

Market Share Life & Annuity

Year: 2025		State: SD		Codelist Basis: Licensed		
Line of Business: Total				Premium Type: Annuity		
Group Code	Cocode	Company Name	Dom	Direct Premiums Written	Market Share	Cumulative Market Share
1348	69019	Standard Ins Co	OR	595,317,129	27.324%	27.324%
826	91596	New York Life Ins & Ann Corp	DE	137,121,956	6.294%	33.618%
	56014	Thrivent Financial For Lutherans	WI	101,968,146	4.680%	38.298%
4734	61689	Athene Ann & Life Co	IA	94,538,786	4.339%	42.637%
20	65676	Lincoln Natl Life Ins Co	IN	71,369,462	3.276%	45.913%
918	65056	Jackson Natl Life Ins Co	MI	52,506,386	2.410%	48.322%
761	90611	Allianz Life Ins Co Of N Amer	MN	50,938,511	2.338%	50.660%
904	65838	John Hancock Life Ins Co USA	MI	49,252,425	2.261%	52.921%
304	79227	Pruco Life Ins Co	AZ	45,661,497	2.096%	55.017%
12	60488	American Gen Life Ins Co	TX	44,105,114	2.024%	57.041%
140	66869	Nationwide Life Ins Co	OH	40,736,803	1.870%	58.911%
869	66168	Minnesota Life Ins Co	MN	35,319,952	1.621%	60.532%
4794	79065	Delaware Life Ins Co	DE	33,958,790	1.559%	62.091%
4	65005	RiverSource Life Ins Co	MN	33,818,174	1.552%	63.643%
670	63274	Fidelity & Guar Life Ins Co	IA	33,163,896	1.522%	65.165%
3891	91642	Forethought Life Ins Co	IN	32,949,224	1.512%	66.677%
304	68241	Prudential Ins Co Of Amer	NJ	32,394,403	1.487%	68.164%
4965	78077	Equitable Financial Life Ins Co of A	AZ	31,489,443	1.445%	69.609%
431	66044	Midland Natl Life Ins Co	IA	30,888,229	1.418%	71.027%
	57541	Modern Woodmen Of Amer	IL	30,238,376	1.388%	72.415%
212	90557	Zurich Amer Life Ins Co	IL	30,002,124	1.377%	73.792%
4932	87726	Brighthouse Life Ins Co	DE	29,049,147	1.333%	75.125%
709	67466	Pacific Life Ins Co	NE	26,190,873	1.202%	76.327%
5094	62510	Equitrust Life Ins Co	AZ	23,993,359	1.101%	77.429%
332	61271	Principal Life Ins Co	IA	23,933,006	1.098%	78.527%
408	60739	American Natl Ins Co	TX	22,829,443	1.048%	79.575%
435	65935	Massachusetts Mut Life Ins Co	MA	22,436,826	1.030%	80.605%
458	68136	Protective Life Ins Co	NE	20,059,414	0.921%	81.525%
4855	68608	Symetra Life Ins Co	IA	19,627,240	0.901%	82.426%
140	92657	Nationwide Life & Ann Ins Co	OH	18,845,463	0.865%	83.291%
	67423	Aspida Life Ins Co	MI	16,939,553	0.777%	84.069%
826	66915	New York Life Ins Co	NY	16,450,806	0.755%	84.824%
435	63312	MassMutual Ascend Life Ins Co	OH	16,265,322	0.747%	85.570%
860	67091	Northwestern Mut Life Ins Co	WI	16,112,465	0.740%	86.310%
619	60895	American United Life Ins Co	IN	14,439,896	0.663%	86.973%
200	69663	USAA Life Ins Co	TX	13,946,098	0.640%	87.613%
408	92738	American Equity Invest Life Ins Co	IA	13,767,904	0.632%	88.245%
4832	86509	Voya Retirement Ins & Ann Co	CT	12,568,199	0.577%	88.822%
431	66974	North Amer Co Life & Hlth Ins	IA	11,383,898	0.522%	89.344%
4890	68675	Security Benefit Life Ins Co	KS	11,120,154	0.510%	89.854%
300	64513	Horace Mann Life Ins Co	IL	11,115,895	0.510%	90.365%
3098	68381	Reliance Standard Life Ins Co	IL	10,787,786	0.495%	90.860%
	69345	Teachers Ins & Ann Assoc Of Amer	NY	9,828,573	0.451%	91.311%

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4719	60250	AmFirst Ins Co	OK	9,605,119	0.441%	91.752%
4988	68446	Oceanview Life & Annuity Co	AL	9,402,248	0.432%	92.183%
836	92622	Western Southern Life Assur Co	OH	9,329,110	0.428%	92.612%
769	68322	Empower Ann Ins Co of Amer	CO	9,278,136	0.426%	93.037%
468	86231	Transamerica Life Ins Co	IA	8,802,261	0.404%	93.441%
408	13183	Eagle Life Ins Co	IA	8,522,851	0.391%	93.833%
5086	15313	Investors Preferred Life Ins Co	SD	8,508,797	0.391%	94.223%
4888	62952	SILAC Ins Co	IN	8,239,187	0.378%	94.601%
169	68810	Sentry Life Ins Co	WI	6,993,686	0.321%	94.922%
4736	93734	Nassau Life & Ann Co	CT	5,768,037	0.265%	95.187%
261	69868	United Of Omaha Life Ins Co	NE	5,753,886	0.264%	95.451%
943	61301	Ameritas Life Ins Corp	NE	5,561,700	0.255%	95.706%
373	88668	Mutual Of Amer Life Ins Co	NY	5,185,074	0.238%	95.944%
241	65978	Metropolitan Life Ins Co	NY	4,863,798	0.223%	96.168%
4925	64238	Guaranty Income Life Ins Co	IA	4,592,866	0.211%	96.378%
4965	62944	Equitable Financial Life Ins Co	NY	4,485,454	0.206%	96.584%
233	61263	Bankers Life & Cas Co	IL	4,280,451	0.196%	96.781%
513	63088	Farm Bureau Life Ins Co	IA	4,122,832	0.189%	96.970%
306	62626	CMFG Life Ins Co	IA	4,070,463	0.187%	97.157%
4794	83607	Clear Spring Life & Ann Co	DE	3,995,461	0.183%	97.340%
429	78778	Guardian Ins & Ann Co Inc	DE	3,741,714	0.172%	97.512%
5038	67253	American Life & Security Corp	NE	3,114,082	0.143%	97.655%
	60445	Sagicor Life Ins Co	TX	2,945,443	0.135%	97.790%
4925	69973	United Life Ins Co	IA	2,787,561	0.128%	97.918%
981	93696	Fidelity Investments Life Ins Co	UT	2,700,481	0.124%	98.042%
449	61999	Americo Fin Life & Ann Ins Co	TX	2,618,904	0.120%	98.162%
	67180	Ohio State Life Ins Co	TX	2,499,299	0.115%	98.277%
140	64017	Jefferson Natl Life Ins Co	TX	2,480,007	0.114%	98.391%
306	86126	Members Life Ins Co	IA	2,311,016	0.106%	98.497%
	69272	Ibexis Life & Ann Ins Co	MO	2,220,350	0.102%	98.599%
	56685	GBU Financial Life	PA	2,159,503	0.099%	98.698%
4996	78093	Upstream Life Ins Co	TX	2,053,362	0.094%	98.792%
176	69108	State Farm Life Ins Co	IL	2,022,985	0.093%	98.885%
4794	15691	Gainbridge Life Ins Co	DE	1,929,600	0.089%	98.973%
	58017	BetterLife	WI	1,791,019	0.082%	99.056%
634	65528	Life Ins Co Of The Southwest	TX	1,789,070	0.082%	99.138%
241	97136	Metropolitan Tower Life Ins Co	NE	1,583,700	0.073%	99.210%
	56030	Trusted Fraternal Life	WI	1,486,148	0.068%	99.279%
4926	88072	Talcott Resolution Life Ins Co	CT	1,302,665	0.060%	99.338%
619	69116	State Life Ins Co	IN	1,193,065	0.055%	99.393%
468	70688	Transamerica Financial Life Ins Co	NY	1,156,580	0.053%	99.446%
5079	65951	Merit Life Ins Co	OK	1,153,862	0.053%	99.499%
704	67172	Augustar Life Ins Co	OH	1,143,442	0.052%	99.552%
801	99775	Funeral Directors Life Ins Co	TX	1,026,980	0.047%	99.599%
850	67644	Penn Mut Life Ins Co	PA	811,722	0.037%	99.636%
12	70238	Variable Ann Life Ins Co	TX	752,974	0.035%	99.671%
836	74780	Integrity Life Ins Co	OH	708,425	0.033%	99.703%

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872	94250	Banner Life Ins Co	MD	474,222	0.022%	99.725%
	57487	Catholic Order Of Foresters	IL	454,963	0.021%	99.746%
	84174	ELCO Mut Life & Ann	IL	419,085	0.019%	99.765%
5062	66850	National Western Life Ins Co	AZ	394,796	0.018%	99.783%
3891	84824	Commonwealth Ann & Life Ins Co	MA	337,052	0.015%	99.799%
850	93262	Penn Ins & Ann Co	DE	308,629	0.014%	99.813%
574	76112	Oxford Life Ins Co	AZ	306,985	0.014%	99.827%
3436	68543	Liberty Bankers Life Ins Co	OK	301,447	0.014%	99.841%
4900	14165	US Alliance Lfe & Security Co	ND	269,919	0.012%	99.853%
	61212	Baltimore Life Ins Co	MD	250,000	0.011%	99.865%
473	60399	American Family Life Ins Co	WI	217,291	0.010%	99.875%
5016	64904	Investors Heritage Life Ins Co	KY	214,563	0.010%	99.884%
	56332	First Cath Slovak Ladies Assn USA	OH	207,359	0.010%	99.894%
	57657	Royal Neighbors Of Amer	IL	204,998	0.009%	99.903%
435	93661	Annuity Investors Life Ins Co	OH	203,061	0.009%	99.913%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	181,087	0.008%	99.921%
	93777	Revol One Ins Co	MI	156,305	0.007%	99.928%
7	63258	Federated Life Ins Co	MN	126,000	0.006%	99.934%
451	71870	Fidelity Security Life Ins Co	MO	120,463	0.006%	99.939%
12	70106	United States Life Ins Co in the Cit	NY	115,216	0.005%	99.945%
4925	65595	Lincoln Benefit Life Co	NE	114,739	0.005%	99.950%
	58033	Knights Of Columbus	CT	100,000	0.005%	99.955%
315	67148	Occidental Life Ins Co Of NC	TX	80,877	0.004%	99.958%
4734	80942	Venerable Ins & Ann Co	IA	78,346	0.004%	99.962%
836	99937	Columbus Life Ins Co	OH	73,840	0.003%	99.965%
280	61190	Auto Owners Life Ins Co	MI	72,399	0.003%	99.969%
	16755	Ceres Life Ins Co	TX	60,000	0.003%	99.971%
836	65242	Lafayette Life Ins Co	OH	58,594	0.003%	99.974%
	66214	Heartland Natl Life Ins Co	IN	54,214	0.002%	99.977%
4824	61115	Atlantic Coast Life Ins Co	SC	51,068	0.002%	99.979%
	57142	Sons Of Norway	MN	49,996	0.002%	99.981%
869	93742	Securian Life Ins Co	MN	41,585	0.002%	99.983%
4011	65536	Genworth Life & Ann Ins Co	VA	40,000	0.002%	99.985%
1117	85189	Western United Life Ins Co	TX	37,676	0.002%	99.987%
5024	86630	Fortitude Life Ins & Ann Co	AZ	36,667	0.002%	99.988%
588	65129	Kansas City Life Ins Co	MO	34,684	0.002%	99.990%
315	68594	American Amicable Life Ins Co Of TX	TX	29,553	0.001%	99.991%
4832	67105	Reliastar Life Ins Co	MN	29,480	0.001%	99.993%
4616	57991	Everence Assn Inc	IN	28,600	0.001%	99.994%
244	76236	The Cincinnati Life Ins Co	OH	27,743	0.001%	99.995%
	62928	EMC Natl Life Co	IA	26,350	0.001%	99.996%
4824	68802	Sentinel Security Life Ins Co	UT	18,327	0.001%	99.997%
1211	66583	National Guardian Life Ins Co	WI	13,405	0.001%	99.998%
619	67911	Pioneer Mut Life Ins Co	ND	10,600	0.000%	99.998%
	64580	Illinois Mut Life Ins Co	IL	10,542	0.000%	99.999%
	64505	Homesteaders Life Co	IA	8,918	0.000%	99.999%
4734	68039	Athene Ann & Life Assur Co of NY	NY	7,020	0.000%	100.000%

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212	63177	Farmers New World Life Ins Co	WA	6,775	0.000%	100.000%
	57568	1891 Financial Life	IL	5,345	0.000%	100.000%
	56480	Wsa Fraternal Life	CO	5,000	0.000%	100.000%
4752	60227	Trinity Life Ins Co	OK	4,800	0.000%	100.001%
290	92916	United Amer Ins Company	NE	4,775	0.000%	100.001%
	56456	United States Letter Carriers Mut Be	TN	4,374	0.000%	100.001%
3527	60836	American Republic Ins Co	IA	4,086	0.000%	100.001%
306	70408	Union Security Ins Co	IA	3,851	0.000%	100.001%
315	91693	IA Amer Life Ins Co	TX	3,063	0.000%	100.002%
3527	71480	Great Western Ins Co	IA	2,623	0.000%	100.002%
233	70319	Washington Natl Ins Co	IN	2,200	0.000%	100.002%
5016	11121	Unified Life Ins Co	TX	2,180	0.000%	100.002%
300	65781	Madison Natl Life Ins Co Inc	WI	2,027	0.000%	100.002%
5014	60186	Everlake Life Ins Co	IL	2,000	0.000%	100.002%
707	66087	Mid West Natl Life Ins Co Of TN	TX	2,000	0.000%	100.002%
4877	69566	Trans World Assur Co	NV	1,440	0.000%	100.002%
4736	67814	Nassau Life Ins Co	NY	1,200	0.000%	100.002%
4011	70025	Genworth Life Ins Co	DE	1,200	0.000%	100.002%
	71404	Continental Gen Ins Co	TX	1,014	0.000%	100.002%
306	67989	American Memorial Life Ins Co	IA	945	0.000%	100.002%
	65927	Lincoln Heritage Life Ins Co	IL	928	0.000%	100.002%
	69132	State Mut Ins Company	GA	651	0.000%	100.002%
	57320	Woodmen World Life Ins Soc	NE	600	0.000%	100.002%
	58068	Independent Order Of Foresters Us Br	TX	600	0.000%	100.003%
	60542	American Home Life Ins Co	KS	300	0.000%	100.003%
525	67539	Pan Amer Life Ins Co	LA	300	0.000%	100.003%
449	66540	National Farmers Union Life Ins Co	TX	275	0.000%	100.003%
4862	71439	Assurity Life Ins Co	NE	240	0.000%	100.003%
449	87645	United Fidelity Life Ins Co	TX	180	0.000%	100.003%
687	64211	Guarantee Trust Life Ins Co	NE	148	0.000%	100.003%
4750	65919	Primerica Life Ins Co	TN	120	0.000%	100.003%
	70130	Universal Guar Life Ins Co	OH	80	0.000%	100.003%
4639	93572	RGA Reins Co	MO	(56,476)	-0.003%	100.000%
		170 Companies in Report		2,178,743,030	100%	100%