

U.S. Individual Fixed Annuity Sales Breakout

2024 Year-end Rankings (\$ in thousands)

Rank	Company name	Fixed-Rate Deferred	Company name	Indexed	Company name	Payout Annuities ¹
1	Athene Annuity & Life	21,155,879	Athene Annuity & Life	13,620,533	New York Life	6,614,884
2	Massachusetts Mutual Life	16,071,784	Allianz Life of North America	12,809,835	MetLife	2,970,000
3	Corebridge Financial	13,043,253	Sammons Financial Companies	12,143,103	USAA Life	2,288,314
4	New York Life	9,460,746	Corebridge Financial	9,233,332	Pacific Life	2,172,136
5	Global Atlantic Financial Group	7,605,065	American Equity Investment Life	7,425,474	Massachusetts Mutual Life	1,754,053
6	Fidelity & Guaranty Life	5,052,034	Nationwide	6,949,000	Northwestern Mutual Life	1,632,332
7	American National Insurance	4,782,840	Fidelity & Guaranty Life	6,560,016	Guardian Life of America	1,545,169
8	Western Southern Group	4,771,770	Global Atlantic Financial Group	6,402,201	Prudential	1,372,000
9	Delaware Life	4,736,445	Massachusetts Mutual Life	5,185,663	Nationwide	1,326,900
10	Reliance Standard Life Insurance	4,021,995	Security Benefit Life	4,701,020	Western Southern Group	1,237,763
11	USAA Life	3,833,720	EquiTrust Life	3,961,830	Penn Mutual	564,704
12	Protective Life	3,791,553	Pacific Life	3,106,996	Corebridge Financial	521,691
13	Symetra Financial	3,738,814	Symetra Financial	2,939,415	American National Insurance	228,265
14	Guardian Life of America	3,214,810	Aspida	2,721,964	Symetra Financial	189,139
15	EquiTrust Life	2,993,391	Prudential	2,577,014	Global Atlantic Financial Group	176,108
16	Pacific Life	2,713,378	National Life Group	2,323,217	RiverSource Life Insurance	159,574
17	Prudential	2,612,511	Delaware Life	2,104,446	EquiTrust Life	111,638
18	Sammons Financial Companies	2,373,612	AuguStar	2,078,934	Securian Financial	102,576
19	Lincoln Financial Group	2,317,809	Lincoln Financial Group	1,867,333	Protective Life	95,524
20	Thrivent Financial for Lutherans	2,260,521	Bankers Life & Casualty	1,511,651	Thrivent Financial for Lutherans	90,890
	Top 20	\$120,551,930	Top 20	\$110,222,975	Top 20	\$25,153,660
	Total industry	\$153,200,000	Total industry	\$126,900,000	Total industry	\$27,467,000
	Top 20 share	79%	Top 20 share	87%	Top 20 share	92%

Source: LIMRA U.S. Individual Annuities Sales Survey

¹ Payout Annuities = fixed immediate + deferred income + structured settlements