

---

## **Fixed annuity sales end 2017 on positive note: LIMRA SRI**

---

By Editorial Staff    *Tue, Mar 20, 2018*

---

*Sales of book value fixed-rate annuities and indexed annuities were higher in the fourth quarter of 2017 than in the same quarter in 2016, according to LIMRA's Secure Retirement Institute.*

---

Total annuity sales, including exchanges, were down 8% in calendar 2017, to \$203.5 billion, as prolonged low interest rates and anticipation of the Department of Labor (DOL) fiduciary rule dampened manufacturers' appetite for business, according to LIMRA Secure Retirement Institute (LIMRA SRI).

For the year, indexed annuity sales fell 5% to \$57.6 billion, compared with the prior year. Last year was the first year since 2009 where annual indexed annuity sales declined. Allianz Life of North America, Athene Annuity & Life and Nationwide held 29% of market share. The top 10 companies represented 63% of the market in 2017.

In the fourth quarter of 2017, however, year-over-year sales of book value fixed-rate annuities rebounded 11%, to \$4.9 billion from \$4.5 billion, on rising interest rates. Indexed annuity sales rose 5% (to \$14.7 billion from \$14.0 billion) in the fourth quarter, relative to the same period in 2016, on news that the Trump administration would postpone implementation of the fiduciary rule until July 2019 at the earliest.

Variable annuity (VA) sales were down 9% to \$95.6 billion, falling below \$100 billion for the first time in 20 years. VA sales have fallen 40% from their 2011 peak of \$158 billion. Sales in 2017 were concentrated at the top, with Jackson National Life, TIAA (a group annuity seller) and AXA US, representing 42% of sales. The top 10 issuers accounted for 78% of the VA market.

At \$107.9 billion, overall fixed annuity sales surpassed \$100 billion for the third consecutive year while falling 8% from 2016 levels. The top three sellers, New York Life, AIG Companies and Allianz Life of North America, represented 24% of sales. The top 10 issuers accounted 53% of the market in 2017.

© 2017 RIJ Publishing LLC. All rights reserved.

**U.S. Individual Annuity Sales  
2017 Year-end Results (\$ in thousands)**

Rank	Company name	Total	Company name	Total	Company name	Total
1	Jackson National Life	18,095,897	Jackson National Life	17,402,875	New York Life	15,875,734
2	AIG Consumer	14,282,513	TIAA	11,883,500	AIG Consumer	2,879,471
3	New York Life	13,893,282	AAA US	10,264,642	Alliant Life of North America	7,404,718
4	TIAA	11,883,500	Lincoln Financial Group	7,176,187	Global Atlantic Financial Group	5,762,678
5	AAA US	10,264,642	AIG Consumer	6,471,457	Alliant Annuity & Life	5,003,829
6	Nationwide	10,027,600	Prudential Annuities	6,899,501	Nationwide	5,086,420
7	Alliant Life of North America	6,642,075	Nationwide	4,891,233	Great American	4,269,749
8	Lincoln Financial Group	6,079,137	FirstSource Life Insurance	4,124,014	American Equity Investment Life	4,177,113
9	Prudential	6,034,525	New York Life	3,136,228	North Life	3,484,731
10	Prudential Annuities	6,009,584	Transamerica	3,114,526	Synovus Financial	3,201,800
11	Global Atlantic Financial Group	5,043,573	Pacific Life	3,023,500	Security Benefit Life	2,728,250
12	Alliant Annuity & Life	5,011,509	Prudential Financial for Lutherans	3,044,000	BrightHouse Financial	2,701,480
13	FirstSource Life Insurance	4,245,008	Alliant Life of North America	3,447,077	Midland/National	2,488,813
14	Great American	4,284,328	Vitality Investments Life	1,485,488	Vitality & Guaranty Life	2,388,688
15	American Equity Investment Life	4,177,113	BrightHouse Financial	1,270,271	Prudential Financial Group	2,282,311
16	BrightHouse Financial	4,071,587	Northwestern Mutual Life	1,280,784	Massachusetts Mutual Life	2,288,211
17	Synovus Financial	3,201,800	Ohio National Life	882,500	South American Company for Life and Health	1,877,220
18	Transamerica	3,203,710	CMFG Life Insurance Company	770,000	Lincoln Financial Group	1,868,010
19	Prudential Financial for Lutherans	3,102,125	Massachusetts Mutual Life	650,118	Delaware Life	1,811,148
20	Security Benefit Life	2,824,127	Prudential Financial Group	543,875	American National	1,840,725
	<b>Top 20</b>	<b>\$191,443,800</b>		<b>\$89,586,998</b>		<b>\$79,781,491</b>
	<b>Total Industry</b>	<b>\$281,811,000</b>		<b>\$89,600,000</b>		<b>\$107,811,000</b>
	<b>Top 20 share</b>	<b>70%</b>		<b>82%</b>		<b>75%</b>

Source: LIMRA Survey of Business Results U.S. Individual Annuities Year-End 2017

