

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

## First Quarter 2024

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Northwestern Mutual	163,453	Mutual of Omaha Companies	106,265
2	MassMutual Life Insurance Company	129,814	State Farm Life	87,091
3	New York Life	122,041	Gerber Life Insurance Company	54,430
4	State Farm Life	87,702	Colonial Penn	44,317
5	Mutual of Omaha Companies	87,315	TruStage	41,999
6	Guardian Life Ins Co of America	59,428	Unum	38,309
7	TruStage	41,737	Northwestern Mutual	33,740
8	American Amicable Life Insurance Company	31,525	New York Life	33,158
9	Colonial Penn	30,211	American Amicable Life Insurance Company	31,613
10	OneAmerica Financial	27,077	Colonial Life	30,572
11	Colonial Life	22,978	AAA Life Insurance Company	19,126
12	AAA Life Insurance Company	22,457	Corebridge Financial	17,979
13	Penn Mutual	21,072	Americo Companies	15,438
14	Lafayette Life	20,360	Bankers Life and Casualty (Illinois)	13,370
15	Gerber Life Insurance Company	20,197	Security Mutual Life of New York	11,126
16	Americo Companies	19,038	Transamerica	11,084
17	Corebridge Financial	18,979	MassMutual Life Insurance Company	9,922
18	Unum	18,139	American National Insurance Company	9,025
19	Bankers Life and Casualty (Illinois)	13,685	Knights of Columbus	5,571
20	Transamerica	11,957	Foresters Financial	5,550
	<b>Top 20</b>	<b>\$969,166</b>	<b>Top 20</b>	<b>619,684</b>
	<b>Top 20 share of the survey</b>	<b>90%</b>	<b>Top 20 share of the survey</b>	<b>93%</b>
	<b>Top 20 share of the industry</b>	<b>67%</b>		

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