

# U.S. Individual Annuity Sales

2024 Year-end Rankings (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Athene Annuity & Life	35,984,848	Equitable Financial	22,457,545	Athene Annuity & Life	34,817,313
2	Corebridge Financial	26,644,472	Jackson National Life	15,277,028	Massachusetts Mutual Life	23,011,500
3	Massachusetts Mutual Life	24,018,149	Lincoln Financial Group	9,332,053	Corebridge Financial	22,798,275
4	Equitable Financial	22,461,027	Allianz Life of North America	9,273,237	New York Life	16,075,630
5	Allianz Life of North America	22,087,389	Prudential	8,890,711	Sammons Financial Companies	14,544,915
6	New York Life	21,999,352	BrightHouse Financial	8,319,960	Global Atlantic Financial Group	14,183,374
7	Nationwide	17,261,363	TIAA	7,085,381	Allianz Life of North America	12,814,152
8	Jackson National Life	16,837,585	Nationwide	7,064,363	Fidelity & Guaranty Life	11,615,090
9	Prudential	15,452,236	New York Life	5,923,722	Nationwide	10,197,000
10	Sammons Financial Companies	15,140,481	RiverSource Life Insurance	4,996,134	American Equity Investment Life	8,346,107
11	Global Atlantic Financial Group	14,830,741	Pacific Life	4,112,882	Pacific Life	7,992,511
12	Lincoln Financial Group	13,555,635	Corebridge Financial	3,846,197	EquiTrust Life	7,066,859
13	Pacific Life	12,105,392	Transamerica	2,907,419	Symetra Financial	6,867,368
14	Fidelity & Guaranty Life	11,630,697	Fidelity Investments Life	1,792,252	Delaware Life	6,840,891
15	BrightHouse Financial	10,037,578	Principal Financial Group	1,583,659	Prudential	6,561,525
16	American Equity Investment Life	8,346,107	Thrivent Financial for Lutherans	1,487,488	USAA Life	6,272,764
17	Symetra Financial	8,016,626	Protective Life	1,202,723	Western Southern Group	6,193,243
18	TIAA	7,327,302	Athene Annuity & Life Assurance	1,167,536	Security Benefit Life	5,760,946
19	Delaware Life	7,090,874	Symetra Financial	1,149,258	American National Insurance	5,488,159
20	EquiTrust Life	7,066,859	TruStage	1,043,271	Guardian Life of America	4,850,575
	<b>Top 20</b>	<b>\$317,894,712</b>	<b>Top 20</b>	<b>\$118,912,816</b>	<b>Top 20</b>	<b>\$232,298,197</b>
	<b>Total industry</b>	<b>\$434,067,000</b>	<b>Total industry</b>	<b>\$126,500,000</b>	<b>Total industry</b>	<b>\$307,567,000</b>
	<b>Top 20 share</b>	<b>73%</b>	<b>Top 20 share</b>	<b>94%</b>	<b>Top 20 share</b>	<b>76%</b>

Source: LIMRA U.S. Individual Annuities Sales Survey