

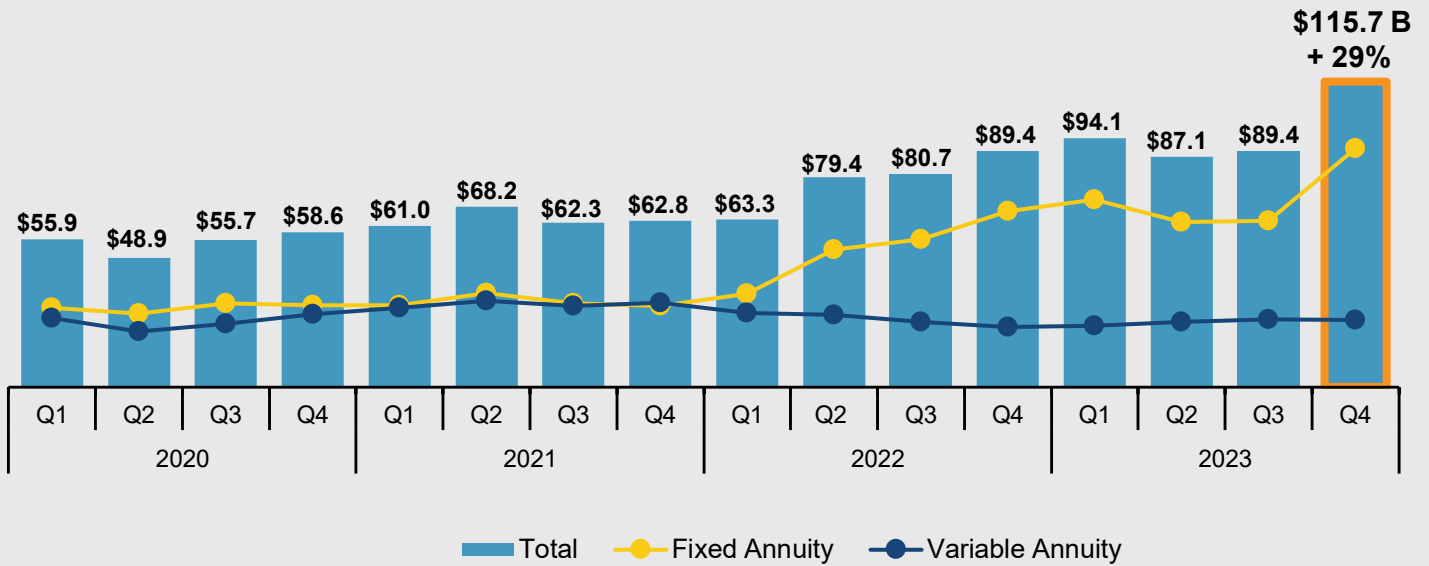
# Record-High 2023 Annuity Sales Driven by Extraordinary Growth in Independent Distribution



Total annuity sales topped **\$385.4 billion** in 2023, **23% higher** than the record set in 2022.

Fourth quarter sales were **\$115.7 billion**, **up 29%** from prior year and **23% higher** than the record set in first quarter 2023.

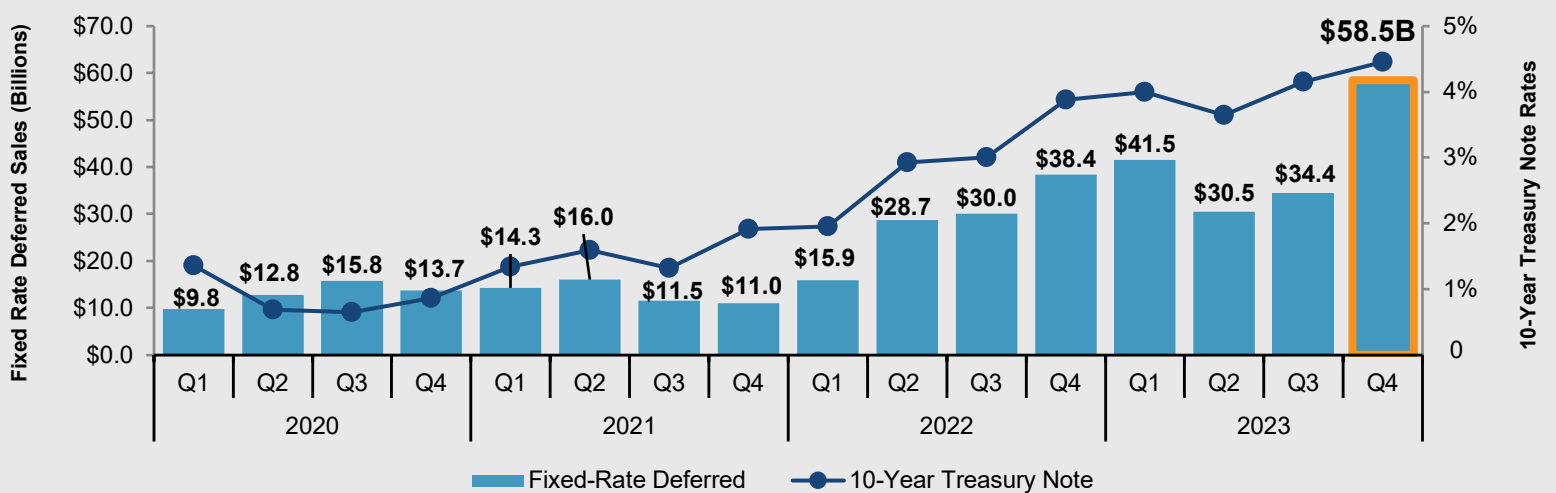
## For the Second Consecutive Year, U.S. Annuity Sales Set an All-Time Record High



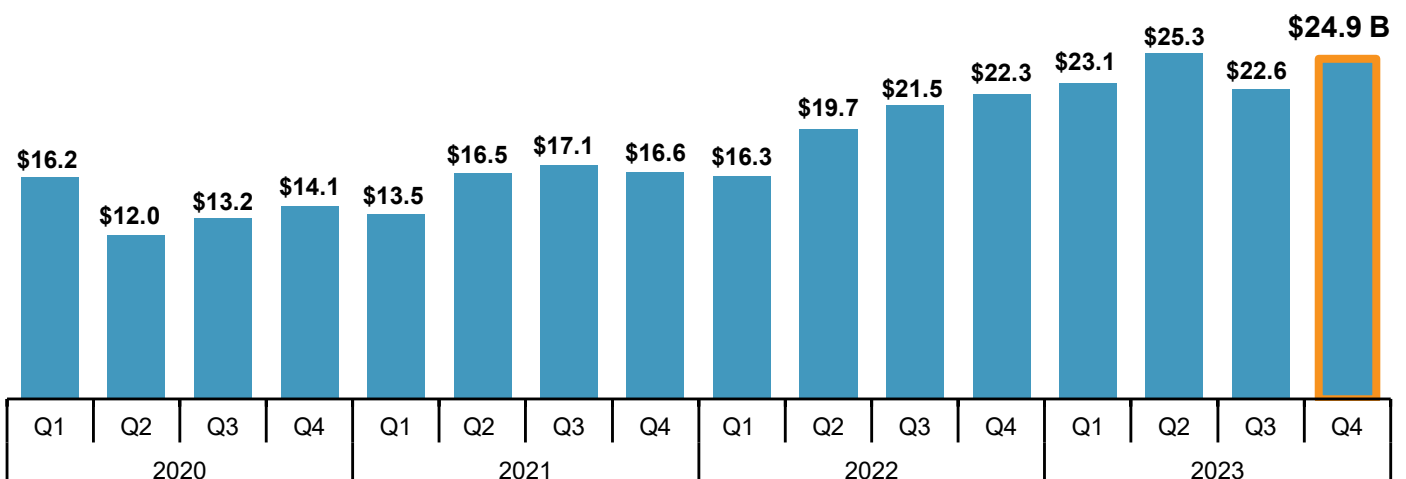
“For the second consecutive year, annuity sales have surpassed previously held records, largely due to broader engagement with independent distribution. Rising interest rates have made annuities very attractive to a larger group of investors who are served by independent advisors and broker dealers,” said Bryan Hodgens, head of LIMRA research. “LIMRA data shows independent agents’ and broker-dealers’ sales collectively grew 29% from 2022 and represented 40% of 2023 sales.”

In 2023, fixed-rate deferred annuities totaled **\$164.9 billion**, **up 46%** from the 2022 annual high of \$113 billion.

## Fixed-Rate Deferred Q4 Sales Up 52% — Highest Quarter Ever Documented



## Fixed Indexed Annuity Sales Hit Record in 2023, Totalling \$95.9 Billion — Up 20% From Prior Year



Source: LIMRA U.S. Individual Annuity Sales Survey data. 0282-2024 © 2024, LL Global, Inc. All Rights Reserved.