

# U.S. Individual Annuity Sales

2023 Year-End Rankings (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	35,506,969	Equitable Financial	17,881,582	Athene Annuity & Life	34,655,863
2	Massachusetts Mutual Life	24,674,163	Jackson National Life	11,926,473	Massachusetts Mutual Life	23,705,869
3	Corebridge Financial	23,593,189	Lincoln Financial Group	7,910,167	Corebridge Financial	19,727,710
4	New York Life	19,389,652	Brighthouse Financial	7,527,545	New York Life	14,438,347
5	Equitable Financial	17,926,300	TIAA	7,241,697	Allianz Life of North America	11,102,479
6	Allianz Life of North America	17,897,817	Allianz Life of North America	6,795,339	Global Atlantic Financial Group	11,006,227
7	Nationwide	14,637,687	Prudential Annuities	5,032,853	Nationwide	9,936,500
8	Lincoln Financial Group	13,059,549	New York Life	4,951,306	Fidelity & Guaranty Life	9,765,743
9	Jackson National Life	12,344,722	Nationwide	4,701,187	Sammons Financial Companies	9,169,337
10	Pacific Life	11,638,103	RiverSource Life Insurance	3,980,769	Pacific Life	8,864,504
11	Global Atlantic Financial Group	11,137,160	Corebridge Financial	3,865,478	Western Southern Group	7,790,844
12	Brighthouse Financial	10,430,906	Pacific Life	2,773,600	Symetra Financial	7,626,811
13	Fidelity & Guaranty Life	9,765,743	Transamerica	1,460,524	American Equity Investment Life	7,606,532
14	Sammons Financial Companies	9,447,160	Thrivent Financial for Lutherans	1,438,731	Security Benefit Life	6,155,381
15	Prudential Annuities	8,789,006	Fidelity Investments Life	1,321,784	USAA Life	5,955,228
16	Symetra Financial	8,026,485	TruStage	1,031,144	Delaware Life	5,313,379
17	Western Southern Group	7,810,793	Massachusetts Mutual Life	968,294	Lincoln Financial Group	5,149,382
18	American Equity Investment Life	7,606,532	Athene Annuity & Life	851,106	American National	4,508,184
19	TIAA	7,348,970	Protective Life	782,069	Prudential Annuities	3,756,153
20	Security Benefit Life	6,319,647	Northwestern Mutual Life	745,962	EquiTrust Life	3,265,181
	<b>Top 20</b>	<b>\$277,350,555</b>	<b>Top 20</b>	<b>\$93,187,608</b>	<b>Top 20</b>	<b>\$209,499,651</b>
	<b>Total industry</b>	<b>\$385,362,000</b>	<b>Total industry</b>	<b>\$98,800,000</b>	<b>Total industry</b>	<b>\$286,562,000</b>
	<b>Top 20 share</b>	<b>72%</b>	<b>Top 20 share</b>	<b>94%</b>	<b>Top 20 share</b>	<b>73%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey