

# U.S. Individual Life Insurance – Total Sales

Third Quarter 2024 YTD

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Northwestern Mutual	814,495	State Farm Life	575,462
2	Prudential Financial	774,861	Mutual of Omaha Companies	370,770
3	Pacific Life	632,861	Northwestern Mutual	235,828
4	New York Life	575,525	New York Life	191,400
5	MassMutual Life Insurance Company	480,078	TruStage	191,134
6	State Farm Life	466,155	National Life Group	147,029
7	Nationwide	443,220	Gerber Life Insurance Company	145,126
8	National Life Group	407,107	Transamerica	143,669
9	Mutual of Omaha Companies	367,668	American Amicable Life Insurance Company	136,758
10	Transamerica	341,992	Corebridge Financial	130,977
11	John Hancock Life Insurance Company	291,283	Legal & General America	127,336
12	Penn Mutual	233,146	Colonial Penn	116,407
13	Corebridge Financial	226,806	Americo Companies	106,161
14	Lincoln National Life Insurance Company	216,559	AAA Life Insurance Company	80,853
15	Guardian Life Ins Co of America	215,543	Protective Life	69,678
16	Allianz Life of North America	203,932	Prudential Financial	65,788
17	TruStage	173,393	MassMutual Life Insurance Company	64,194
18	Protective Life	162,379	Pacific Life	62,637
19	Securian Financial	158,888	Farmers New World Life	61,935
20	Legal & General America	156,806	F&G Annuities & Life	57,733
	<b>Top 20</b>	<b>\$7,342,697</b>	<b>Top 20</b>	<b>3,080,874</b>
	<b>Top 20 share of the survey</b>	<b>78%</b>	<b>Top 20 share of the survey</b>	<b>80%</b>
	<b>Top 20 share of the industry</b>	<b>64%</b>		

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