

03/18/2019

**NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS  
LIFE AND FRATERNAL INSURANCE INDUSTRY  
2018 TOP 25 GROUPS AND COMPANIES BY COUNTRYWIDE PREMIUM  
States, U.S. Territories, Canada and Aggregate Other Alien  
Life Insurance**

RANK	GROUP/ COMPANY CODE	GROUP/COMPANY NAME	DIRECT PREMIUMS	MARKET SHARE %	CUMULATIVE MARKET SHARE % <sup>1</sup>
1	241	METROPOLITAN GRP	10,877,336,635	6.53	6.53
2	860	NORTHWESTERN MUT GRP	10,550,806,418	6.33	12.86
3	826	NEW YORK LIFE GRP	9,385,843,168	5.63	18.50
4	304	PRUDENTIAL OF AMER GRP	9,170,882,825	5.50	24.00
5	20	LINCOLN NATL GRP	8,825,313,514	5.30	29.30
6	435	MASS MUT LIFE INS GRP	6,874,972,173	4.13	33.42
7	468	AEGON US HOLDING GRP	4,867,310,545	2.92	36.35
8	904	JOHN HANCOCK GRP	4,657,312,330	2.80	39.14
9	176	STATE FARM GRP	4,636,146,885	2.78	41.92
10	869	MINNESOTA MUT GRP	4,426,864,482	2.66	44.58
11	429	GUARDIAN LIFE GRP	4,055,519,169	2.43	47.01
12	709	PACIFIC LIFE GRP	3,770,583,797	2.26	49.28
13	140	NATIONWIDE CORP GRP	3,365,468,867	2.02	51.30
14	12	AMERICAN INTL GRP	3,346,569,919	2.01	53.31
15	968	AXA INS GRP	3,097,395,418	1.86	55.17
16	4832	VOYA FINANCIAL GRP	2,668,108,182	1.60	56.77
17	4932	BRIGHTHOUSE HOLDINGS GRP	2,525,047,001	1.52	58.28
18	458	PROTECTIVE LIFE INS GRP	2,406,628,653	1.44	59.73
19	4750	PRIMERICA GRP	2,376,600,888	1.43	61.15
20	290	TORCHMARK CORP GRP	2,367,071,744	1.42	62.57
21	431	SAMMONS ENTERPRISES GRP	2,326,222,148	1.40	63.97
22	565	UNUM GRP	2,295,140,931	1.38	65.35
23	261	MUTUAL OF OMAHA GRP	2,287,294,687	1.37	66.72
24	332	PRINCIPAL FIN GRP	2,108,396,107	1.27	67.99
25	850	PENN MUT GRP	1,897,658,081	1.14	69.13
		**INDUSTRY TOTAL**	166,603,188,479	100.00	100.00

<sup>1</sup> Cumulative Market Share is the running total of the individual Company or Group market shares.

NOTE: Based on filings received by 03/18/2019, an estimated 96.77% of Life, Accident & Health filings have been received and an estimated 100.00% of Fraternal filings have been received. Additional information can be found on the NAIC's Research and Actuarial Dept. Webpage at [http://www.naic.org/research\\_actuarial\\_dept.htm](http://www.naic.org/research_actuarial_dept.htm)

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States, U.S. Territories, Canada and Aggregate Other Alien  
Annuity Considerations**

RANK	GROUP/ COMPANY CODE	GROUP/COMPANY NAME	DIRECT PREMIUMS	MARKET SHARE %	CUMULATIVE MARKET SHARE % <sup>1</sup>
1	12	AMERICAN INTL GRP	18,368,222,387	6.66	6.66
2	918	JACKSON NATL GRP	17,634,967,788	6.39	13.05
3	304	PRUDENTIAL OF AMER GRP	17,618,817,850	6.39	19.44
4	20	LINCOLN NATL GRP	16,964,346,804	6.15	25.59
5	1216	TIAA FAMILY GRP	15,065,852,086	5.46	31.05
6	826	NEW YORK LIFE GRP	11,818,327,093	4.28	35.33
7	761	ALLIANZ INS GRP	11,616,457,870	4.21	39.54
8	4832	VOYA FINANCIAL GRP	11,170,408,839	4.05	43.59
9	968	AXA INS GRP	10,857,006,492	3.94	47.53
10	4734	APOLLO GLOBAL MGMT GRP	10,623,594,053	3.85	51.38
11	709	PACIFIC LIFE GRP	9,390,128,530	3.40	54.78
12	3891	GOLDMAN SACHS GRP	8,296,926,534	3.01	57.79
13	241	METROPOLITAN GRP	8,080,747,627	2.93	60.72
14	435	MASS MUT LIFE INS GRP	7,197,945,457	2.61	63.33
15	332	PRINCIPAL FIN GRP	6,627,686,715	2.40	65.73
16	431	SAMMONS ENTERPRISES GRP	5,571,546,169	2.02	67.75
17	84	AMERICAN FINANCIAL GRP	5,392,801,387	1.95	69.70
18	769	GREAT WEST GRP	4,916,071,893	1.78	71.48
19	4932	BRIGHTHOUSE HOLDINGS GRP	4,879,203,174	1.77	73.25
20	4	AMERIPRISE FIN GRP	4,474,124,896	1.62	74.88
21	2658	AMERICAN EQUITY INVESTMENT GRP	4,391,226,660	1.59	76.47
22	4855	SUMITOMO LIFE INS GRP	3,743,287,881	1.36	77.82
23	619	ONEAMERICA FIN PARTNERS GRP	3,722,970,502	1.35	79.17
24	468	AEGON US HOLDING GRP	3,474,637,819	1.26	80.43
25	2938	THRIVENT FINANCIAL FOR LUTHERANS GRP	3,082,313,335	1.12	81.55
		<b>**INDUSTRY TOTAL**</b>	<b>275,879,493,649</b>	<b>100.00</b>	<b>100.00</b>

<sup>1</sup> Cumulative Market Share is the running total of the individual Company or Group market shares.

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**Totals for Life Ins, Annuity Considerations, Deposit Type Contract Funds, Other Considerations, and Accident and Health**

RANK	GROUP/ COMPANY CODE	GROUP/COMPANY NAME	DIRECT PREMIUMS	MARKET SHARE %	CUMULATIVE MARKET SHARE % <sup>1</sup>
1	241	METROPOLITAN GRP	104,388,950,654	11.77	11.77
2	707	UNITEDHEALTH GRP	56,466,026,656	6.37	18.14
3	304	PRUDENTIAL OF AMER GRP	54,644,440,653	6.16	24.31
4	826	NEW YORK LIFE GRP	35,958,565,989	4.06	28.36
5	1	CVS GRP	34,494,665,474	3.89	32.25
6	20	LINCOLN NATL GRP	28,504,493,229	3.21	35.47
7	435	MASS MUT LIFE INS GRP	27,891,713,036	3.15	38.61
8	332	PRINCIPAL FIN GRP	27,200,716,484	3.07	41.68
9	12	AMERICAN INTL GRP	26,525,838,072	2.99	44.67
10	468	AEGON US HOLDING GRP	24,147,748,312	2.72	47.40
11	968	AXA INS GRP	22,654,980,300	2.56	49.95
12	901	CIGNA HLTH GRP	22,452,123,063	2.53	52.48
13	918	JACKSON NATL GRP	21,553,966,812	2.43	54.91
14	904	JOHN HANCOCK GRP	20,745,105,306	2.34	57.25
15	140	NATIONWIDE CORP GRP	19,951,240,498	2.25	59.50
16	836	WEST SOUTHERN GRP	17,577,667,178	1.98	61.49
17	1216	TIAA FAMILY GRP	17,334,614,866	1.96	63.44
18	4832	VOYA FINANCIAL GRP	17,209,968,380	1.94	65.38
19	860	NORTHWESTERN MUT GRP	14,800,018,115	1.67	67.05
20	709	PACIFIC LIFE GRP	13,988,341,374	1.58	68.63
21	761	ALLIANZ INS GRP	12,688,659,280	1.43	70.06
22	4734	APOLLO GLOBAL MGMT GRP	11,590,002,076	1.31	71.37
23	3891	GOLDMAN SACHS GRP	9,875,781,632	1.11	72.48
24	261	MUTUAL OF OMAHA GRP	9,288,445,698	1.05	73.53
25	869	MINNESOTA MUT GRP	9,131,407,645	1.03	74.56
		<b>**INDUSTRY TOTAL**</b>	<b>886,637,724,752</b>	<b>100.00</b>	<b>100.00</b>

<sup>1</sup> Cumulative Market Share is the running total of the individual Company or Group market shares.

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