

Market Share Life & Annuity

Selected Criteria - Year: 2024 Include Zero Companies: No State: SD Line of Business: Group 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	464,575,018	51.7567%	51.7567%
619	60895	American United Life Ins Co	IN	58,696,617	6.5392%	58.2959%
241	97136	Metropolitan Tower Life Ins Co	NE	46,518,882	5.1825%	63.4784%
20	65676	Lincoln Natl Life Ins Co	IN	45,383,478	5.056%	68.5344%
332	61271	Principal Life Ins Co	IA	45,030,232	5.0167%	73.5511%
904	65838	John Hancock Life Ins Co USA	MI	41,981,464	4.677%	78.2281%
304	68241	Prudential Ins Co Of Amer	NJ	35,530,116	3.9583%	82.1864%
869	66168	Minnesota Life Ins Co	MN	34,990,041	3.8981%	86.0845%
212	90557	Zurich Amer Life Ins Co	IL	25,000,000	2.7852%	88.8697%
306	62626	CMFG Life Ins Co	IA	14,980,575	1.6689%	90.5386%
4832	86509	Voya Retirement Ins & Ann Co	CT	14,878,411	1.6576%	92.1962%
435	65935	Massachusetts Mut Life Ins Co	MA	9,254,716	1.031%	93.2272%
769	68322	Empower Ann Ins Co of Amer	CO	5,870,052	0.654%	93.8812%
4965	62944	Equitable Financial Life Ins Co	NY	5,246,620	0.5845%	94.4657%
468	86231	Transamerica Life Ins Co	IA	4,820,061	0.537%	95.0027%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	4,762,394	0.5306%	95.5332%
373	88668	Mutual Of Amer Life Ins Co	NY	4,465,628	0.4975%	96.0307%
261	69868	United Of Omaha Life Ins Co	NE	3,557,360	0.3963%	96.427%
826	66915	New York Life Ins Co	NY	3,336,103	0.3717%	96.7987%
241	65978	Metropolitan Life Ins Co	NY	3,066,499	0.3416%	97.1403%
709	67466	Pacific Life Ins Co	NE	2,979,918	0.332%	97.4723%
4926	88072	Talcott Resolution Life Ins Co	CT	2,356,536	0.2625%	97.7349%
140	92657	Nationwide Life & Ann Ins Co	OH	2,353,823	0.2622%	97.9971%
943	61301	Ameritas Life Ins Corp	NE	2,300,133	0.2562%	98.2533%
4639	93572	RGA Reins Co	MO	2,191,716	0.2442%	98.4975%
169	68810	Sentry Life Ins Co	WI	2,067,478	0.2303%	98.7278%
431	66044	Midland Natl Life Ins Co	IA	1,910,610	0.2129%	98.9407%
408	60739	American Natl Ins Co	TX	1,364,570	0.152%	99.0927%
670	63274	Fidelity & Guar Life Ins Co	IA	1,248,436	0.1391%	99.2318%
12	60488	American Gen Life Ins Co	TX	1,073,367	0.1196%	99.3514%
4890	68675	Security Benefit Life Ins Co	KS	1,022,552	0.1139%	99.4653%
468	70688	Transamerica Financial Life Ins Co	NY	942,141	0.105%	99.5703%
872	94250	Banner Life Ins Co	MD	749,529	0.0835%	99.6538%
140	66869	Nationwide Life Ins Co	OH	633,672	0.0706%	99.7244%
836	92622	Western Southern Life Assur Co	OH	567,150	0.0632%	99.7875%
12	70238	Variable Ann Life Ins Co	TX	456,495	0.0509%	99.8384%
4734	61689	Athene Ann & Life Co	IA	367,195	0.0409%	99.8793%
4794	79065	Delaware Life Ins Co	DE	277,765	0.0309%	99.9103%
3891	84824	Commonwealth Ann & Life Ins Co	MA	277,750	0.0309%	99.9412%
869	93742	Securian Life Ins Co	MN	269,876	0.0301%	99.9713%
300	64513	Horace Mann Life Ins Co	IL	93,564	0.0104%	99.9817%
435	63312	MassMutual Ascend Life Ins Co	OH	88,809	0.0099%	99.9916%
4	65005	RiverSource Life Ins Co	MN	43,679	0.0049%	99.9964%

Group Code	Cocode	Company Name	Domicile	Direct Premiums Written	Market Share	Cumulative Market Share
704	67172	Augustar Life Ins Co	OH	22,007	0.0025%	99.9989%
1211	66583	National Guardian Life Ins Co	WI	15,364	0.0017%	100.0006%
4932	87726	Brighthouse Life Ins Co	DE	14,060	0.0016%	100.0022%
4965	78077	Equitable Financial Life Ins Co of A	AZ	8,720	0.001%	100.0031%
769	93629	Empower Ann Ins Co	CT	5,179	0.0006%	100.0037%
4832	67105	Reliastar Life Ins Co	MN	2,100	0.0002%	100.004%
4734	80942	Venerable Ins & Ann Co	IA	2,040	0.0002%	100.0042%
4011	70025	Genworth Life Ins Co	DE	1,200	0.0001%	100.0043%
5014	60186	Everlake Life Ins Co	IL	1,000	0.0001%	100.0044%
4862	71439	Assurity Life Ins Co	NE	240	0%	100.0045%
836	65242	Lafayette Life Ins Co	OH	-40,000	-0.0045%	100%
	54	Companies in Report		897,612,941	100%	100%