

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

2024 Year-end Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Nationwide	136,818	Nationwide	466,024	State Farm Life	38,456
2	Northwestern Mutual	90,729	New York Life	137,492	Foresters Financial	11,939
3	Lincoln National Life Insurance Co.	83,920	Northwestern Mutual	129,102	Nationwide	11,148
4	State Farm Life	61,033	John Hancock Life Insurance Co.	123,707	New York Life	10,254
5	John Hancock Life Insurance Co.	59,758	Thrivent Financial for Lutherans	86,520	Americo Companies	10,121
6	New York Life	56,842	Lincoln National Life Insurance Co.	86,414	Protective Life	9,242
7	Prudential Financial	42,315	Pacific Life	82,668	Lincoln National Life Insurance Co.	6,779
8	Pacific Life	40,574	Western-Southern Life Insurance	82,205	AAA Life Insurance Co.	6,300
9	Protective Life	38,703	State Farm Life	74,759	Thrivent Financial for Lutherans	4,080
10	Thrivent Financial for Lutherans	33,834	Prudential Financial	47,133	American National Insurance Co.	3,807
11	Principal	22,228	Protective Life	43,200	American Amicable Life Insurance Co.	3,480
12	Foresters Financial	14,962	Ameritas	37,158	Pacific Life	2,794
13	Penn Mutual	14,403	Principal	32,941	American Family Life Insurance Co.	2,791
14	Americo Companies	13,844	Penn Mutual	24,986	Modern Woodmen of America	2,723
15	American National Insurance Co.	11,860	Foresters Financial	15,179	Western-Southern Life Insurance	2,492
16	Western-Southern Life Insurance	10,642	Americo Companies	13,844	Prudential Financial	2,324
17	AAA Life Insurance Co.	10,090	National Integrity Life	13,444	John Hancock Life Insurance Co.	2,184
18	MassMutual Life Insurance Co.	5,674	American National Insurance Co.	13,100	Farmers New World Life	2,177
19	American Family Life Insurance Co.	5,276	AAA Life Insurance Co.	12,046	Northwestern Mutual	2,047
20	Knights of Columbus	5,024	MassMutual Life Insurance Co.	8,664	Sammons Financial Companies	1,729
	Top 20	\$758,527	Top 20	\$1,530,588	Top 20	136,867
	Top 20 share of the survey	95%	Top 20 share of the survey	97%	Top 20 share of the survey	93%
	Top 20 share of the industry	71%				

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

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.