

## U.S. Individual Life Insurance – Term Sales

*First Quarter 2024*

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Primerica Life Insurance	79,690	State Farm Life	133,228
2	State Farm Life	77,580	Primerica Life Insurance	74,881
3	Legal & General America	51,912	Legal & General America	42,155
4	Northwestern Mutual	37,937	Northwestern Mutual	40,890
5	Prudential Financial	30,675	TruStage	34,052
6	TruStage	27,783	New York Life	25,543
7	Corebridge Financial	27,588	Corebridge Financial	18,945
8	Protective Life	27,065	Protective Life	18,905
9	Pacific Life	26,502	Colonial Life	18,812
10	New York Life	25,471	Pacific Life	16,199
11	Lincoln National Life Insurance Company	19,267	National Life Group	13,357
12	MassMutual Life Insurance Company	18,344	Prudential Financial	13,070
13	Transamerica	16,427	Transamerica	12,416
14	National Life Group	14,171	USAA Life	11,050
15	USAA Life	13,406	Farmers New World Life	10,844
16	Principal	13,243	American Family Life Insurance Company	10,813
17	Ameritas	11,064	MassMutual Life Insurance Company	10,729
18	Colonial Life	10,449	AAA Life Insurance Company	9,789
19	Sammons Financial Companies	9,714	American Amicable Life Insurance Company	8,207
20	American Amicable Life Insurance Company	9,653	Americo Companies	7,141
	<b>Top 20</b>	<b>\$547,940</b>	<b>Top 20</b>	<b>531,025</b>
	<b>Top 20 share of the survey</b>	<b>82%</b>	<b>Top 20 share of the survey</b>	<b>85%</b>
	<b>Top 20 share of the industry</b>	<b>72%</b>		

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