

Market Share Life & Annuity

Selected Criteria - Year: 2024 Include Zero Companies: No State: SD Line of Business: Total Codelist Basis: Licensed Premium Type: Annuity Round by Thousands: No						
Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
1348	69019	Standard Ins Co	OR	474,537,237	21.8677%	21.8677%
	56014	Thrivent Financial For Lutherans	WI	119,659,600	5.5142%	27.3818%
826	91596	New York Life Ins & Ann Corp	DE	117,269,563	5.404%	32.7859%
20	65676	Lincoln Natl Life Ins Co	IN	102,353,570	4.7167%	37.5025%
4734	61689	Athene Ann & Life Co	IA	96,162,443	4.4314%	41.9339%
619	60895	American United Life Ins Co	IN	58,696,617	2.7049%	44.6388%
332	61271	Principal Life Ins Co	IA	58,154,337	2.6799%	47.3187%
918	65056	Jackson Natl Life Ins Co	MI	49,488,981	2.2806%	49.5992%
241	97136	Metropolitan Tower Life Ins Co	NE	46,519,286	2.1437%	51.7429%
12	60488	American Gen Life Ins Co	TX	46,248,638	2.1312%	53.8742%
761	90611	Allianz Life Ins Co Of N Amer	MN	45,142,040	2.0802%	55.9544%
431	66044	Midland Natl Life Ins Co	IA	44,480,060	2.0497%	58.0041%
904	65838	John Hancock Life Ins Co USA	MI	41,986,504	1.9348%	59.939%
3891	91642	Forethought Life Ins Co	IN	41,976,233	1.9344%	61.8733%
869	66168	Minnesota Life Ins Co	MN	36,399,497	1.6774%	63.5507%
304	68241	Prudential Ins Co Of Amer	NJ	35,567,409	1.639%	65.1897%
304	79227	Pruco Life Ins Co	AZ	35,405,755	1.6316%	66.8213%
4932	87726	Brighthouse Life Ins Co	DE	33,984,987	1.5661%	68.3874%
4	65005	RiverSource Life Ins Co	MN	32,750,389	1.5092%	69.8966%
435	65935	Massachusetts Mut Life Ins Co	MA	31,601,728	1.4563%	71.3529%
	62510	Equitrust Life Ins Co	AZ	30,410,939	1.4014%	72.7543%
	57541	Modern Woodmen Of Amer	IL	29,918,870	1.3787%	74.133%
4794	79065	Delaware Life Ins Co	DE	28,054,286	1.2928%	75.4258%
212	90557	Zurich Amer Life Ins Co	IL	27,501,164	1.2673%	76.6931%
4965	78077	Equitable Financial Life Ins Co of A	AZ	26,857,676	1.2377%	77.9307%
670	63274	Fidelity & Guar Life Ins Co	IA	26,182,505	1.2065%	79.1373%
709	67466	Pacific Life Ins Co	NE	22,528,065	1.0381%	80.1754%
408	60739	American Natl Ins Co	TX	22,189,794	1.0226%	81.198%
306	62626	CMFG Life Ins Co	IA	19,110,659	0.8807%	82.0786%
435	63312	MassMutual Ascend Life Ins Co	OH	18,027,655	0.8308%	82.9094%
408	92738	American Equity Invest Life Ins Co	IA	17,772,637	0.819%	83.7284%
458	68136	Protective Life Ins Co	NE	16,842,382	0.7761%	84.5045%
140	66869	Nationwide Life Ins Co	OH	16,621,549	0.766%	85.2705%
860	67091	Northwestern Mut Life Ins Co	WI	15,249,226	0.7027%	85.9732%
826	66915	New York Life Ins Co	NY	15,091,199	0.6954%	86.6686%
4832	86509	Voya Retirement Ins & Ann Co	CT	14,878,412	0.6856%	87.3543%
431	66974	North Amer Co Life & Hlth Ins	IA	14,203,472	0.6545%	88.0088%
140	64017	Jefferson Natl Life Ins Co	TX	13,198,926	0.6082%	88.617%
	67423	Aspida Life Ins Co	MI	11,630,947	0.536%	89.153%
3098	68381	Reliance Standard Life Ins Co	IL	11,599,074	0.5345%	89.6875%
261	69868	United Of Omaha Life Ins Co	NE	10,906,157	0.5026%	90.1901%
4988	68446	Oceanview Life & Annuity Co	AL	10,268,148	0.4732%	90.6633%
140	92657	Nationwide Life & Ann Ins Co	OH	9,864,731	0.4546%	91.1179%

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429	78778	Guardian Ins & Ann Co Inc	DE	8,948,817	0.4124%	91.5302%
468	86231	Transamerica Life Ins Co	IA	8,802,450	0.4056%	91.9359%
836	92622	Western Southern Life Assur Co	OH	8,792,400	0.4052%	92.341%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	8,720,741	0.4019%	92.7429%
4855	68608	Symetra Life Ins Co	IA	8,262,337	0.3807%	93.1237%
4890	68675	Security Benefit Life Ins Co	KS	7,813,872	0.3601%	93.4837%
300	64513	Horace Mann Life Ins Co	IL	7,737,969	0.3566%	93.8403%
4965	62944	Equitable Financial Life Ins Co	NY	7,674,336	0.3536%	94.194%
769	68322	Empower Ann Ins Co of Amer	CO	7,192,431	0.3314%	94.5254%
4888	62952	SILAC Ins Co	IN	6,761,597	0.3116%	94.837%
981	93696	Fidelity Investments Life Ins Co	UT	6,393,441	0.2946%	95.1316%
943	61301	Ameritas Life Ins Corp	NE	5,899,636	0.2719%	95.4035%
200	69663	USAA Life Ins Co	TX	5,619,107	0.2589%	95.6624%
4925	69973	United Life Ins Co	IA	5,426,357	0.2501%	95.9125%
4925	64238	Guaranty Income Life Ins Co	IA	4,731,353	0.218%	96.1305%
373	88668	Mutual Of Amer Life Ins Co	NY	4,637,052	0.2137%	96.3442%
449	61999	Americo Fin Life & Ann Ins Co	TX	4,558,104	0.21%	96.5543%
5086	15313	Investors Preferred Life Ins Co	SD	4,414,698	0.2034%	96.7577%
408	13183	Eagle Life Ins Co	IA	4,295,349	0.1979%	96.9556%
4736	93734	Nassau Life & Ann Co	CT	3,901,534	0.1798%	97.1354%
233	61263	Bankers Life & Cas Co	IL	3,543,565	0.1633%	97.2987%
4824	61115	Atlantic Coast Life Ins Co	SC	3,514,589	0.162%	97.4607%
241	65978	Metropolitan Life Ins Co	NY	3,104,401	0.1431%	97.6037%
513	63088	Farm Bureau Life Ins Co	IA	3,095,645	0.1427%	97.7464%
5038	67253	American Life & Security Corp	NE	2,837,354	0.1308%	97.8771%
306	86126	Members Life Ins Co	IA	2,811,964	0.1296%	98.0067%
4926	88072	Talcott Resolution Life Ins Co	CT	2,770,919	0.1277%	98.1344%
4824	68802	Sentinel Security Life Ins Co	UT	2,652,783	0.1222%	98.2567%
4794	83607	Clear Spring Life & Ann Co	DE	2,401,438	0.1107%	98.3673%
	57053	Catholic United Financial	MN	2,241,903	0.1033%	98.4706%
634	65528	Life Ins Co Of The Southwest	TX	2,235,896	0.103%	98.5737%
4639	93572	RGA Reins Co	MO	2,191,716	0.101%	98.6747%
169	68810	Sentry Life Ins Co	WI	2,091,007	0.0964%	98.771%
	69272	Ibexis Life & Ann Ins Co	MO	2,046,505	0.0943%	98.8653%
12	70238	Variable Ann Life Ins Co	TX	1,935,171	0.0892%	98.9545%
850	67644	Penn Mut Life Ins Co	PA	1,597,364	0.0736%	99.0281%
176	69108	State Farm Life Ins Co	IL	1,482,740	0.0683%	99.0965%
704	67172	Augustar Life Ins Co	OH	1,458,746	0.0672%	99.1637%
	84174	ELCO Mut Life & Ann	IL	1,234,637	0.0569%	99.2206%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	1,156,647	0.0533%	99.2739%
	60445	Sagicor Life Ins Co	TX	978,007	0.0451%	99.3189%
468	70688	Transamerica Financial Life Ins Co	NY	942,141	0.0434%	99.3624%
4752	60227	Trinity Life Ins Co	OK	900,236	0.0415%	99.4038%
801	99775	Funeral Directors Life Ins Co	TX	890,379	0.041%	99.4449%
1117	85189	Western United Life Ins Co	TX	783,037	0.0361%	99.481%
3891	84824	Commonwealth Ann & Life Ins Co	MA	769,404	0.0355%	99.5164%
	56685	GBU Financial Life	PA	762,672	0.0351%	99.5516%
619	69116	State Life Ins Co	IN	754,367	0.0348%	99.5863%
872	94250	Banner Life Ins Co	MD	749,529	0.0345%	99.6209%

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5016	64904	Investors Heritage Life Ins Co	KY	721,763	0.0333%	99.6541%
588	65129	Kansas City Life Ins Co	MO	712,383	0.0328%	99.6869%
	57487	Catholic Order Of Foresters	IL	555,028	0.0256%	99.7125%
	58017	BetterLife	WI	554,210	0.0255%	99.7381%
	57657	Royal Neighbors Of Amer	IL	521,803	0.024%	99.7621%
244	76236	The Cincinnati Life Ins Co	OH	510,094	0.0235%	99.7856%
850	93262	Penn Ins & Ann Co	DE	500,000	0.023%	99.8087%
4996	78093	Upstream Life Ins Co	TX	375,000	0.0173%	99.8259%
3436	68543	Liberty Bankers Life Ins Co	OK	333,843	0.0154%	99.8413%
4900	14165	US Alliance Life & Security Co	ND	325,962	0.015%	99.8563%
4947	66850	National Western Life Ins Co	AZ	325,310	0.015%	99.8713%
869	93742	Securian Life Ins Co	MN	269,876	0.0124%	99.8838%
473	60399	American Family Life Ins Co	WI	236,169	0.0109%	99.8947%
280	61190	Auto Owners Life Ins Co	MI	236,009	0.0109%	99.9055%
306	70408	Union Security Ins Co	IA	214,570	0.0099%	99.9154%
	93777	Revol One Ins Co	MI	198,632	0.0092%	99.9246%
451	71870	Fidelity Security Life Ins Co	MO	195,435	0.009%	99.9336%
	66214	Heartland Natl Life Ins Co	IN	194,827	0.009%	99.9426%
4794	15691	Gainbridge Life Ins Co	DE	140,000	0.0065%	99.949%
212	63177	Farmers New World Life Ins Co	WA	129,786	0.006%	99.955%
4616	57991	Everence Assn Inc	IN	105,100	0.0048%	99.9598%
4862	71439	Assurity Life Ins Co	NE	104,683	0.0048%	99.9647%
	56332	First Cath Slovak Ladies Assn USA	OH	78,472	0.0036%	99.9683%
315	67148	Occidental Life Ins Co Of NC	TX	75,055	0.0035%	99.9717%
574	76112	Oxford Life Ins Co	AZ	74,453	0.0034%	99.9752%
4925	65595	Lincoln Benefit Life Co	NE	73,805	0.0034%	99.9786%
	60542	American Home Life Ins Co	KS	70,912	0.0033%	99.9818%
	56030	Trusted Fraternal Life	WI	70,230	0.0032%	99.9851%
836	74780	Integrity Life Ins Co	OH	68,619	0.0032%	99.9882%
	62928	EMC Natl Life Co	IA	54,600	0.0025%	99.9907%
4832	67105	Reliastar Life Ins Co	MN	50,804	0.0023%	99.9931%
1216	60142	TIAA Cref Life Ins Co	NY	44,000	0.002%	99.9951%
1211	66583	National Guardian Life Ins Co	WI	35,709	0.0016%	99.9968%
	67180	Ohio State Life Ins Co	TX	31,275	0.0014%	99.9982%
	57142	Sons Of Norway	MN	26,996	0.0012%	99.9994%
	64505	Homesteaders Life Co	IA	21,864	0.001%	100.0004%
315	68594	American Amicable Life Ins Co Of TX	TX	21,271	0.001%	100.0014%
4734	80942	Venerable Ins & Ann Co	IA	18,244	0.0008%	100.0023%
7	63258	Federated Life Ins Co	MN	16,000	0.0007%	100.003%
	57568	1891 Financial Life	IL	11,904	0.0005%	100.0036%
	64580	Illinois Mut Life Ins Co	IL	11,600	0.0005%	100.0041%
435	93661	Annuity Investors Life Ins Co	OH	11,450	0.0005%	100.0046%
619	67911	Pioneer Mut Life Ins Co	ND	10,300	0.0005%	100.0051%
4734	68039	Athene Ann & Life Assur Co of NY	NY	7,020	0.0003%	100.0054%
315	91693	IA Amer Life Ins Co	TX	5,419	0.0002%	100.0057%
769	93629	Empower Ann Ins Co	CT	5,179	0.0002%	100.0059%
290	92916	United Amer Ins Company	NE	5,025	0.0002%	100.0061%
	56480	Wsa Fraternal Life	CO	5,000	0.0002%	100.0064%
5024	86630	Fortitude Life Ins & Ann Co	AZ	4,800	0.0002%	100.0066%

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233	70319	Washington Natl Ins Co	IN	4,450	0.0002%	100.0068%
	56456	United States Letter Carriers Mut Be	TN	4,418	0.0002%	100.007%
3527	60836	American Republic Ins Co	IA	3,540	0.0002%	100.0072%
5014	60186	Everlake Life Ins Co	IL	3,000	0.0001%	100.0073%
435	93432	CM Life Ins Co	CT	2,500	0.0001%	100.0074%
5016	11121	Unified Life Ins Co	TX	2,180	0.0001%	100.0075%
449	66540	National Farmers Union Life Ins Co	TX	2,175	0.0001%	100.0076%
300	65781	Madison Natl Life Ins Co Inc	WI	2,027	0.0001%	100.0077%
367	72125	Physicians Life Ins Co	NE	1,600	0.0001%	100.0078%
4877	69566	Trans World Assur Co	CA	1,440	0.0001%	100.0078%
454	69485	Security Natl Life Ins Co	UT	1,364	0.0001%	100.0079%
4011	70025	Genworth Life Ins Co	DE	1,200	0.0001%	100.008%
4736	67814	Nassau Life Ins Co	NY	1,200	0.0001%	100.008%
458	70335	West Coast Life Ins Co	NE	1,153	0.0001%	100.0081%
	65927	Lincoln Heritage Life Ins Co	IL	935	0%	100.0081%
	71404	Continental Gen Ins Co	TX	876	0%	100.0082%
	69132	State Mut Ins Company	GA	829	0%	100.0082%
	57320	Woodmen World Life Ins Soc	NE	600	0%	100.0082%
	58068	Independent Order Of Foresters Us Br	TX	600	0%	100.0082%
525	67539	Pan Amer Life Ins Co	LA	300	0%	100.0083%
449	87645	United Fidelity Life Ins Co	TX	180	0%	100.0083%
687	64211	Guarantee Trust Life Ins Co	NE	141	0%	100.0083%
4213	62413	Wilcac Life Ins Co	IL	125	0%	100.0083%
4750	65919	Primerica Life Ins Co	TN	120	0%	100.0083%
	70130	Universal Guar Life Ins Co	OH	80	0%	100.0083%
634	66680	National Life Ins Co	VT	25	0%	100.0083%
572	77720	LifeSecure Ins Co	MI	10	0%	100.0083%
836	65242	Lafayette Life Ins Co	OH	-38,800	-0.0018%	100.0065%
306	67989	American Memorial Life Ins Co	IA	-141,202	-0.0065%	100%
	170	Companies in Report		2,170,039,245	100%	100%