

03/30/2020

**NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS
LIFE AND FRATERNAL INSURANCE INDUSTRY
2019 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 %¹
1	860	NORTHWESTERN MUT GRP	11,278,801,822	6.48	6.48
2	826	NEW YORK LIFE GRP	11,053,776,227	6.35	12.83
3	241	METROPOLITAN GRP	10,767,180,668	6.19	19.01
4	20	LINCOLN NATL GRP	9,651,117,072	5.54	24.56
5	304	PRUDENTIAL OF AMER GRP	9,642,360,389	5.54	30.10
6	435	MASS MUT LIFE INS GRP	7,984,470,423	4.59	34.69
7	468	AEGON US HOLDING GRP	4,868,457,551	2.80	37.48
8	904	JOHN HANCOCK GRP	4,817,849,577	2.77	40.25
9	176	STATE FARM GRP	4,797,872,970	2.76	43.01
10	869	MINNESOTA MUT GRP	4,724,702,591	2.71	45.72
11	429	GUARDIAN LIFE GRP	4,172,505,702	2.40	48.12
12	709	PACIFIC LIFE GRP	3,874,562,954	2.23	50.34
13	12	AMERICAN INTL GRP	3,535,531,563	2.03	52.37
14	140	NATIONWIDE CORP GRP	3,331,942,644	1.91	54.29
15	4965	EQUITABLE HOLDINGS INC GRP	3,099,092,783	1.78	56.07
16	4832	VOYA FINANCIAL GRP	2,646,846,575	1.52	57.59
17	261	MUTUAL OF OMAHA GRP	2,502,613,964	1.44	59.03
18	290	GLOBE LIFE INC GRP	2,477,964,583	1.42	60.45
19	4750	PRIMERICA GRP	2,456,562,333	1.41	61.86
20	458	DAI-ICHI LIFE HOLDINGS INC GRP	2,450,639,110	1.41	63.27
21	565	UNUM GRP	2,403,439,950	1.38	64.65
22	4932	BRIGHTHOUSE HOLDINGS GRP	2,385,778,456	1.37	66.02
23	332	PRINCIPAL FIN GRP	2,236,083,923	1.28	67.31
24	431	SAMMONS ENTERPRISES GRP	2,189,822,354	1.26	68.56
25	850	PENN MUT GRP	2,012,621,117	1.16	69.72
		INDUSTRY TOTAL	174,072,717,982	100.00	100.00

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

NOTE: Based on filings received by 03/30/2020, an estimated 98.84% of Life, Accident & Health 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

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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 % ¹
1	12	AMERICAN INTL GRP	19,849,362,412	6.59	6.59
2	918	JACKSON NATL GRP	19,823,879,577	6.59	13.18
3	20	LINCOLN NATL GRP	18,820,180,813	6.25	19.43
4	304	PRUDENTIAL OF AMER GRP	16,033,502,152	5.33	24.76
5	140	NATIONWIDE CORP GRP	15,601,991,331	5.18	29.94
6	1216	TIAA FAMILY GRP	14,900,194,017	4.95	34.90
7	761	ALLIANZ INS GRP	12,506,864,044	4.16	39.05
8	4734	APOLLO GLOBAL MGMT GRP	12,253,241,935	4.07	43.12
9	826	NEW YORK LIFE GRP	12,022,898,349	3.99	47.12
10	4965	EQUITABLE HOLDINGS INC GRP	11,947,680,606	3.97	51.09
11	4832	VOYA FINANCIAL GRP	11,712,998,810	3.89	54.98
12	709	PACIFIC LIFE GRP	10,570,878,032	3.51	58.49
13	435	MASS MUT LIFE INS GRP	8,453,909,045	2.81	61.30
14	3891	GLOBAL ATLANTIC GRP	8,305,208,173	2.76	64.06
15	332	PRINCIPAL FIN GRP	7,177,066,352	2.38	66.44
16	4932	BRIGHTHOUSE HOLDINGS GRP	6,237,822,827	2.07	68.51
17	431	SAMMONS ENTERPRISES GRP	5,727,957,969	1.90	70.42
18	241	METROPOLITAN GRP	5,437,658,964	1.81	72.22
19	2658	AMERICAN EQUITY INVESTMENT GRP	4,959,163,302	1.65	73.87
20	84	AMERICAN FINANCIAL GRP	4,947,280,981	1.64	75.52
21	769	GREAT WEST GRP	4,244,449,607	1.41	76.93
22	4	AMERIPRISE FIN GRP	4,184,146,940	1.39	78.32
23	468	AEGON US HOLDING GRP	4,144,080,393	1.38	79.69
24	619	ONEAMERICA FIN PARTNERS GRP	4,054,710,496	1.35	81.04
25	4914	FGL HOLDINGS GRP	3,586,345,451	1.19	82.23
		INDUSTRY TOTAL	300,985,430,300	100.00	100.00

¹ 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 % ¹
1	241	METROPOLITAN GRP	103,431,622,851	10.94	10.94
2	707	UNITEDHEALTH GRP	59,506,468,130	6.30	17.24
3	304	PRUDENTIAL OF AMER GRP	57,880,357,372	6.12	23.36
4	4965	EQUITABLE HOLDINGS INC GRP	44,815,416,294	4.74	28.10
5	1	CVS GRP	37,116,267,776	3.93	32.03
6	826	NEW YORK LIFE GRP	33,974,564,926	3.59	35.62
7	20	LINCOLN NATL GRP	31,226,615,011	3.30	38.93
8	435	MASS MUT LIFE INS GRP	31,126,485,807	3.29	42.22
9	332	PRINCIPAL FIN GRP	29,018,810,984	3.07	45.29
10	12	AMERICAN INTL GRP	25,813,914,132	2.73	48.02
11	901	CIGNA HLTH GRP	24,421,436,443	2.58	50.60
12	468	AEGON US HOLDING GRP	23,941,550,840	2.53	53.14
13	918	JACKSON NATL GRP	23,095,641,092	2.44	55.58
14	904	JOHN HANCOCK GRP	21,482,164,997	2.27	57.85
15	836	WEST SOUTHERN GRP	21,156,336,334	2.24	60.09
16	140	NATIONWIDE CORP GRP	20,299,766,676	2.15	62.24
17	4832	VOYA FINANCIAL GRP	18,092,404,473	1.91	64.15
18	1216	TIAA FAMILY GRP	17,285,217,033	1.83	65.98
19	860	NORTHWESTERN MUT GRP	15,542,884,566	1.64	67.62
20	709	PACIFIC LIFE GRP	15,267,950,493	1.62	69.24
21	4734	APOLLO GLOBAL MGMT GRP	13,970,886,428	1.48	70.72
22	761	ALLIANZ INS GRP	13,666,634,090	1.45	72.16
23	3891	GLOBAL ATLANTIC GRP	11,317,635,464	1.20	73.36
24	869	MINNESOTA MUT GRP	10,566,832,415	1.12	74.48
25	261	MUTUAL OF OMAHA GRP	10,297,834,685	1.09	75.57
		INDUSTRY TOTAL	945,254,860,419	100.00	100.00

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