

Data Connection

By No Author Wed, Apr 1, 2026

U.S. Individual Annuity Sales	
2025 Year-end Rankings (in \$000s)	
Company name	Total
Athene Annuity & Life	34,193,873
New York Life	30,610,582
Corebridge Financial	27,429,447
Equitable Financial	23,162,234
Jackson National Life	22,715,141
Allianz Life of North America	22,478,064
Nationwide	21,916,376
Massachusetts Mutual Life	19,683,789
Lincoln Financial Group	17,176,771
Pacific Life	16,281,320
Prudential	15,323,791
Sammons Financial Companies	12,901,213
Global Atlantic Financial Group	12,339,151
Fidelity & Guaranty Life	10,497,099
Delaware Life	10,450,808
Brighthouse Financial	10,339,303
USAA Life	9,630,480
Symetra Financial	8,463,442
American Equity Investment Life	8,230,520
TIAA	7,446,766
Top 20	\$341,270,171
Total industry	\$464,547,000
Top 20 share	73%

LIMRA U.S. Individual Annuity Sales Survey.