

Market Share Life & Annuity

Selected Criteria -		Year: 2024	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
	56014	Thrivent Financial For Lutherans	WI	119,659,600	9.404%	9.404%
826	91596	New York Life Ins & Ann Corp	DE	117,269,563	9.2162%	18.6203%
4734	61689	Athene Ann & Life Co	IA	95,795,248	7.5285%	26.1488%
20	65676	Lincoln Natl Life Ins Co	IN	56,970,092	4.4773%	30.6261%
918	65056	Jackson Natl Life Ins Co	MI	49,488,981	3.8893%	34.5154%
12	60488	American Gen Life Ins Co	TX	45,175,271	3.5503%	38.0658%
761	90611	Allianz Life Ins Co Of N Amer	MN	45,142,040	3.5477%	41.6135%
431	66044	Midland Natl Life Ins Co	IA	42,569,450	3.3455%	44.959%
3891	91642	Forethought Life Ins Co	IN	41,976,233	3.2989%	48.2579%
304	79227	Pruco Life Ins Co	AZ	35,405,755	2.7825%	51.0405%
4932	87726	Brighthouse Life Ins Co	DE	33,970,927	2.6698%	53.7102%
4	65005	RiverSource Life Ins Co	MN	32,706,710	2.5704%	56.2807%
	62510	Equitrust Life Ins Co	AZ	30,410,939	2.39%	58.6707%
	57541	Modern Woodmen Of Amer	IL	29,918,870	2.3513%	61.022%
4794	79065	Delaware Life Ins Co	DE	27,776,521	2.183%	63.2049%
4965	78077	Equitable Financial Life Ins Co of A	AZ	26,848,956	2.1101%	65.315%
670	63274	Fidelity & Guar Life Ins Co	IA	24,934,069	1.9596%	67.2746%
435	65935	Massachusetts Mut Life Ins Co	MA	22,347,012	1.7563%	69.0308%
408	60739	American Natl Ins Co	TX	20,825,224	1.6367%	70.6675%
709	67466	Pacific Life Ins Co	NE	19,548,147	1.5363%	72.2038%
435	63312	MassMutual Ascend Life Ins Co	OH	17,938,846	1.4098%	73.6136%
408	92738	American Equity Invest Life Ins Co	IA	17,772,637	1.3968%	75.0103%
458	68136	Protective Life Ins Co	NE	16,842,382	1.3236%	76.334%
140	66869	Nationwide Life Ins Co	OH	15,987,877	1.2565%	77.5905%
860	67091	Northwestern Mut Life Ins Co	WI	15,249,226	1.1984%	78.7889%
431	66974	North Amer Co Life & Hlth Ins	IA	14,203,472	1.1163%	79.9051%
140	64017	Jefferson Natl Life Ins Co	TX	13,198,926	1.0373%	80.9424%
332	61271	Principal Life Ins Co	IA	13,124,105	1.0314%	81.9739%
826	66915	New York Life Ins Co	NY	11,755,096	0.9238%	82.8977%
	67423	Aspida Life Ins Co	MI	11,630,947	0.9141%	83.8118%
3098	68381	Reliance Standard Life Ins Co	IL	11,599,074	0.9116%	84.7234%
4988	68446	Oceanview Life & Annuity Co	AL	10,268,148	0.807%	85.5303%
1348	69019	Standard Ins Co	OR	9,962,219	0.7829%	86.3133%
429	78778	Guardian Ins & Ann Co Inc	DE	8,948,817	0.7033%	87.0165%
4855	68608	Symetra Life Ins Co	IA	8,262,337	0.6493%	87.6659%
836	92622	Western Southern Life Assur Co	OH	8,225,250	0.6464%	88.3123%
300	64513	Horace Mann Life Ins Co	IL	7,644,405	0.6008%	88.9131%
140	92657	Nationwide Life & Ann Ins Co	OH	7,510,908	0.5903%	89.5034%
261	69868	United Of Omaha Life Ins Co	NE	7,348,797	0.5775%	90.0809%
4890	68675	Security Benefit Life Ins Co	KS	6,791,320	0.5337%	90.6146%
4888	62952	SILAC Ins Co	IN	6,761,597	0.5314%	91.146%
981	93696	Fidelity Investments Life Ins Co	UT	6,393,441	0.5025%	91.6485%
200	69663	USAA Life Ins Co	TX	5,619,107	0.4416%	92.0901%

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4925	69973	United Life Ins Co	IA	5,426,357	0.4265%	92.5165%
4925	64238	Guaranty Income Life Ins Co	IA	4,731,353	0.3718%	92.8884%
449	61999	Americo Fin Life & Ann Ins Co	TX	4,558,104	0.3582%	93.2466%
5086	15313	Investors Preferred Life Ins Co	SD	4,414,698	0.347%	93.5936%
408	13183	Eagle Life Ins Co	IA	4,295,349	0.3376%	93.9311%
306	62626	CMFG Life Ins Co	IA	4,130,084	0.3246%	94.2557%
468	86231	Transamerica Life Ins Co	IA	3,982,389	0.313%	94.5687%
1216	69345	Teachers Ins & Ann Assoc Of Amer	NY	3,958,347	0.3111%	94.8798%
4736	93734	Nassau Life & Ann Co	CT	3,901,534	0.3066%	95.1864%
943	61301	Ameritas Life Ins Corp	NE	3,599,503	0.2829%	95.4693%
233	61263	Bankers Life & Cas Co	IL	3,543,565	0.2785%	95.7478%
4824	61115	Atlantic Coast Life Ins Co	SC	3,514,589	0.2762%	96.024%
513	63088	Farm Bureau Life Ins Co	IA	3,095,645	0.2433%	96.2673%
5038	67253	American Life & Security Corp	NE	2,837,354	0.223%	96.4903%
306	86126	Members Life Ins Co	IA	2,811,964	0.221%	96.7112%
4824	68802	Sentinel Security Life Ins Co	UT	2,652,783	0.2085%	96.9197%
212	90557	Zurich Amer Life Ins Co	IL	2,501,164	0.1966%	97.1163%
4965	62944	Equitable Financial Life Ins Co	NY	2,427,716	0.1908%	97.3071%
4794	83607	Clear Spring Life & Ann Co	DE	2,401,438	0.1887%	97.4958%
	57053	Catholic United Financial	MN	2,241,903	0.1762%	97.672%
634	65528	Life Ins Co Of The Southwest	TX	2,235,896	0.1757%	97.8477%
	69272	Ibexis Life & Ann Ins Co	MO	2,046,505	0.1608%	98.0086%
850	67644	Penn Mut Life Ins Co	PA	1,597,364	0.1255%	98.1341%
176	69108	State Farm Life Ins Co	IL	1,482,740	0.1165%	98.2506%
12	70238	Variable Ann Life Ins Co	TX	1,478,676	0.1162%	98.3668%
704	67172	Augustar Life Ins Co	OH	1,436,739	0.1129%	98.4798%
869	66168	Minnesota Life Ins Co	MN	1,409,456	0.1108%	98.5905%
769	68322	Empower Ann Ins Co of Amer	CO	1,322,379	0.1039%	98.6944%
	84174	ELCO Mut Life & Ann	IL	1,234,637	0.097%	98.7915%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	1,156,647	0.0909%	98.8824%
	60445	Sagicor Life Ins Co	TX	978,007	0.0769%	98.9592%
4752	60227	Trinity Life Ins Co	OK	900,236	0.0707%	99.03%
801	99775	Funeral Directors Life Ins Co	TX	890,379	0.07%	99.1%
1117	85189	Western United Life Ins Co	TX	783,037	0.0615%	99.1615%
	56685	GBU Financial Life	PA	762,672	0.0599%	99.2214%
619	69116	State Life Ins Co	IN	754,367	0.0593%	99.2807%
5016	64904	Investors Heritage Life Ins Co	KY	721,763	0.0567%	99.3375%
588	65129	Kansas City Life Ins Co	MO	712,383	0.056%	99.3934%
	57487	Catholic Order Of Foresters	IL	555,028	0.0436%	99.4371%
	58017	BetterLife	WI	554,210	0.0436%	99.4806%
	57657	Royal Neighbors Of Amer	IL	521,803	0.041%	99.5216%
244	76236	The Cincinnati Life Ins Co	OH	510,094	0.0401%	99.5617%
850	93262	Penn Ins & Ann Co	DE	500,000	0.0393%	99.601%
3891	84824	Commonwealth Ann & Life Ins Co	MA	491,654	0.0386%	99.6396%
4926	88072	Talcott Resolution Life Ins Co	CT	414,383	0.0326%	99.6722%
4996	78093	Upstream Life Ins Co	TX	375,000	0.0295%	99.7017%
3436	68543	Liberty Bankers Life Ins Co	OK	333,843	0.0262%	99.7279%
4900	14165	US Alliance Life & Security Co	ND	325,962	0.0256%	99.7535%
4947	66850	National Western Life Ins Co	AZ	325,310	0.0256%	99.7791%

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473	60399	American Family Life Ins Co	WI	236,169	0.0186%	99.7977%
280	61190	Auto Owners Life Ins Co	MI	236,009	0.0185%	99.8162%
306	70408	Union Security Ins Co	IA	214,570	0.0169%	99.8331%
	93777	Revol One Ins Co	MI	198,632	0.0156%	99.8487%
451	71870	Fidelity Security Life Ins Co	MO	195,435	0.0154%	99.864%
	66214	Heartland Natl Life Ins Co	IN	194,827	0.0153%	99.8794%
373	88668	Mutual Of Amer Life Ins Co	NY	171,424	0.0135%	99.8928%
4794	15691	Gainbridge Life Ins Co	DE	140,000	0.011%	99.9038%
212	63177	Farmers New World Life Ins Co	WA	129,786	0.0102%	99.914%
4616	57991	Everence Assn Inc	IN	105,100	0.0083%	99.9223%
4862	71439	Assurity Life Ins Co	NE	104,443	0.0082%	99.9305%
	56332	First Cath Slovak Ladies Assn USA	OH	78,472	0.0062%	99.9367%
315	67148	Occidental Life Ins Co Of NC	TX	75,055	0.0059%	99.9426%
574	76112	Oxford Life Ins Co	AZ	74,453	0.0059%	99.9484%
4925	65595	Lincoln Benefit Life Co	NE	73,805	0.0058%	99.9542%
	60542	American Home Life Ins Co	KS	70,912	0.0056%	99.9598%
	56030	Trusted Fraternal Life	WI	70,230	0.0055%	99.9653%
836	74780	Integrity Life Ins Co	OH	68,619	0.0054%	99.9707%
	62928	EMC Natl Life Co	IA	54,600	0.0043%	99.975%
4832	67105	Reliastar Life Ins Co	MN	48,704	0.0038%	99.9788%
1216	60142	TIAA Cref Life Ins Co	NY	44,000	0.0035%	99.9823%
241	65978	Metropolitan Life Ins Co	NY	37,902	0.003%	99.9853%
304	68241	Prudential Ins Co Of Amer	NJ	37,293	0.0029%	99.9882%
	67180	Ohio State Life Ins Co	TX	31,275	0.0025%	99.9906%
	57142	Sons Of Norway	MN	26,996	0.0021%	99.9928%
169	68810	Sentry Life Ins Co	WI	23,529	0.0018%	99.9946%
	64505	Homesteaders Life Co	IA	21,864	0.0017%	99.9963%
315	68594	American Amicable Life Ins Co Of TX	TX	21,271	0.0017%	99.998%
1211	66583	National Guardian Life Ins Co	WI	20,345	0.0016%	99.9996%
4734	80942	Venerable Ins & Ann Co	IA	16,204	0.0013%	100.0009%
7	63258	Federated Life Ins Co	MN	16,000	0.0013%	100.0021%
	57568	1891 Financial Life	IL	11,904	0.0009%	100.0031%
	64580	Illinois Mut Life Ins Co	IL	11,600	0.0009%	100.004%
435	93661	Annuity Investors Life Ins Co	OH	11,450	0.0009%	100.0049%
619	67911	Pioneer Mut Life Ins Co	ND	10,300	0.0008%	100.0057%
4734	68039	Athene Ann & Life Assur Co of NY	NY	7,020	0.0006%	100.0062%
315	91693	IA Amer Life Ins Co	TX	5,419	0.0004%	100.0067%
904	65838	John Hancock Life Ins Co USA	MI	5,040	0.0004%	100.0071%
290	92916	United Amer Ins Company	NE	5,025	0.0004%	100.0075%
	56480	Wsa Fraternal Life	CO	5,000	0.0004%	100.0079%
5024	86630	Fortitude Life Ins & Ann Co	AZ	4,800	0.0004%	100.0082%
233	70319	Washington Natl Ins Co	IN	4,450	0.0003%	100.0086%
	56456	United States Letter Carriers Mut Be	TN	4,418	0.0003%	100.0089%
3527	60836	American Republic Ins Co	IA	3,540	0.0003%	100.0092%
435	93432	CM Life Ins Co	CT	2,500	0.0002%	100.0094%
5016	11121	Unified Life Ins Co	TX	2,180	0.0002%	100.0096%
449	66540	National Farmers Union Life Ins Co	TX	2,175	0.0002%	100.0097%
300	65781	Madison Natl Life Ins Co Inc	WI	2,027	0.0002%	100.0099%
5014	60186	Everlake Life Ins Co	IL	2,000	0.0002%	100.0101%

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367	72125	Physicians Life Ins Co	NE	1,600	0.0001%	100.0102%
4877	69566	Trans World Assur Co	CA	1,440	0.0001%	100.0103%
454	69485	Security Natl Life Ins Co	UT	1,364	0.0001%	100.0104%
836	65242	Lafayette Life Ins Co	OH	1,200	0.0001%	100.0105%
4736	67814	Nassau Life Ins Co	NY	1,200	0.0001%	100.0106%
458	70335	West Coast Life Ins Co	NE	1,153	0.0001%	100.0107%
	65927	Lincoln Heritage Life Ins Co	IL	935	0.0001%	100.0108%
	71404	Continental Gen Ins Co	TX	876	0.0001%	100.0108%
	69132	State Mut Ins Company	GA	829	0.0001%	100.0109%
	57320	Woodmen World Life Ins Soc	NE	600	0%	100.0109%
	58068	Independent Order Of Foresters Us Br	TX	600	0%	100.011%
241	97136	Metropolitan Tower Life Ins Co	NE	404	0%	100.011%
525	67539	Pan Amer Life Ins Co	LA	300	0%	100.011%
449	87645	United Fidelity Life Ins Co	TX	180	0%	100.0111%
687	64211	Guarantee Trust Life Ins Co	NE	141	0%	100.0111%
4213	62413	Wilcac Life Ins Co	IL	125	0%	100.0111%
4750	65919	Primerica Life Ins Co	TN	120	0%	100.0111%
	70130	Universal Guar Life Ins Co	OH	80	0%	100.0111%
634	66680	National Life Ins Co	VT	25	0%	100.0111%
572	77720	LifeSecure Ins Co	MI	10	0%	100.0111%
4832	86509	Voya Retirement Ins & Ann Co	CT	1	0%	100.0111%
306	67989	American Memorial Life Ins Co	IA	-141,202	-0.0111%	100%
	163	Companies in Report		1,272,426,304	100%	100%