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## Athene tops 3Q2025 Annuity Sales, with 9.1% Share

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By Editorial Staff    *Mon, Dec 1, 2025*

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*Gross sales (excluding exchanges and surrenders) of annuities reached a record \$117 billion in the third-quarter of 2025, according to data from Winkintel. Prominent sellers included Athene, Equitable, Jackson National, New York Life, Nationwide and Corebridge.*

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Sales for all types of annuities were \$117.0bn in the third quarter of 2025, up 1.8% from the previous quarter and up 1.5% year-over-year, according to the 113<sup>th</sup> edition of Wink's Sales & Market Report. Athene USA ranked first in overall annuity sales, with a 9.1% market share, followed by Jackson National Life, Corebridge Financial, and New York Life. The report includes sales data from 139 life insurers.

### **Deferred annuities**

In a second consecutive record-setting period, third quarter sales for all deferred annuities were \$113.2bn, up 1.4% from the previous quarter and up 2.0% year-over-year. Deferred annuities include all but income annuities.

Athene USA ranked first in deferred annuity sales, with a market share of 9.4%, followed by Nationwide, Jackson National Life, Corebridge Financial, and Allianz Life. Nationwide's Secure Growth 5-Year, a multi-year guaranteed rate annuity (MYGA) annuity, was the top-selling deferred annuity in the third quarter, for all channels combined.

Total third quarter sales for non-variable deferred annuities (MYGAs, traditional fixed-rate annuities, and fixed indexed annuities, or FIAs) were \$75.6 billion. Sales were down 2.9% from the previous quarter and down 5.1% year-over-year.

Athene USA ranked first in sales of non-variable deferred annuities, with a 13.5% market share, followed by Corebridge Financial, Nationwide, Massachusetts Mutual Life Companies, and Allianz Life. Nationwide's Secure Growth 5-Year MYGA, was the quarter's top-selling non-variable deferred annuity, for all channels combined.

Total third quarter variable deferred annuity sales were \$37.5 billion, up 11.7% from the previous quarter and up 20.3% year-over year. Variable deferred annuities include structured annuity (RILAs) and traditional variable annuities.

Jackson National Life was first in variable deferred annuity sales, with a market share of 16.1%, followed by Equitable Financial, Lincoln National Life, Allianz Life, and Brighthouse Financial. Jackson's Perspective II Flexible Premium Variable & Fixed Deferred Annuity was

the top-selling variable deferred annuity in the quarter, for all channels combined.

**Income annuities**

Total income annuity sales in 3Q2025 were \$3.8 billion, up 15.3% from the previous quarter and down 10.7% year-over-year. Income annuities include single-premium immediate annuities (SPIAs) and deferred income annuities (DIAs).

New York Life was the top-seller of income annuities with a 41% market share, followed by Massachusetts Mutual Life Companies, USAA, Nationwide, and Western-Southern Life Assurance Company.

<b>Annuity sales (by type and top seller) in 3Q2025</b>					
Type of annuity	3Q2025 sales	Δ from 2Q2025	Δ from 3Q2024	Top seller	Market share
MYGAs	\$42.6bn	(6.1%)	0.5%	Athene USA	14.0%
Fixed index	\$32.4bn	1.2%	(11.7%)	Athene USA	13.0%
Variable index (RILA, structured)	\$19.9bn	9.5%	23.9%	Equitable Financial	19.4%
Traditional variable	\$17.5bn	14.3%	16.5%	Jackson National	22.6%
SPIAs	\$3.0bn	15.5%	(2.0)	New York Life	42.6%
DIAs	\$945.8ml	34.8%	(21.2%)	New York Life	29.7%
Traditional fixed	\$538.0ml	15.9%	4.1%	Global Atlantic	16.2%
<b>Total sales</b>	<b>\$117.0bn</b>	<b>1.8%</b>	<b>1.5%</b>	<b>Athene USA</b>	<b>9.1%</b>
Source: Winkintel.com, November 2025.					