoln National Life Insurance	196,428	Allianz Life of NA	214,271	Prudential Financial	49,230
16	Banner Life Insurance	171,688	TruStage	207,794	Protective Life	44,877
17	Corebridge Financial	168,425	Americo Companies	201,382	F&G Annuities & Life	39,178
18	Allianz Life of NA	151,612	Sammons Financial Companies	199,388	Foresters Financial	38,330
19	Guardian Life Ins Co of America	147,697	RiverSource Life Insurance	198,566	American Family Life Insurance	34,992
20	Sammons Financial Companies	125,979	Guardian Life Ins Co of America	198,124	MassMutual Life Insurance	34,775
	Top 20	\$6,098,698	Top 20	\$8,722,746	Top 20	2,453,253
	Top 20 share of the survey	80%	Top 20 share of the survey	79%	Top 20 share of the survey	85%
	Top 20 share of the industry	66%				

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 excess premium.

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

2ND Quarter 2026 YTD

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Nationwide	75,152	Nationwide	246,163	State Farm Life	22,598
2	Northwestern Mutual	39,241	New York Life	80,750	Foresters Financial	8,538
3	Lincoln National Life Insurance	36,297	Western-Southern Life Insurance	70,266	Nationwide	6,060
4	State Farm Life	32,769	Northwestern Mutual	40,974	New York Life	4,918
5	New York Life	32,495	State Farm Life	38,630	Protective Life	3,729
6	Pacific Life	19,356	Lincoln National Life Insurance	36,787	Lincoln National Life Insurance	2,847
7	Principal	13,125	MassMutual Life Insurance	33,818	AAA Life Insurance	2,740
8	Protective Life	12,398	Thrivent Financial for Lutherans	28,595	American Amicable Life Insurance	2,181
9	Foresters Financial	12,304	Pacific Life	27,536	Americo Companies	2,037
10	John Hancock Life Insurance	11,805	Principal	18,242	Western-Southern Life Insurance	1,563
11	Thrivent Financial for Lutherans	11,658	John Hancock Life Insurance	13,875	American Family Life Insurance	1,489
12	MassMutual Life Insurance	11,555	Foresters Financial	13,405	Thrivent Financial for Lutherans	1,439
13	Western-Southern Life Insurance	8,375	Protective Life	12,976	Pacific Life	1,357
14	Penn Mutual	5,964	National Life Group	11,414	Woodmen of the World	1,201
15	AAA Life Insurance	5,740	Ameritas	8,374	Modern Woodmen of America	1,174
16	Prudential Financial	5,461	Prudential Financial	8,045	Northwestern Mutual	909
17	National Life Group	3,743	Penn Mutual	8,028	Principal	892
18	American Amicable Life Insurance	2,782	AAA Life Insurance	5,807	National Life Group	830
19	Americo Companies	2,772	American Amicable Life Insurance	2,782	Prudential Financial	746
20	American Family Life Insurance	2,587	Securian Financial	2,779	Bankers Life and Casualty (Illinois)	592
	Top 20	\$345,580	Top 20	\$709,247	Top 20	67,840
	Top 20 share of the survey	96%	Top 20 share of the survey	97%	Top 20 share of the survey	96%
	Top 20 share of the industry	76%				

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

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 excess premium.

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

2ND Quarter 2026 YTD

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	National Life Group	263,152	National Life Group	395,146	Transamerica	68,388
2	Pacific Life	252,404	Pacific Life	346,047	National Life Group	64,076
3	Transamerica	241,055	Transamerica	316,108	Mutual of Omaha Companies	50,304
4	John Hancock Life Insurance	229,418	John Hancock Life Insurance	310,208	F&G Annuities & Life	39,178
5	Nationwide	221,145	Nationwide	272,936	Americo Companies	30,078
6	Allianz Life of NA	151,612	Allianz Life of NA	214,271	Nationwide	11,565
7	F&G Annuities & Life	113,323	Sammons Financial Companies	181,150	Sammons Financial Companies	11,016
8	Sammons Financial Companies	107,743	Penn Mutual	135,078	Corebridge Financial	6,654
9	Penn Mutual	99,628	Mutual of Omaha Companies	130,814	Ameritas	5,744
10	Mutual of Omaha Companies	85,855	F&G Annuities & Life	128,580	Bankers Life and Casualty (Illinois)	5,480
11	Symetra Financial	57,973	Symetra Financial	115,371	American Amicable Life Insurance	4,841
12	Securian Financial	56,407	Securian Financial	114,466	Allianz Life of NA	4,321
13	Americo Companies	52,057	Lincoln National Life Insurance	102,948	Pacific Life	2,803
14	Lincoln National Life Insurance	50,235	Corebridge Financial	73,949	John Hancock Life Insurance	2,671
15	Corebridge Financial	49,073	Prudential Financial	65,055	Securian Financial	2,479
16	Prudential Financial	38,330	Americo Companies	52,059	Woodmen of the World	2,334
17	Ameritas	29,898	Brighthouse Financial	45,861	Columbus Life	2,311
18	Columbus Life	26,120	Ameritas	43,457	Lincoln National Life Insurance	2,173
19	Bankers Life and Casualty (Illinois)	9,831	Columbus Life	39,595	Protective Life	1,380
20	Brighthouse Financial	9,115	Protective Life	11,412	Symetra Financial	1,246
	Top 20	\$2,144,373	Top 20	\$3,094,512	Top 20	319,041
	Top 20 share of the survey	99%	Top 20 share of the survey	99%	Top 20 share of the survey	99%
	Top 20 share of the industry	96%				

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 excess premium.

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

2ND Quarter 2026 YTD

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Prudential Financial	503,408	Prudential Financial	1,114,547	Prudential Financial	13,408
2	Pacific Life	212,042	Pacific Life	338,425	Northwestern Mutual	10,886
3	Northwestern Mutual	118,336	RiverSource Life Insurance	193,636	New York Life	10,601
4	Nationwide	116,143	Nationwide	158,590	Equitable Financial	3,918
5	RiverSource Life Insurance	102,674	Lincoln National Life Insurance	147,392	Nationwide	3,193
6	New York Life	86,923	Equitable Financial	143,597	Lincoln National Life Insurance	3,013
7	Lincoln National Life Insurance	80,949	Penn Mutual	128,631	Thrivent Financial for Lutherans	2,945
8	Equitable Financial	72,908	Northwestern Mutual	120,574	RiverSource Life Insurance	2,930
9	John Hancock Life Insurance	47,558	New York Life	115,198	Securian Financial	1,730
10	Penn Mutual	35,508	Securian Financial	104,180	Protective Life	1,526
11	Securian Financial	26,739	John Hancock Life Insurance	89,583	Pacific Life	1,405
12	Thrivent Financial for Lutherans	25,155	Protective Life	67,536	MassMutual Life Insurance	772
13	Protective Life	18,318	Thrivent Financial for Lutherans	45,268	John Hancock Life Insurance	754
14	MassMutual Life Insurance	12,353	MassMutual Life Insurance	25,587	Penn Mutual	467
15	Principal	9,751	Principal	11,584	Principal	247
16	OneAmerica Financial	2,514	Brighthouse Financial	10,277	OneAmerica Financial	130
17	Brighthouse Financial	1,972	OneAmerica Financial	6,246	Brighthouse Financial	43
18	Ameritas	374	Ameritas	1,526	Kansas City Life	30
19	Kansas City Life	370	Symetra Financial	973	Guardian Life Ins Co of America	10
20	Symetra Financial	151	Guardian Life Ins Co of America	447	Symetra Financial	6
	Top 20	\$1,474,147	Top 20	\$2,823,796	Top 20	58,014
	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	95%				

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

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

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 excess premium.

U.S. Individual Life Insurance – Term Sales

2ND Quarter 2026 YTD

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Banner Life Insurance	170,491	Banner Life Insurance	170,491	State Farm Life	275,891
2	State Farm Life	154,632	State Farm Life	154,632	Banner Life Insurance	128,205
3	Prudential Financial	79,533	Prudential Financial	79,533	Northwestern Mutual	74,321
4	Northwestern Mutual	77,406	Northwestern Mutual	77,406	TruStage	63,121
5	TruStage	66,613	TruStage	66,613	New York Life	53,728
6	New York Life	56,828	New York Life	56,828	Protective Life	36,788
7	Protective Life	53,673	Protective Life	53,673	National Life Group	35,158
8	Pacific Life	51,335	Pacific Life	51,335	Prudential Financial	33,491
9	Corebridge Financial	48,464	Corebridge Financial	48,464	Corebridge Financial	31,510
10	National Life Group	40,271	National Life Group	40,271	Pacific Life	28,435
11	MassMutual Life Insurance	34,454	MassMutual Life Insurance	34,454	American Family Life Insurance	25,723
12	Transamerica	31,672	Transamerica	31,672	Transamerica	23,123
13	USAA Life	29,934	USAA Life	29,934	USAA Life	20,434
14	Lincoln National Life Insurance	28,947	Lincoln National Life Insurance	28,947	MassMutual Life Insurance	18,147
15	Principal	25,328	Principal	25,328	AAA Life Insurance	16,044
16	Ameritas	22,557	Ameritas	22,557	American Amicable Life Insurance	15,054
17	Penn Mutual	19,786	Penn Mutual	19,786	Southern Farm Bureau Life Insurance	14,888
18	Symetra Financial	19,668	Symetra Financial	19,668	Ameritas	14,534
19	Guardian Life Ins Co of America	19,416	Guardian Life Ins Co of America	19,416	Symetra Financial	14,068
20	AAA Life Insurance	19,120	AAA Life Insurance	19,120	Mutual of Omaha Companies	13,076
Top 20		\$1,050,127	Top 20	\$1,050,127	Top 20	935,739
Top 20 share of the survey		84%	Top 20 share of the survey	84%	Top 20 share of the survey	87%
Top 20 share of the industry		65%				

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

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U.S. Individual Life Insurance – Whole Life Sales

2ND Quarter 2026 YTD

Rank	Company name	Annualized w/ Excess Premium (in \$000)	Company name	Total Premium (in \$000)	Company name	Policy Count
1	Northwestern Mutual	314,353	MassMutual Life Insurance	454,594	Mutual of Omaha Companies	204,879
2	MassMutual Life Insurance	260,262	Northwestern Mutual	345,135	State Farm Life	157,818
3	New York Life	233,212	New York Life	274,521	TruStage	119,137
4	Mutual of Omaha Companies	178,163	Mutual of Omaha Companies	178,163	Transamerica	117,434
5	Transamerica	149,788	Guardian Life Ins Co of America	176,364	Americo Companies	108,034
6	State Farm Life	141,372	Transamerica	149,789	Gerber Life Insurance	92,692
7	TruStage	141,181	State Farm Life	147,062	American Amicable Life Insurance	91,098
8	Americo Companies	137,918	TruStage	141,181	Colonial Penn	85,145
9	Guardian Life Ins Co of America	127,257	Americo Companies	137,918	Corebridge Financial	62,568
10	American Amicable Life Insurance	96,580	OneAmerica Financial	132,942	Northwestern Mutual	59,452
11	Corebridge Financial	70,513	Penn Mutual	119,841	New York Life	54,948
12	Colonial Penn	63,067	American Amicable Life Insurance	96,583	AAA Life Insurance	35,533
13	Penn Mutual	49,967	Corebridge Financial	70,513	Foresters Financial	20,457
14	Gerber Life Insurance	47,920	Securian Financial	66,036	Southern Farm Bureau Life Insurance	19,740
15	AAA Life Insurance	45,660	Colonial Penn	63,067	Bankers Life and Casualty (Illinois)	18,857
16	OneAmerica Financial	42,487	Nationwide	57,056	MassMutual Life Insurance	15,519
17	Southern Farm Bureau Life Insurance	33,112	Gerber Life Insurance	47,920	Knights of Columbus	10,933
18	Lafayette Life	33,078	Thrivent Financial for Lutherans	47,610	Guardian Life Ins Co of America	9,449
19	Foresters Financial	26,059	AAA Life Insurance	45,660	American Family Life Insurance	7,780
20	Bankers Life and Casualty (Illinois)	24,252	Foresters Financial	44,436	USAA Life	7,743
	Top 20	\$2,216,203	Top 20	\$2,796,391	Top 20	1,299,216
	Top 20 share of the survey	94%	Top 20 share of the survey	90%	Top 20 share of the survey	95%
	Top 20 share of the industry	66%				

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