

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

2024 Year-end Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Pacific Life	540,237	National Life Group	818,294	National Life Group	132,934
2	National Life Group	488,317	Pacific Life	769,799	Transamerica	91,338
3	Nationwide	355,560	Nationwide	496,096	Mutual of Omaha Companies	84,066
4	Transamerica	334,110	John Hancock Life Insurance Co.	472,718	F&G Annuities & Life	77,835
5	Allianz Life of NA	277,389	Transamerica	460,228	Americo Companies	36,340
6	John Hancock Life Insurance Co.	270,105	Allianz Life of NA	392,585	Nationwide	31,753
7	F&G Annuities & Life	202,773	Mutual of Omaha Companies	308,755	Farmers New World Life	19,911
8	Penn Mutual	165,802	Securian Financial	268,590	Corebridge Financial	16,642
9	Sammons Financial Companies	156,428	Sammons Financial Companies	252,256	Sammons Financial Companies	16,342
10	Mutual of Omaha Companies	147,811	Symetra Financial	241,483	American National Insurance Co.	15,475
11	Symetra Financial	140,771	F&G Annuities & Life	233,400	Bankers Life and Casualty (Illinois)	11,793
12	Securian Financial	116,627	Penn Mutual	230,994	Ameritas	10,181
13	Corebridge Financial	107,689	Corebridge Financial	157,015	Allianz Life of NA	9,315
14	Lincoln National Life Insurance Co.	78,024	Lincoln National Life Insurance Co.	152,266	Pacific Life	7,962
15	Ameritas	62,152	Ameritas	103,793	Securian Financial	5,526
16	Americo Companies	53,379	Prudential Financial	89,727	Lincoln National Life Insurance Co.	5,051
17	Prudential Financial	45,945	Brighthouse Financial	81,718	John Hancock Life Insurance Co.	5,002
18	American National Insurance Co.	45,054	Columbus Life	55,224	Protective Life	4,674
19	Columbus Life	36,963	Americo Companies	53,389	Columbus Life	4,015
20	Farmers New World Life	34,330	American National Insurance Co.	48,697	Symetra Financial	3,549
	<b>Top 20</b>	<b>\$3,659,467</b>	<b>Top 20</b>	<b>\$5,687,028</b>	<b>Top 20</b>	<b>589,703</b>
	<b>Top 20 share of the survey</b>	<b>98%</b>	<b>Top 20 share of the survey</b>	<b>97%</b>	<b>Top 20 share of the survey</b>	<b>99%</b>
	<b>Top 20 share of the industry</b>	<b>96%</b>				

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.