

U.S. Individual Variable Annuity Sales Breakout

2024 Year-end Rankings (\$ in thousands)

Rank	Company name	Traditional Variable	Company name	Registered Index-Linked
1	Jackson National Life	10,299,771	Equitable Financial	14,254,733
2	Equitable Financial	8,202,811	Allianz Life of North America	9,261,580
3	TIAA	7,085,381	Prudential	8,728,106
4	Nationwide	5,804,663	Brighthouse Financial	7,681,284
5	Lincoln Financial Group	4,955,772	Jackson National Life	4,977,256
6	Pacific Life	4,112,882	Lincoln Financial Group	4,376,281
7	Corebridge Financial	3,756,858	RiverSource Life Insurance	4,009,868
8	New York Life	3,335,982	New York Life	2,587,740
9	Fidelity Investments Life	1,792,252	Transamerica	1,555,326
10	Thrivent Financial for Lutherans	1,487,488	Principal Financial Group	1,294,140
11	Transamerica	1,352,093	Nationwide	1,259,700
12	Protective Life	1,202,723	Athene Annuity & Life Assurance Company	1,165,381
13	RiverSource Life Insurance	986,266	Symetra Financial	1,148,214
14	Northwestern Mutual Life	750,093	TruStage	1,042,013
15	Brighthouse Financial	638,676	Massachusetts Mutual Life	772,002
16	Horace Mann Life Insurance Company	348,827	Global Atlantic Financial Group	628,598
17	Penn Mutual	292,721	Sammons Financial Companies	383,587
18	Principal Financial Group	289,519	Corebridge Financial	89,339
19	Delaware Life	249,983	Guardian Life of America	73,558
20	Massachusetts Mutual Life	234,647	Fidelity & Guaranty Life	15,607
	Top 20	\$57,179,408	Top 20	\$65,304,312
	Total industry	\$60,900,000	Total industry	\$65,600,000
	Top 20 share	94%	Top 20 share	100%

Source: LIMRA U.S. Individual Annuities Sales Survey

