

# U.S. Individual Life Insurance – Whole Life Sales

2024 Year-end Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Northwestern Mutual	672,509	MassMutual Life Insurance Co.	1,064,358	Mutual of Omaha Companies	364,346
2	MassMutual Life Insurance Co.	632,272	Northwestern Mutual	741,614	State Farm Life	258,596
3	New York Life	529,256	New York Life	593,685	Gerber Life Insurance Co.	180,178
4	Mutual of Omaha Companies	302,057	Guardian Life Ins Co of America	366,339	American Amicable Life Insurance Co.	153,972
5	State Farm Life	273,596	Mutual of Omaha Companies	302,057	TruStage	152,231
6	Guardian Life Ins Co of America	262,456	State Farm Life	288,996	Colonial Penn	145,640
7	American Amicable Life Insurance Co.	155,875	OneAmerica Financial	283,925	Northwestern Mutual	135,772
8	TruStage	153,634	Penn Mutual	252,944	New York Life	129,842
9	Colonial Penn	100,276	Securian Financial	183,415	Corebridge Financial	90,225
10	OneAmerica Financial	99,914	American Amicable Life Insurance Co.	156,111	Americo Companies	69,624
11	Penn Mutual	94,515	TruStage	153,634	AAA Life Insurance Co.	63,795
12	Corebridge Financial	94,059	Protective Life	139,636	Transamerica	51,739
13	Americo Companies	85,199	Colonial Penn	100,276	Bankers Life and Casualty (Illinois)	46,960
14	AAA Life Insurance Co.	76,828	Corebridge Financial	94,161	MassMutual Life Insurance Co.	41,432
15	Gerber Life Insurance Co.	72,052	Knights of Columbus	93,275	American National Insurance Co.	28,358
16	Lafayette Life	69,149	Thrivent Financial for Lutherans	87,544	Foresters Financial	25,096
17	Transamerica	55,163	Americo Companies	85,200	Knights of Columbus	23,993
18	Bankers Life and Casualty (Illinois)	49,436	Lafayette Life	79,051	Guardian Life Ins Co of America	20,771
19	Knights of Columbus	46,115	AAA Life Insurance Co.	76,828	Savings Bank Life of Massachusetts	18,784
20	Securian Financial	37,875	Gerber Life Insurance Co.	72,052	American Family Life Insurance Co.	16,932
	<b>Top 20</b>	<b>\$3,862,235</b>	<b>Top 20</b>	<b>\$5,215,098</b>	<b>Top 20</b>	<b>2,018,285</b>
	<b>Top 20 share of the survey</b>	<b>93%</b>	<b>Top 20 share of the survey</b>	<b>92%</b>	<b>Top 20 share of the survey</b>	<b>93%</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.