

Market Share Life & Annuity

<i>Selected Criteria -</i>	Year: 2023	State: SD	Codelist Basis: Licensed	Round by Thousands: No
	Include Zero Companies: No	Line of Business: Individual	Premium Type: Annuity	

Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
4734	61689	Athene Ann & Life Co	IA	97,572,256	9.8234%	9.8234%
	56014	Thrivent Financial For Lutherans	WI	92,059,232	9.2683%	19.0917%
826	91596	New York Life Ins & Ann Corp	DE	70,720,985	7.12%	26.2118%
20	65676	Lincoln Natl Life Ins Co	IN	63,365,725	6.3795%	32.5913%
	57541	Modern Woodmen Of Amer	IL	49,407,870	4.9743%	37.5656%
761	90611	Allianz Life Ins Co Of N Amer	MN	37,974,389	3.8232%	41.3888%
918	65056	Jackson Natl Life Ins Co	MI	29,058,564	2.9256%	44.3143%
4965	78077	Equitable Financial Life Ins Co of A	AZ	28,569,153	2.8763%	47.1906%
3891	91642	Forethought Life Ins Co	IN	27,531,038	2.7718%	49.9624%
4932	87726	Brighthouse Life Ins Co	DE	25,354,343	2.5526%	52.515%
4	65005	RiverSource Life Ins Co	MN	25,147,912	2.5318%	55.0469%
670	63274	Fidelity & Guar Life Ins Co	IA	24,849,553	2.5018%	57.5487%
12	60488	American Gen Life Ins Co	TX	24,467,802	2.4634%	60.012%
4794	79065	Delaware Life Ins Co	DE	22,052,671	2.2202%	62.2322%
304	79227	Pruco Life Ins Co	AZ	21,545,751	2.1692%	64.4014%
431	66044	Midland Natl Life Ins Co	IA	21,509,241	2.1655%	66.5669%
435	65935	Massachusetts Mut Life Ins Co	MA	20,973,305	2.1116%	68.6785%
435	63312	MassMutual Ascend Life Ins Co	OH	20,794,846	2.0936%	70.7721%
408	60739	American Natl Ins Co	TX	18,741,958	1.8869%	72.659%
2658	92738	American Equity Invest Life Ins Co	IA	16,249,270	1.6359%	74.2949%
	62510	Equitrust Life Ins Co	AZ	16,135,410	1.6245%	75.9194%
860	67091	Northwestern Mut Life Ins Co	WI	14,879,649	1.4981%	77.4174%
140	92657	Nationwide Life & Ann Ins Co	OH	12,288,301	1.2372%	78.6546%
836	92622	Western Southern Life Assur Co	OH	11,606,674	1.1685%	79.8231%
140	66869	Nationwide Life Ins Co	OH	11,514,673	1.1593%	80.9824%
709	67466	Pacific Life Ins Co	NE	11,513,609	1.1592%	82.1416%
458	68136	Protective Life Ins Co	TN	11,219,789	1.1296%	83.2712%
431	66974	North Amer Co Life & Hlth Ins	IA	9,950,418	1.0018%	84.273%
	67423	Aspida Life Ins Co	MI	9,148,607	0.9211%	85.194%
300	64513	Horace Mann Life Ins Co	IL	7,061,224	0.7109%	85.9049%
200	69663	USAA Life Ins Co	TX	6,726,168	0.6772%	86.5821%
4888	62952	SILAC Ins Co	IN	6,533,154	0.6577%	87.2399%
429	78778	Guardian Ins & Ann Co Inc	DE	6,342,291	0.6385%	87.8784%
261	69868	United Of Omaha Life Ins Co	NE	6,076,201	0.6117%	88.4901%
4855	68608	Symetra Life Ins Co	IA	5,809,667	0.5849%	89.075%
332	61271	Principal Life Ins Co	IA	5,434,725	0.5472%	89.6222%
3098	68381	Reliance Standard Life Ins Co	IL	5,202,621	0.5238%	90.146%
4925	64238	Guaranty Income Life Ins Co	IA	5,170,662	0.5206%	90.6666%
513	63088	Farm Bureau Life Ins Co	IA	4,939,855	0.4973%	91.1639%
	57487	Catholic Order Of Foresters	IL	4,795,189	0.4828%	91.6467%
4890	68675	Security Benefit Life Ins Co	KS	4,528,433	0.4559%	92.1026%
	69272	Ibexis Life & Ann Ins Co	MO	4,360,431	0.439%	92.5416%
4925	69973	United Life Ins Co	IA	4,298,200	0.4327%	92.9743%

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826	66915	New York Life Ins Co	NY	4,267,474	0.4296%	93.4039%
4988	68446	Oceanview Life & Annuity Co	AL	4,155,254	0.4183%	93.8223%
1348	69019	Standard Ins Co	OR	4,081,358	0.4109%	94.2332%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	3,988,111	0.4015%	94.6347%
4824	61115	Atlantic Coast Life Ins Co	SC	3,773,639	0.3799%	95.0146%
176	69108	State Farm Life Ins Co	IL	3,452,345	0.3476%	95.3622%
4736	93734	Nassau Life & Ann Co	CT	3,414,878	0.3438%	95.706%
468	86231	Transamerica Life Ins Co	IA	2,944,359	0.2964%	96.0024%
4794	83607	Clear Spring Life & Ann Co	DE	2,912,486	0.2932%	96.2957%
449	61999	Americo Fin Life & Ann Ins Co	TX	2,906,718	0.2926%	96.5883%
	60445	Sagicor Life Ins Co	TX	2,250,608	0.2266%	96.8149%
233	61263	Bankers Life & Cas Co	IL	2,000,780	0.2014%	97.0163%
943	61301	Ameritas Life Ins Corp	NE	1,978,588	0.1992%	97.2155%
869	66168	Minnesota Life Ins Co	MN	1,918,326	0.1931%	97.4087%
	56685	GBU Financial Life	PA	1,823,621	0.1836%	97.5923%
2658	13183	Eagle Life Ins Co	IA	1,601,938	0.1613%	97.7535%
4965	62944	Equitable Financial Life Ins Co	NY	1,601,912	0.1613%	97.9148%
140	64017	Jefferson Natl Life Ins Co	TX	1,544,790	0.1555%	98.0703%
	58017	BetterLife	WI	1,333,945	0.1343%	98.2046%
5038	67253	American Life & Security Corp	NE	1,290,377	0.1299%	98.3346%
850	67644	Penn Mut Life Ins Co	PA	1,106,928	0.1114%	98.446%
801	99775	Funeral Directors Life Ins Co	TX	1,019,440	0.1026%	98.5486%
4824	68802	Sentinel Security Life Ins Co	UT	968,715	0.0975%	98.6462%
5016	64904	Investors Heritage Life Ins Co	KY	901,983	0.0908%	98.737%
	57053	Catholic United Financial	MN	809,115	0.0815%	98.8184%
306	62626	CMFG Life Ins Co	IA	767,667	0.0773%	98.8957%
	15313	Investors Preferred Life Ins Co	SD	648,882	0.0653%	98.961%
619	69116	State Life Ins Co	IN	566,034	0.057%	99.018%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	538,948	0.0543%	99.0723%
619	60895	American United Life Ins Co	IN	534,838	0.0538%	99.1261%
981	93696	Fidelity Investments Life Ins Co	UT	512,934	0.0516%	99.1778%
634	65528	Life Ins Co Of The Southwest	TX	500,773	0.0504%	99.2282%
574	76112	Oxford Life Ins Co	AZ	498,164	0.0502%	99.2783%
244	76236	The Cincinnati Life Ins Co	OH	485,393	0.0489%	99.3272%
	67180	Ohio State Life Ins Co	TX	464,783	0.0468%	99.374%
	84174	ELCO Mut Life & Ann	IL	441,358	0.0444%	99.4184%
1117	85189	Western United Life Assur Co	WA	394,160	0.0397%	99.4581%
12	70238	Variable Ann Life Ins Co	TX	388,282	0.0391%	99.4972%
4926	88072	Talcott Resolution Life Ins Co	CT	363,997	0.0366%	99.5339%
	56456	United States Letter Carriers Mut Be	TN	350,758	0.0353%	99.5692%
4900	14165	US Alliance Life & Security Co	ND	348,055	0.035%	99.6042%
	57657	Royal Neighbors Of Amer	IL	338,742	0.0341%	99.6383%
435	93432	CM Life Ins Co	CT	333,201	0.0335%	99.6719%
1348	64343	Pacific Guardian Life Ins Co Ltd	HI	293,684	0.0296%	99.7014%
	57142	Sons Of Norway	MN	271,996	0.0274%	99.7288%
473	60399	American Family Life Ins Co	WI	260,881	0.0263%	99.7551%
3891	84824	Commonwealth Ann & Life Ins Co	MA	247,849	0.025%	99.78%
904	65838	John Hancock Life Ins Co USA	MI	222,712	0.0224%	99.8025%
3436	68543	Liberty Bankers Life Ins Co	OK	209,871	0.0211%	99.8236%

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	56030	Catholic Financial Life	WI	180,958	0.0182%	99.8418%
4752	60227	Trinity Life Ins Co	OK	179,360	0.0181%	99.8599%
373	88668	Mutual Of Amer Life Ins Co	NY	160,982	0.0162%	99.8761%
304	68241	Prudential Ins Co Of Amer	NJ	151,038	0.0152%	99.8913%
280	61190	Auto Owners Life Ins Co	MI	127,436	0.0128%	99.9041%
7	63258	Federated Life Ins Co	MN	115,000	0.0116%	99.9157%
769	68322	Empower Ann Ins Co of Amer	CO	98,107	0.0099%	99.9256%
	57568	1891 Financial Life	IL	95,918	0.0097%	99.9352%
4616	57991	Everence Assn Inc	IN	74,081	0.0075%	99.9427%
315	67148	Occidental Life Ins Co Of NC	TX	70,545	0.0071%	99.9498%
	56332	First Cath Slovak Ladies Assn USA	OH	69,644	0.007%	99.9568%
	62928	EMC Natl Life Co	IA	59,669	0.006%	99.9628%
836	74780	Integrity Life Ins Co	OH	55,377	0.0056%	99.9684%
4925	65595	Lincoln Benefit Life Co	NE	49,972	0.005%	99.9734%
241	65978	Metropolitan Life Ins Co	NY	42,014	0.0042%	99.9776%
306	70408	Union Security Ins Co	KS	40,158	0.004%	99.9817%
4877	60429	American Fidelity Life Ins Co	FL	35,052	0.0035%	99.9852%
169	68810	Sentry Life Ins Co	WI	34,825	0.0035%	99.9887%
	57320	Woodmen World Life Ins Soc	NE	30,600	0.0031%	99.9918%
212	63177	Farmers New World Life Ins Co	WA	27,645	0.0028%	99.9946%
4734	80942	Venerable Ins & Ann Co	IA	22,115	0.0022%	99.9968%
	64505	Homesteaders Life Co	IA	21,611	0.0022%	99.999%
704	67172	Augustar Life Ins Co	OH	21,500	0.0022%	100.0011%
435	93661	Annuity Investors Life Ins Co	OH	19,225	0.0019%	100.0031%
588	65129	Kansas City Life Ins Co	MO	15,814	0.0016%	100.0047%
	60542	American Home Life Ins Co	KS	14,800	0.0015%	100.0062%
4941	66850	National Western Life Ins Co	CO	14,214	0.0014%	100.0076%
315	68594	American Amicable Life Ins Co Of TX	TX	13,973	0.0014%	100.009%
	64580	Illinois Mut Life Ins Co	IL	13,600	0.0014%	100.0104%
836	65242	Lafayette Life Ins Co	OH	10,200	0.001%	100.0114%
619	67911	Pioneer Mut Life Ins Co	ND	8,600	0.0009%	100.0123%
4734	68039	Athene Ann & Life Assur Co of NY	NY	7,470	0.0008%	100.013%
1211	66583	National Guardian Life Ins Co	WI	7,280	0.0007%	100.0138%
315	91693	IA Amer Life Ins Co	TX	5,507	0.0006%	100.0143%
5024	86630	Fortitude Life Ins & Ann Co	AZ	5,341	0.0005%	100.0148%
	56480	Wsa Fraternal Life	CO	5,000	0.0005%	100.0153%
4932	91626	New England Life Ins Co	MA	4,500	0.0005%	100.0158%
451	71870	Fidelity Security Life Ins Co	MO	4,500	0.0005%	100.0163%
233	70319	Washington Natl Ins Co	IN	4,340	0.0004%	100.0167%
290	92916	United Amer Ins Company	NE	3,628	0.0004%	100.0171%
3527	60836	American Republic Ins Co	IA	3,240	0.0003%	100.0174%
	11121	Unified Life Ins Co	TX	2,180	0.0002%	100.0176%
300	65781	Madison Natl Life Ins Co Inc	WI	2,027	0.0002%	100.0178%
5014	60186	Everlake Life Ins Co	IL	2,000	0.0002%	100.018%
1216	60142	TIAA Cref Life Ins Co	NY	2,000	0.0002%	100.0182%
4862	71439	Assurity Life Ins Co	NE	1,700	0.0002%	100.0184%
4877	69566	Trans World Assur Co	CA	1,440	0.0001%	100.0185%
458	70335	West Coast Life Ins Co	NE	1,247	0.0001%	100.0187%
241	97136	Metropolitan Tower Life Ins Co	NE	1,200	0.0001%	100.0188%

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4736	67814	Nassau Life Ins Co	NY	1,200	0.0001%	100.0189%
	65927	Lincoln Heritage Life Ins Co	IL	1,195	0.0001%	100.019%
212	90557	Zurich Amer Life Ins Co	IL	1,164	0.0001%	100.0191%
306	67989	American Memorial Life Ins Co	SD	986	0.0001%	100.0192%
	69132	State Mut Ins Company	GA	829	0.0001%	100.0193%
	58068	Independent Order Of Foresters Us Br	TX	600	0.0001%	100.0194%
535	76023	Columbian Life Ins Co	IL	500	0.0001%	100.0194%
	71404	Continental Gen Ins Co	TX	457	0%	100.0195%
525	67539	Pan Amer Life Ins Co	LA	300	0%	100.0195%
4213	62413	Wilcac Life Ins Co	IL	250	0%	100.0195%
449	87645	United Fidelity Life Ins Co	TX	180	0%	100.0195%
687	64211	Guarantee Trust Life Ins Co	IL	162	0%	100.0196%
4750	65919	Primerica Life Ins Co	TN	120	0%	100.0196%
2878	63983	United Heritage Life Ins Co	ID	120	0%	100.0196%
634	66680	National Life Ins Co	VT	100	0%	100.0196%
	70130	Universal Guar Life Ins Co	OH	80	0%	100.0196%
449	66540	National Farmers Union Life Ins Co	TX	75	0%	100.0196%
4832	67105	Reliastar Life Ins Co	MN	-46,723	-0.0047%	100.0149%
4832	86509	Voya Retirement Ins & Ann Co	CT	-148,043	-0.0149%	100%
	160	Companies in Report		993,265,650	100%	100%