

U.S. Individual Life Insurance – Term Sales

Third Quarter 2024 YTD

Rank	Company name	Total New Annualized Premium (in \$000)	Company name	Total Policy Count
1	State Farm Life	214,474	State Farm Life	345,462
2	Legal & General America	155,277	Legal & General America	127,143
3	Northwestern Mutual	120,073	Northwestern Mutual	120,928
4	Prudential Financial	96,726	TruStage	78,908
5	Pacific Life	87,174	New York Life	77,550
6	Corebridge Financial	80,316	Corebridge Financial	53,855
7	New York Life	79,342	Pacific Life	52,119
8	Protective Life	73,489	Protective Life	51,416
9	TruStage	62,023	National Life Group	44,322
10	MassMutual Life Insurance Company	59,517	Prudential Financial	40,008
11	Lincoln National Life Insurance Company	52,089	Transamerica	36,732
12	Transamerica	49,878	MassMutual Life Insurance Company	33,366
13	National Life Group	47,805	American Family Life Insurance Company	33,179
14	Principal	41,536	Farmers New World Life	32,962
15	USAA Life	38,646	USAA Life	31,797
16	Ameritas	29,762	AAA Life Insurance Company	27,132
17	American Amicable Life Insurance Company	29,173	American Amicable Life Insurance Company	24,031
18	Sammons Financial Companies	29,090	Symetra Financial	20,609
19	Guardian Life Ins Co of America	27,166	Sammons Financial Companies	19,788
20	AAA Life Insurance Company	26,887	Americo Companies	19,192
	Top 20	\$1,400,443	Top 20	1,270,499
	Top 20 share of the survey	82%	Top 20 share of the survey	84%
	Top 20 share of the industry	62%		

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

