

# U.S. Individual Life Insurance – Fixed Universal Life Sales

## First Quarter 2024

| Rank | Company name                            | Total New Annualized Premium (in \$000) | Company name                             | Total Policy Count |
|------|---|---|--|--------------------|
| 1    | Nationwide                              | 30,617                                  | State Farm Life                          | 12,533             |
| 2    | Northwestern Mutual                     | 24,747                                  | Washington National Insurance Company    | 5,850              |
| 3    | State Farm Life                         | 19,101                                  | Americo Companies                        | 4,151              |
| 4    | John Hancock Life Insurance Company     | 14,898                                  | Nationwide                               | 2,636              |
| 5    | New York Life                           | 14,471                                  | Protective Life                          | 2,593              |
| 6    | Lincoln National Life Insurance Company | 12,547                                  | Foresters Financial                      | 2,512              |
| 7    | Protective Life                         | 11,451                                  | New York Life                            | 2,425              |
| 8    | Prudential Financial                    | 9,949                                   | AAA Life Insurance Company               | 1,880              |
| 9    | Pacific Life                            | 7,626                                   | American National Insurance Company      | 1,599              |
| 10   | Thrivent Financial for Lutherans        | 6,706                                   | Lincoln National Life Insurance Company  | 1,282              |
| 11   | Americo Companies                       | 5,878                                   | Thrivent Financial for Lutherans         | 938                |
| 12   | American National Insurance Company     | 3,746                                   | American Amicable Life Insurance Company | 778                |
| 13   | Principal                               | 3,714                                   | Modern Woodmen of America                | 741                |
| 14   | Washington National Insurance Company   | 3,513                                   | Pacific Life                             | 650                |
| 15   | Foresters Financial                     | 3,035                                   | Farmers New World Life                   | 601                |
| 16   | AAA Life Insurance Company              | 2,934                                   | Prudential Financial                     | 599                |
| 17   | Western-Southern Life Insurance         | 2,380                                   | American Family Life Insurance Company   | 588                |
| 18   | Penn Mutual                             | 1,984                                   | Western-Southern Life Insurance          | 575                |
| 19   | Modern Woodmen of America               | 1,243                                   | John Hancock Life Insurance Company      | 572                |
| 20   | Knights of Columbus                     | 1,135                                   | Northwestern Mutual                      | 500                |
|      | <b>Top 20</b>                           | <b>\$181,676</b>                        | <b>Top 20</b>                            | <b>44,003</b>      |
|      | <b>Top 20 share of the survey</b>       | <b>95%</b>                              | <b>Top 20 share of the survey</b>        | <b>93%</b>         |
|      | <b>Top 20 share of the industry</b>     | <b>74%</b>                              |  |                    |

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