
Wink's Annuity Sales & Market Report, 2Q2024

By Editorial Staff Tue, Sep 3, 2024

Athene USA was the annuity sales leader (overall market share of 8.2%; 11.9% for non-variable deferred annuities), followed by MassMutual, Corebridge Financial, Equitable Financial and Nationwide.

Total second quarter sales for all annuities were \$109.6 billion; sales were up 3.7% when compared to the previous quarter, according to Wink's Sales & Market Report for the second quarter of 2024.

The survey included 134 annuity providers and covered the multi-year guaranteed (MYG) annuity, traditional fixed annuity, indexed annuity, structured annuity, variable annuity, immediate income (SPIA), and deferred income annuity product lines.

Wink's report identifies the top five overall sellers, the top five sellers in each annuity category, and the top-selling annuity contract in each category. Top overall, in order:

- Athene USA (overall market share of 8.2%; 11.9% for non-variable deferred annuities)
- MassMutual
- Corebridge Financial
- Equitable Financial
- Nationwide

Massachusetts Mutual Life's Stable Voyage 3-Year, a multi-year guaranteed rate annuity (MYGA), was the top-selling deferred annuity for the quarter, for all channels combined. MYGAs were the top-selling type of annuity for the quarter, at \$41.0 billion (up 34.7% from the second quarter of 2023 but down 6.2% from the first quarter of 2024).

Total second quarter sales for all *deferred* annuities were \$104.6 billion; sales were up 4.1% when compared to the previous quarter and up 31.2% when compared to the same period last year. Deferred annuities include the multi-year guaranteed annuity, traditional fixed, indexed annuity, structured annuity, and variable annuity product lines.

Total second quarter non-variable deferred annuity sales were \$73.6 billion; sales were up 0.3% when compared to the previous quarter and up 31.2% when compared to the same period last year.

Total second quarter variable deferred annuity sales were \$30.9 billion; sales were up 14.3% when compared to the previous quarter and up 31.2% when compared to the same

period last year. Variable deferred annuities include structured annuity and variable annuity product lines in the Wink survey.

Top Sellers by Annuity Type (Industry-wide sales) (2nd Quarter 2024)
Top sellers of MYGAs (\$41.0 bn)
Global Atlantic (17.1% share)
Athene
Corebridge Financial
Penn Mutual
Global Atlantic
Top product: MassMutual Stable Voyage 3-Year
Top sellers of FIAs (\$32.1 bn)
Athene USA (10.1%)
Sammons Financial Group
Allianz Life
Corebridge Financial
American Equity Companies
Top product: American Equity IncomeShield 10
Top sellers of structured annuities (RILAs) (\$15.6 bn)
Equitable (22.1% share)
Allianz Life
Prudential
Brighthouse Financial
Jackson National
Top product: Equitable Structured Capital Strategies Plus 21
Top sellers of traditional variable annuities (\$15.3 bn)
Jackson National (17.4% share)
Equitable
New York Life
Nationwide
Lincoln National
Top product: Jackson National Perspective II Flexible Premium Variable & Fixed Deferred Annuity
Top sellers of SPIAs (\$4.1 bn)
Nationwide (43.7% share)

New York Life
MassMutual
Penn Mutual
Pacific Life
Top sellers of DIAs (\$830.0 m)
New York Life (48.8% share)
Western-Southern Life Assurance
MassMutual
Integrity Life
Symetra Financial
Top sellers of fixed rate annuities (Total: \$506.6 m)
Global Atlantic (17.1% share)
Equitrust
CNO Companies
CL Life
National Life Group
Top product: Forethought Life ForeCare
Source: WinkIntel.com, August 22, 2024.