

# U.S. Individual Annuity Sales

Third Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	27,982,441	Equitable Financial	16,590,731	Athene Annuity & Life	27,159,578
2	Corebridge Financial	20,843,238	Jackson National Life	11,284,424	Massachusetts Mutual Life	18,593,650
3	Massachusetts Mutual Life	19,337,802	Allianz Life of North America	6,885,569	Corebridge Financial	18,078,078
4	Allianz Life of North America	16,891,956	Lincoln Financial Group	6,445,118	New York Life	12,158,301
5	Equitable Financial	16,593,520	Prudential	6,325,180	Global Atlantic Financial Group	11,904,982
6	New York Life	16,529,256	Brighthouse Financial	6,249,610	Sammons Financial Companies	10,608,478
7	Nationwide	13,390,141	TIAA	5,372,213	Allianz Life of North America	10,006,388
8	Jackson National Life	12,465,962	Nationwide	5,064,341	Fidelity & Guaranty Life	9,176,856
9	Global Atlantic Financial Group	12,360,463	New York Life	4,370,955	Nationwide	8,325,800
10	Prudential	11,320,241	RiverSource Life Insurance	3,756,597	Pacific Life	6,450,760
11	Sammons Financial Companies	10,998,473	Pacific Life	2,904,262	American Equity Investment Life	6,344,235
12	Lincoln Financial Group	10,116,453	Corebridge Financial	2,765,159	Delaware Life	5,453,808
13	Pacific Life	9,355,022	Transamerica	1,893,771	USAA Life	5,406,631
14	Fidelity & Guaranty Life	9,183,991	Fidelity Investments Life	1,362,590	Symetra Financial	5,048,744
15	Brighthouse Financial	7,796,804	Thrivent Financial for Lutherans	1,049,232	Prudential	4,995,061
16	American Equity Investment Life	6,344,235	Principal Financial Group	1,012,079	EquiTrust Life	4,982,251
17	Symetra Financial	5,814,316	Protective Life	858,304	Western Southern Group	4,441,860
18	Delaware Life	5,636,132	Athene Annuity & Life	822,863	American National Insurance	4,342,738
19	TIAA	5,545,641	TruStage	774,997	Security Benefit Life	4,077,730
20	USAA Life	5,406,631	Symetra Financial	765,572	Reliance Standard Life Insurance	3,681,063
	<b>Top 20</b>	<b>\$243,912,719</b>	<b>Top 20</b>	<b>\$86,553,566</b>	<b>Top 20</b>	<b>\$181,236,993</b>
	<b>Total industry</b>	<b>\$331,987,000</b>	<b>Total industry</b>	<b>\$92,100,000</b>	<b>Total industry</b>	<b>\$239,887,000</b>
	<b>Top 20 share</b>	<b>73%</b>	<b>Top 20 share</b>	<b>94%</b>	<b>Top 20 share</b>	<b>76%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey