

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

2024 Year-end Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Prudential Financial	783,176	Prudential Financial	1,872,692	Prudential Financial	29,271
2	Pacific Life	279,222	Pacific Life	551,708	Northwestern Mutual	16,623
3	Northwestern Mutual	177,795	RiverSource Life Insurance Co.	332,212	New York Life	15,696
4	RiverSource Life Insurance Co.	128,270	John Hancock Life Insurance Co.	277,802	Equitable Financial	10,018
5	Lincoln National Life Insurance Co.	108,532	Lincoln National Life Insurance Co.	253,656	Lincoln National Life Insurance Co.	7,865
6	New York Life	99,235	Equitable Financial	243,739	RiverSource Life Insurance Co.	6,468
7	Equitable Financial	99,188	Protective Life	214,206	Thrivent Financial for Lutherans	5,294
8	Nationwide	98,617	Penn Mutual	210,430	Protective Life	4,683
9	John Hancock Life Insurance Co.	83,949	Securian Financial	201,104	Nationwide	4,574
10	Securian Financial	59,913	Northwestern Mutual	197,807	Securian Financial	3,523
11	Penn Mutual	56,255	Nationwide	193,380	Pacific Life	3,281
12	Protective Life	43,171	New York Life	126,554	John Hancock Life Insurance Co.	1,761
13	Thrivent Financial for Lutherans	40,426	Thrivent Financial for Lutherans	53,694	Penn Mutual	809
14	Principal	8,574	MassMutual Life Insurance Co.	14,416	MassMutual Life Insurance Co.	727
15	MassMutual Life Insurance Co.	8,406	Principal	11,620	Principal	467
16	BrightHouse Financial	3,401	BrightHouse Financial	10,459	OneAmerica Financial	242
17	OneAmerica Financial	3,019	Ameritas	5,613	Farmers New World Life	232
18	Ameritas	1,643	OneAmerica Financial	4,394	BrightHouse Financial	104
19	Farmers New World Life	796	Symetra Financial	1,236	Kansas City Life	65
20	Symetra Financial	541	Farmers New World Life	796	Ameritas	60
	Top 20	\$2,084,131	Top 20	\$4,777,517	Top 20	111,763
	Top 20 share of the survey*	100%	Top 20 share of the survey	100%	Top 20 share of the survey	100%
	Top 20 share of the industry	94%				

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

*Excludes additional companies whose policy sales represent less than ½ of 1 percent

Definitions:

New annualized premium: Recurring premium plus 10% of single premium.

Total premium: total recurring + total excess premium + total single premium

Policy count: Number of new policies sold.