

U.S. Individual Life Insurance – Indexed Universal Life Sales

Second Quarter 2024 YTD (\$ in thousands)

Rank	Company name	Total New		Total Policy Count
		Annualized Premium	Company name	
1	National Life Group	245,691	National Life Group	67,216
2	Pacific Life	228,705	Transamerica	49,524
3	Transamerica	175,792	Mutual of Omaha Companies	41,485
4	Nationwide	163,256	F&G Annuities & Life	39,656
5	Allianz Life of NA	133,729	Americo Companies	16,551
6	John Hancock Life Insurance Company	122,284	Nationwide	16,117
7	F&G Annuities & Life	103,903	Farmers New World Life	10,365
8	Sammons Financial Companies	71,478	Corebridge Financial	7,845
9	Mutual of Omaha Companies	71,049	Sammons Financial Companies	7,778
10	Penn Mutual	66,233	American National Insurance Company	7,069
11	Symetra Financial	65,939	Bankers Life and Casualty (Illinois)	6,404
12	Securian Financial	52,557	Ameritas	4,791
13	Corebridge Financial	49,095	Allianz Life of NA	4,525
14	Lincoln National Life Insurance Company	38,894	Pacific Life	4,012
15	Ameritas	27,299	Securian Financial	2,736
16	Americo Companies	24,131	Lincoln National Life Insurance Company	2,461
17	American National Insurance Company	21,146	Protective Life	2,399
18	Prudential Financial	20,701	John Hancock Life Insurance Company	2,380
19	Farmers New World Life	18,581	Columbus Life	1,898
20	Columbus Life	17,452	Symetra Financial	1,659
	Top 20	\$1,717,915	Top 20	296,871
	Top 20 share of the survey	97%	Top 20 share of the survey	99%
	Top 20 share of the industry	96%		

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

