

U.S. Individual Life Insurance – Whole Life Sales

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total New Annualized Premium	Company name	Total Policy Count
1	Northwestern Mutual	350,534	Mutual of Omaha Companies	201,558
2	MassMutual Life Insurance Company	284,134	State Farm Life	142,815
3	New York Life	276,123	Gerber Life Insurance Company	100,269
4	Mutual of Omaha Companies	165,616	Colonial Penn	82,803
5	State Farm Life	146,110	TruStage	74,240
6	Guardian Life Ins Co of America	121,939	Northwestern Mutual	70,214
7	TruStage	72,362	New York Life	68,558
8	Colonial Penn	56,092	Corebridge Financial	40,412
9	OneAmerica Financial	50,983	AAA Life Insurance Company	35,716
10	Penn Mutual	42,572	Americo Companies	33,173
11	AAA Life Insurance Company	42,479	Bankers Life and Casualty (Illinois)	25,638
12	Corebridge Financial	42,217	Transamerica	23,559
13	Americo Companies	40,725	MassMutual Life Insurance Company	20,496
14	Gerber Life Insurance Company	38,573	American National Insurance Company	17,295
15	Lafayette Life	37,692	Foresters Financial	12,359
16	Bankers Life and Casualty (Illinois)	26,496	Knights of Columbus	11,974
17	Transamerica	25,078	Guardian Life Ins Co of America	10,070
18	Knights of Columbus	22,291	American Family Life Insurance Company	8,470
19	Securian Financial	18,315	Savings Bank Life of Massachusetts	8,351
20	American National Insurance Company	13,635	Farmers New World Life	7,931
	Top 20	\$1,873,965	Top 20	995,900
	Top 20 share of the survey	94%	Top 20 share of the survey	94%
	Top 20 share of the industry	65%		

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

