

U.S. Individual Annuity Sales

Year End 2020 (\$ in thousands)

Rank	Company name	Total	Company name	Variable	Company name	Fixed
1	Jackson National Life	17,923,072	Jackson National Life	16,518,846	New York Life	9,885,056
2	AIG Companies	14,516,417	Equitable Financial	10,473,986	AIG Companies	8,521,936
3	New York Life	13,735,311	Lincoln Financial Group	10,039,646	Sammons Financial Companies	8,086,849
4	Lincoln Financial Group	11,565,013	TIAA	8,619,000	Athene Annuity & Life Co.	7,651,170
5	Equitable Financial	10,502,550	Brighthouse Financial	6,012,090	Global Atlantic Financial Group	6,628,461
6	Allianz Life of North America	9,867,018	AIG Companies	5,994,481	Massachusetts Mutual Life	6,519,565
7	TIAA	8,619,000	Prudential Annuities	5,677,023	Allianz Life of North America	5,027,737
8	Brighthouse Financial	8,357,188	Allianz Life of North America	4,839,281	Fidelity & Guaranty Life	4,234,356
9	Sammons Financial Companies	8,351,043	RiverSource Life Insurance	4,356,798	Security Benefit Life	4,196,382
10	Athene Annuity & Life	7,838,129	Nationwide	4,270,100	American Equity Investment Life	3,683,199
11	Nationwide	7,561,500	New York Life	3,850,255	Great American	3,376,122
12	Prudential Annuities	7,088,001	Pacific Life	3,656,253	Nationwide	3,291,400
13	Pacific Life	6,944,644	Transamerica	2,559,616	Pacific Life	3,288,391
14	Massachusetts Mutual Life	6,882,729	Thrivent Financial for Lutherans	2,270,416	Western Southern Group	3,180,378
15	Global Atlantic Financial Group	6,700,026	Fidelity Investments Life	1,497,851	Symetra Financial	3,156,724
16	RiverSource Life Insurance	4,505,771	CMFG Life Insurance Company	1,174,718	Delaware Life	2,671,471
17	Security Benefit Life	4,356,970	Northwestern Mutual Life	984,982	Brighthouse Financial	2,345,098
18	Fidelity & Guaranty Life	4,234,356	Principal Financial Group	414,140	Protective Life	2,269,412
19	American Equity Investment Life	3,683,199	Massachusetts Mutual Life	363,164	EquiTrust Life	1,980,644
20	Great American	3,526,820	Horace Mann Life	335,446	USAA Life	1,749,294
	Top 20	\$166,758,758	Top 20	\$93,908,092	Top 20	\$91,743,646
	Total industry	\$218,995,000	Total industry	\$98,600,000	Total industry	\$120,395,000
	Top 20 share	76%	Top 20 share	95%	Top 20 share	76%

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

