
First quarter annuity sales rankings, from LIMRA

By Editorial Staff *Thu, May 21, 2015*

"Total annuity sales have been lower in the first quarter than the prior quarter eight out of the last nine years," said Todd Giesing, senior business analyst at the Institute, in a release.

Except for indexed annuities and structured settlements, every major annuity product line experienced sales declines in the first quarter of 2015, as total U.S. annuity sales slipped seven percent (7%), to \$54.4 billion, according to LIMRA Secure Retirement Institute.

Low interest rates, market volatility and the time-of-year all help account for the numbers. "The first quarter is traditionally a slow quarter for annuity sales. Total annuity sales have been lower in the first quarter than the prior quarter eight out of the last nine years," said Todd Giesing, senior business analyst at the Institute, in a release.

The Institute's first quarter U.S. Individual Annuities Sales Survey represents data from 96% of the market.

Sales of indexed annuities increased three percent (3%) in the first quarter, to \$11.6 billion. It was the eighth consecutive quarter of increased sales. Indexed annuity guaranteed living benefits (GLBs) election rates crept up slightly, with 68% electing a GLB when available.

U.S. Individual Annuity Sales						
1st Quarter 2015						
(\$ in thousands)						
Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Jackson National Life	5,542,346	Jackson National Life	5,239,902	Allianz Life of North America	2,329,529
2	AIG Companies	4,309,209	TIAA-CREF	3,215,170	New York Life	1,676,877
3	Lincoln Financial Group	3,381,650	AIG Companies	2,828,759	AIG Companies	1,480,451
4	TIAA-CREF	3,215,170	Lincoln Financial Group	2,824,451	American Equity Investment Life	1,316,320
5	Allianz Life of North America	2,835,678	Transamerica	2,318,686	Forethought Annuity	1,035,951
6	New York Life	2,524,822	AXA US	2,255,057	Security Benefit Life	901,361
7	Prudential Annuities	2,386,483	Prudential Annuities	2,210,660	Great American	791,074
8	Transamerica	2,343,632	MetLife	1,604,525	Pacific Life	767,774
9	AXA US	2,261,944	Nationwide	1,307,400	Symetra Financial	725,235
10	MetLife	2,251,346	RiverSource Life Insurance	1,182,053	Athene Annuity & Life Assurance	664,259
11	Pacific Life	1,713,413	Pacific Life	945,638	Company	646,821
12	Nationwide	1,654,400	New York Life	847,945	MetLife	619,025
13	Forethought Annuity	1,383,504	Thrivent Financial for Lutherans	790,100	Midland National	609,839
14	American Equity Investment Life	1,316,320	Fidelity Investments Life	571,454	Fidelity & Guaranty Life	557,199
15	RiverSource Life Insurance	1,228,874	Allianz Life of North America	506,149	Lincoln Financial Group	441,031
16	Security Benefit Life	964,721	Ohio National Life Insurance	496,827	EquiTrust Life	408,596
17	Thrivent Financial for Lutherans	868,429	Company	362,303	Principal Financial Group	393,871
18	Great American	800,184	Northwestern Mutual Life	347,553	North American Company for Life and Health	359,377
19	Symetra Financial	740,820	Forethought Annuity	254,115	Western Southern Group	352,039
20	Midland National	698,431	Principal Financial Group	243,262	Voya Financial	347,000
			Protective Life		Nationwide	
	Top 20	42,421,375		30,352,009		16,423,628
	Total industry	54,360,000		32,400,000		21,960,000
	Top 20 share	78%		94%		75%

Source: LIMRA Secure Retirement Institute U.S. Individual Annuities Sales Survey

Variable annuity sales fell five percent (5%) in the first quarter, to \$32.4 billion—the lowest quarterly sales for VAs since the first quarter of 2010. Eight of the top 10 companies experienced declines. “Many of the top companies are still managing sales volumes closely, focusing on diversification of their VA GLB business,” the release said.

The election rate for living benefit riders when available was 77% in the first quarter, down from a peak of 90% in the first quarter of 2012.

Low interest rates in the first quarter drove total fixed annuity sales down by eight percent (8%), to \$22 billion. Sales of fixed rate deferred annuities (Book Value and MVA) fell 24% in the first quarter, to \$6.4 billion.

SPIA’s sales dropped 20% for the quarter to \$2.0 billion. Deferred income annuity (DIAs) sales were \$560 million in the first quarter, down 10% from the first quarter of 2014. This is the lowest quarterly sales since third quarter of 2013. Sixteen carriers now offer DIAs, up from nine in 2013. Six companies now offer Qualified Longevity Annuity Contracts (QLACs), which are the DIAs designed for IRAs.

The 2015 first quarter [Annuities Industry Estimates](#) can be found in the updated [Data Bank](#).

To view the top twenty rankings of total, variable and fixed annuity writers for first quarter 2015, please visit [2015 First Quarter Annuity Rankings](#). To view variable, fixed and total annuity sales over the past 10 years, please visit [Annuity Sales 2005-2014](#).

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