

U.S. Individual Life Insurance – Total Sales

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total New Annualized Premium	Company name	Total Policy Count
1	Northwestern Mutual	574,386	State Farm Life	404,309
2	Pacific Life	418,225	Mutual of Omaha Companies	255,672
3	Prudential Financial	406,871	Northwestern Mutual	163,634
4	New York Life	406,129	New York Life	135,389
5	State Farm Life	327,915	TruStage	127,502
6	MassMutual Life Insurance Company	327,210	Gerber Life Insurance Company	102,449
7	National Life Group	282,282	Transamerica	98,467
8	Nationwide	280,346	National Life Group	98,066
9	Mutual of Omaha Companies	250,552	Corebridge Financial	85,802
10	Transamerica	234,971	Legal & General America	84,631
11	John Hancock Life Insurance Company	199,177	Colonial Penn	82,803
12	Lincoln National Life Insurance Company	167,934	Americo Companies	69,985
13	Penn Mutual	152,199	AAA Life Insurance Company	57,580
14	Corebridge Financial	147,112	Protective Life	49,324
15	Guardian Life Ins Co of America	141,289	Prudential Financial	44,281
16	Allianz Life of NA	133,955	MassMutual Life Insurance Company	42,938
17	Protective Life	115,410	Farmers New World Life	41,931
18	TruStage	112,738	Pacific Life	41,786
19	Legal & General America	105,980	F&G Annuities & Life	39,656
20	Securian Financial	104,143	Bankers Life and Casualty (Illinois)	33,450
	Top 20	\$4,888,825	Top 20	2,059,653
	Top 20 share of the survey	79%	Top 20 share of the survey	81%
	Top 20 share of the industry	64%		

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

