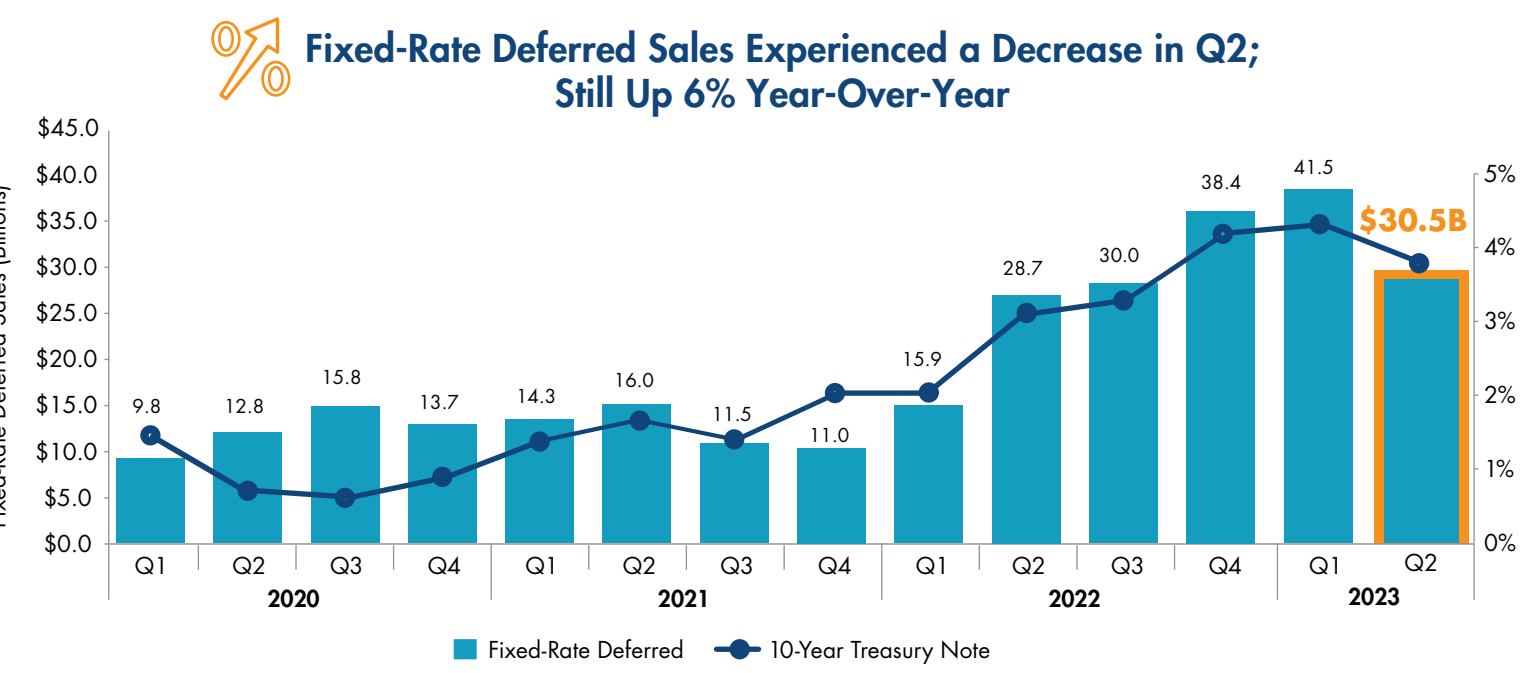
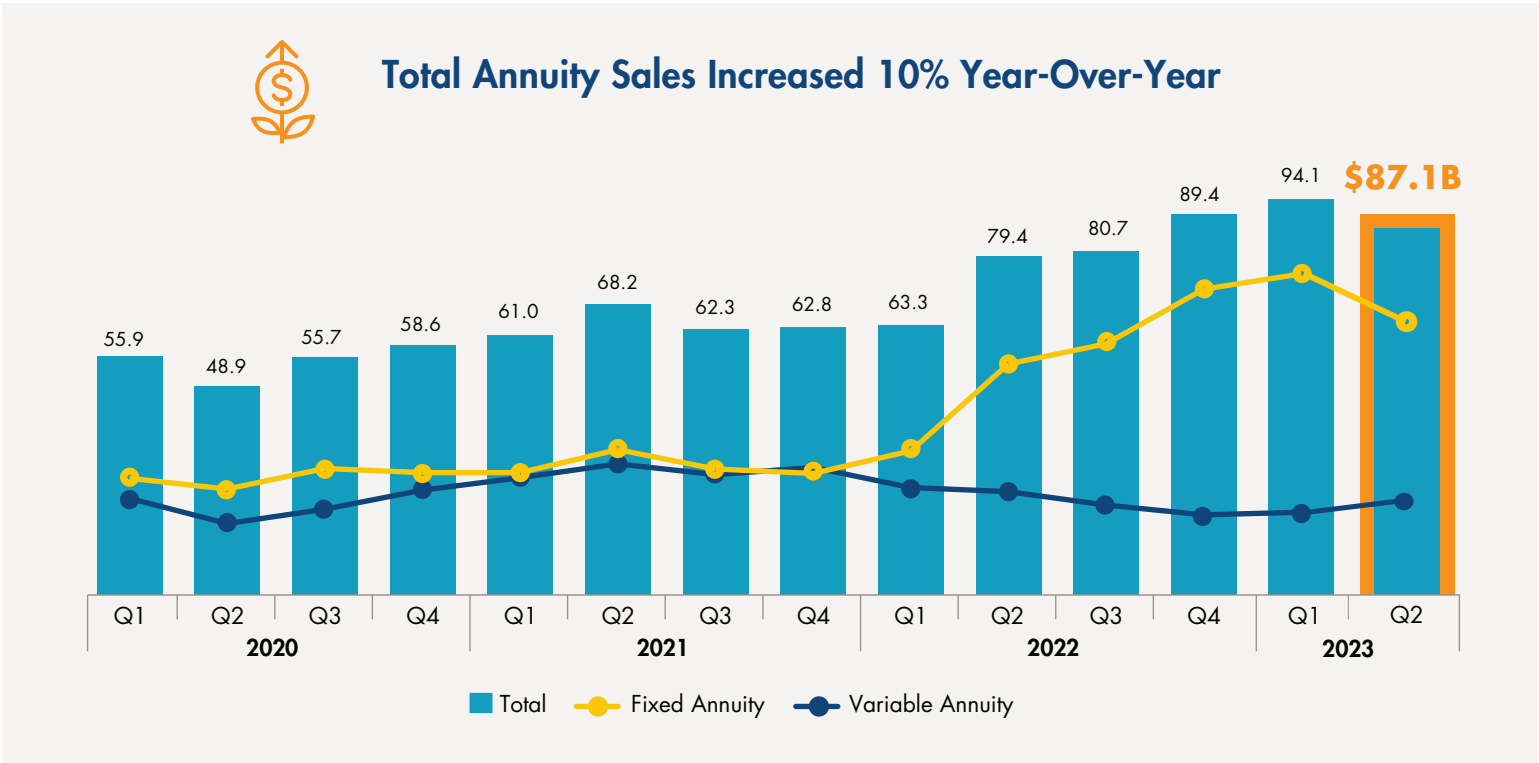


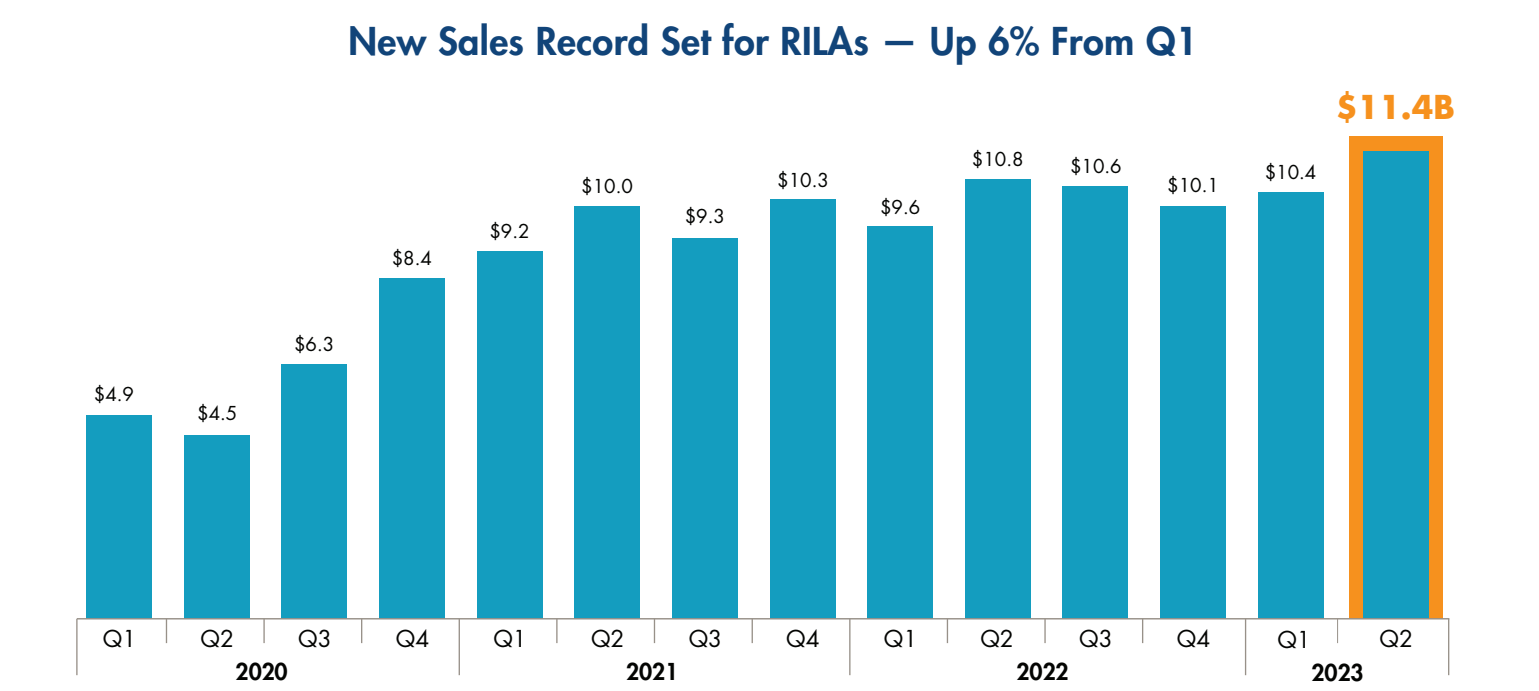
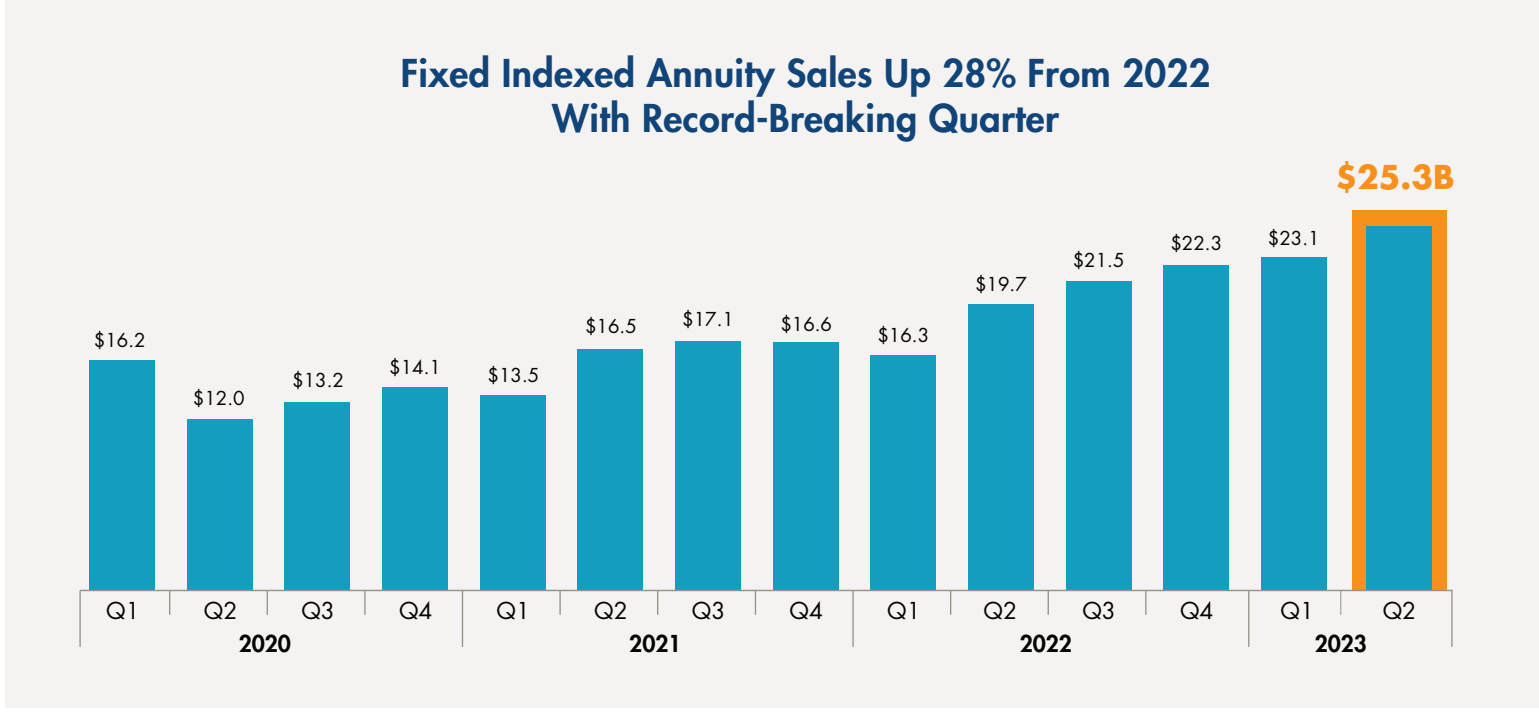
# Record-Breaking Annuity Sales in the First Half of 2023

Total U.S. annuity sales were  
**\$181.1 billion** in the  
first half of 2023.

Sales increased  
**27%** setting a new  
record from the prior year.



“Double-digit equity market increases and stable interest rates have prompted investors to seek out greater investment growth opportunity through RILAs and FIAs,” said Todd Giesing, assistant vice president, LIMRA Annuity Research.



Despite expectations that interest rates will level off, LIMRA is forecasting total annuity sales in 2023 to exceed \$300 billion for the second consecutive year.