

# U.S. Individual Annuity Sales

1<sup>st</sup> Quarter 2024 (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	9,727,522	Equitable Financial	5,284,483	Athene Annuity & Life	9,437,008
2	Corebridge Financial	6,343,053	Jackson National Life	3,418,627	Corebridge Financial	5,435,352
3	New York Life	5,614,271	Allianz Life of North America	2,209,751	New York Life	4,368,214
4	Nationwide	5,312,546	Brighthouse Financial	2,022,845	Global Atlantic Financial Group	4,180,551
5	Equitable Financial	5,284,483	Lincoln Financial Group	1,929,239	Nationwide	3,845,500
6	Allianz Life of North America	4,628,488	Prudential Annuities	1,768,972	Massachusetts Mutual Life	3,560,673
7	Global Atlantic Financial Group	4,253,671	TIAA	1,767,870	Sammons Financial Companies	3,033,786
8	Massachusetts Mutual Life	3,812,172	Nationwide	1,467,046	Delaware Life	2,918,862
9	Prudential	3,600,133	New York Life	1,246,057	Fidelity & Guaranty Life	2,762,546
10	Jackson National Life	3,522,524	RiverSource Life Insurance	1,159,872	Allianz Life of North America	2,418,737
11	Sammons Financial Companies	3,121,315	Corebridge Financial	907,700	American Equity Investment Life	2,347,842
12	Delaware Life	2,963,732	Pacific Life	815,899	USAA Life	2,016,267
13	Lincoln Financial Group	2,899,692	Transamerica	507,819	Symetra Financial	1,919,042
14	Brighthouse Financial	2,861,003	Fidelity Investments Life	455,057	Prudential	1,831,161
15	Fidelity & Guaranty Life	2,763,731	Thrivent Financial for Lutherans	336,613	EquiTrust Life	1,753,100
16	Pacific Life	2,533,622	Athene Annuity & Life	290,514	Pacific Life	1,717,722
17	American Equity Investment Life	2,347,842	TruStage	271,011	Protective Life	1,482,119
18	Symetra Financial	2,083,093	Protective Life	260,525	Reliance Standard Life Insurance	1,367,312
19	USAA Life	2,016,267	Massachusetts Mutual Life	251,500	Western Southern Group	1,346,778
20	TIAA	1,822,680	Principal Financial Group	217,330	Security Benefit Life	1,207,899
	<b>Top 20</b>	<b>\$77,511,839</b>	<b>Top 20</b>	<b>\$26,588,730</b>	<b>Top 20</b>	<b>\$58,950,469</b>
	<b>Total industry</b>	<b>\$106,665,000</b>	<b>Total industry</b>	<b>\$28,200,000</b>	<b>Total industry</b>	<b>\$78,465,000</b>
	<b>Top 20 share</b>	<b>73%</b>	<b>Top 20 share</b>	<b>94%</b>	<b>Top 20 share</b>	<b>75%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey