

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

Third Quarter 2024 YTD

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	Nationwide	100,312	State Farm Life	29,280
2	Northwestern Mutual	65,759	Washington National Insurance Company	20,406
3	State Farm Life	46,319	Foresters Financial	8,843
4	John Hancock Life Insurance Company	44,295	Americo Companies	8,770
5	New York Life	40,426	Nationwide	8,159
6	Lincoln National Life Insurance Company	38,956	Protective Life	7,188
7	Prudential Financial	32,084	New York Life	7,146
8	Protective Life	30,127	Lincoln National Life Insurance Company	5,092
9	Pacific Life	29,923	AAA Life Insurance Company	5,015
10	Thrivent Financial for Lutherans	25,868	American National Insurance Company	3,655
11	Principal	14,555	Thrivent Financial for Lutherans	3,101
12	Washington National Insurance Company	12,120	American Amicable Life Insurance Company	2,599
13	Americo Companies	12,070	Pacific Life	2,083
14	American National Insurance Company	11,158	Modern Woodmen of America	2,081
15	Foresters Financial	10,919	Western-Southern Life Insurance	1,901
16	Penn Mutual	10,374	American Family Life Insurance Company	1,877
17	AAA Life Insurance Company	8,114	Prudential Financial	1,773
18	Western-Southern Life Insurance	7,911	John Hancock Life Insurance Company	1,727
19	MassMutual Life Insurance Company	4,308	Farmers New World Life	1,709
20	Knights of Columbus	4,278	Northwestern Mutual	1,465
	Top 20	\$549,878	Top 20	123,869
	Top 20 share of the survey	95%	Top 20 share of the survey	93%
	Top 20 share of the industry	70%		

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

