

# U.S. Individual Life Insurance – Term Sales

2024 Year-end Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	State Farm Life	279,948	State Farm Life	279,948	State Farm Life	446,848
2	Legal & General America	206,012	Legal & General America	206,012	Legal & General America	169,500
3	Northwestern Mutual	162,780	Northwestern Mutual	162,780	Northwestern Mutual	162,074
4	Prudential Financial	131,887	Prudential Financial	131,887	New York Life	105,944
5	Pacific Life	117,846	Pacific Life	117,846	TruStage	103,454
6	New York Life	108,477	New York Life	108,477	Pacific Life	69,572
7	Corebridge Financial	104,197	Corebridge Financial	104,197	Corebridge Financial	68,924
8	Protective Life	98,807	Protective Life	98,807	Protective Life	68,239
9	MassMutual Life Insurance Co.	84,091	MassMutual Life Insurance Co.	84,091	National Life Group	61,085
10	TruStage	82,646	TruStage	82,646	Prudential Financial	52,852
11	National Life Group	66,101	National Life Group	66,101	Transamerica	47,482
12	Lincoln National Life Insurance Co.	65,486	Lincoln National Life Insurance Co.	65,486	American Family Life Insurance Co.	45,912
13	Transamerica	65,104	Transamerica	65,104	MassMutual Life Insurance Co.	45,862
14	Principal	55,232	Principal	55,232	Farmers New World Life	44,031
15	USAA Life	49,002	USAA Life	49,002	USAA Life	39,533
16	Ameritas	38,904	Ameritas	38,904	AAA Life Insurance Co.	36,397
17	American Amicable Life Insurance Co.	38,871	American Amicable Life Insurance Co.	38,871	American Amicable Life Insurance Co.	32,254
18	Sammons Financial Companies	38,443	Sammons Financial Companies	38,443	Symetra Financial	27,595
19	Guardian Life Ins Co of America	37,382	Guardian Life Ins Co of America	37,377	Sammons Financial Companies	25,889
20	AAA Life Insurance Co.	36,437	AAA Life Insurance Co.	36,437	Ameritas	25,003
	<b>Top 20</b>	<b>\$1,867,654</b>	<b>Top 20</b>	<b>\$1,867,649</b>	<b>Top 20</b>	<b>1,678,450</b>
	<b>Top 20 share of the survey</b>	<b>82%</b>	<b>Top 20 share of the survey</b>	<b>82%</b>	<b>Top 20 share of the survey</b>	<b>84%</b>
	<b>Top 20 share of the industry</b>	<b>62%</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.