

# U.S. Individual Life Insurance – Overall Sales

2024 Year-end Rankings (\$ in 000)

Rank	Company name	Annualized Premium	Company name	Total Premium	Company name	Policy Count
1	Northwestern Mutual	1,103,812	Prudential Financial	2,144,896	State Farm Life	743,900
2	Prudential Financial	1,006,723	Pacific Life	1,522,024	Mutual of Omaha Companies	472,991
3	Pacific Life	977,880	Northwestern Mutual	1,231,302	Northwestern Mutual	316,516
4	New York Life	793,809	Nationwide	1,178,634	New York Life	261,736
5	MassMutual Life Insurance Co.	730,443	MassMutual Life Insurance Co.	1,171,529	TruStage	255,685
6	State Farm Life	614,578	New York Life	966,208	National Life Group	198,009
7	Nationwide	614,085	National Life Group	905,019	Transamerica	190,558
8	National Life Group	568,560	John Hancock Life Insurance Co.	898,587	American Amicable Life Insurance Co.	189,706
9	Mutual of Omaha Companies	477,884	Penn Mutual	754,211	Gerber Life Insurance Co.	183,797
10	Transamerica	454,377	Securian Financial	662,983	Corebridge Financial	176,067
11	John Hancock Life Insurance Co.	437,987	State Farm Life	643,703	Legal & General America	169,730
12	Penn Mutual	365,833	Mutual of Omaha Companies	638,962	Colonial Penn	145,640
13	Lincoln National Life Insurance Co.	335,962	Transamerica	581,001	Americo Companies	139,918
14	Corebridge Financial	307,818	Lincoln National Life Insurance Co.	557,822	AAA Life Insurance Co.	106,492
15	Guardian Life Ins Co of America	302,215	Protective Life	539,295	Protective Life	91,690
16	Allianz Life of NA	277,615	Guardian Life Ins Co of America	406,965	MassMutual Life Insurance Co.	88,412
17	TruStage	236,280	Allianz Life of NA	392,811	Prudential Financial	87,696
18	Securian Financial	224,289	Corebridge Financial	357,572	Pacific Life	83,609
19	Protective Life	222,055	RiverSource Life Insurance Co.	347,028	Farmers New World Life	82,626
20	Legal & General America	207,970	Sammons Financial Co.	301,422	F&G Annuities & Life	77,835
	<b>Top 20</b>	<b>\$10,260,173</b>	<b>Top 20</b>	<b>\$16,201,975</b>	<b>Top 20</b>	<b>4,062,612</b>
	<b>Top 20 share of the survey</b>	<b>79%</b>	<b>Top 20 share of the survey</b>	<b>80%</b>	<b>Top 20 share of the survey</b>	<b>81%</b>
	<b>Top 20 share of the industry</b>	<b>64%</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.