

Market Share Life & Annuity

Year: 2025			State: SD	Codelist Basis: Licensed		
Line of Business: Individual			Premium Type: Annuity			
Group Code	Cocode	Company Name	Dom	Direct Premiums Written	Market Share	Cumulative Market Share
826	91596	New York Life Ins & Ann Corp	DE	137,121,956	10.573%	10.573%
	56014	Thrivent Financial For Lutherans	WI	101,968,146	7.862%	18.435%
4734	61689	Athene Ann & Life Co	IA	93,537,974	7.212%	25.647%
918	65056	Jackson Natl Life Ins Co	MI	52,506,386	4.048%	29.696%
761	90611	Allianz Life Ins Co Of N Amer	MN	50,938,511	3.928%	33.623%
304	79227	Pruco Life Ins Co	AZ	45,661,497	3.521%	37.144%
12	60488	American Gen Life Ins Co	TX	43,009,669	3.316%	40.460%
20	65676	Lincoln Natl Life Ins Co	IN	42,570,989	3.282%	43.743%
140	66869	Nationwide Life Ins Co	OH	40,343,509	3.111%	46.853%
4	65005	RiverSource Life Ins Co	MN	33,774,536	2.604%	49.458%
3891	91642	Forethought Life Ins Co	IN	32,949,224	2.541%	51.998%
4794	79065	Delaware Life Ins Co	DE	32,899,359	2.537%	54.535%
4965	78077	Equitable Financial Life Ins Co of A	AZ	31,322,028	2.415%	56.950%
	57541	Modern Woodmen Of Amer	IL	30,238,376	2.332%	59.281%
670	63274	Fidelity & Guar Life Ins Co	IA	29,971,812	2.311%	61.592%
431	66044	Midland Natl Life Ins Co	IA	29,437,804	2.270%	63.862%
4932	87726	Brighthouse Life Ins Co	DE	29,047,247	2.240%	66.102%
5094	62510	Equitrust Life Ins Co	AZ	23,993,359	1.850%	67.952%
709	67466	Pacific Life Ins Co	NE	23,976,421	1.849%	69.801%
332	61271	Principal Life Ins Co	IA	23,579,540	1.818%	71.619%
408	60739	American Natl Ins Co	TX	20,267,681	1.563%	73.181%
458	68136	Protective Life Ins Co	NE	20,059,414	1.547%	74.728%
4855	68608	Symetra Life Ins Co	IA	19,627,240	1.513%	76.241%
	67423	Aspida Life Ins Co	MI	16,939,553	1.306%	77.547%
435	63312	MassMutual Ascend Life Ins Co	OH	16,262,922	1.254%	78.801%
860	67091	Northwestern Mut Life Ins Co	WI	16,112,465	1.242%	80.044%
435	65935	Massachusetts Mut Life Ins Co	MA	15,482,532	1.194%	81.238%
200	69663	USAA Life Ins Co	TX	13,946,098	1.075%	82.313%
408	92738	American Equity Invest Life Ins Co	IA	13,767,904	1.062%	83.374%
826	66915	New York Life Ins Co	NY	11,852,979	0.914%	84.288%
431	66974	North Amer Co Life & Hlth Ins	IA	11,383,898	0.878%	85.166%
300	64513	Horace Mann Life Ins Co	IL	10,896,839	0.840%	86.006%
4890	68675	Security Benefit Life Ins Co	KS	10,801,568	0.833%	86.839%
3098	68381	Reliance Standard Life Ins Co	IL	10,787,786	0.832%	87.671%
140	92657	Nationwide Life & Ann Ins Co	OH	9,758,822	0.752%	88.423%
4719	60250	AmFirst Ins Co	OK	9,605,119	0.741%	89.164%
4988	68446	Oceanview Life & Annuity Co	AL	9,402,248	0.725%	89.889%
836	92622	Western Southern Life Assur Co	OH	9,329,110	0.719%	90.608%
408	13183	Eagle Life Ins Co	IA	8,522,851	0.657%	91.265%
5086	15313	Investors Preferred Life Ins Co	SD	8,508,797	0.656%	91.921%
4888	62952	SILAC Ins Co	IN	8,239,187	0.635%	92.557%
4736	93734	Nassau Life & Ann Co	CT	5,768,037	0.445%	93.002%

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261	69868	United Of Omaha Life Ins Co	NE	5,100,357	0.393%	93.395%
4925	64238	Guaranty Income Life Ins Co	IA	4,592,866	0.354%	93.749%
233	61263	Bankers Life & Cas Co	IL	4,280,451	0.330%	94.079%
513	63088	Farm Bureau Life Ins Co	IA	4,122,832	0.318%	94.397%
4794	83607	Clear Spring Life & Ann Co	DE	3,995,461	0.308%	94.705%
	69345	Teachers Ins & Ann Assoc Of Amer	NY	3,963,232	0.306%	95.010%
429	78778	Guardian Ins & Ann Co Inc	DE	3,741,714	0.289%	95.299%
1348	69019	Standard Ins Co	OR	3,350,340	0.258%	95.557%
5038	67253	American Life & Security Corp	NE	3,114,082	0.240%	95.797%
943	61301	Ameritas Life Ins Corp	NE	3,086,093	0.238%	96.035%
	60445	Sagicor Life Ins Co	TX	2,945,443	0.227%	96.262%
4925	69973	United Life Ins Co	IA	2,787,561	0.215%	96.477%
981	93696	Fidelity Investments Life Ins Co	UT	2,700,481	0.208%	96.686%
449	61999	Americo Fin Life & Ann Ins Co	TX	2,618,904	0.202%	96.888%
468	86231	Transamerica Life Ins Co	IA	2,581,304	0.199%	97.087%
	67180	Ohio State Life Ins Co	TX	2,499,299	0.193%	97.279%
140	64017	Jefferson Natl Life Ins Co	TX	2,480,007	0.191%	97.471%
306	86126	Members Life Ins Co	IA	2,311,016	0.178%	97.649%
	69272	Ibexis Life & Ann Ins Co	MO	2,220,350	0.171%	97.820%
	56685	GBU Financial Life	PA	2,159,503	0.167%	97.986%
4996	78093	Upstream Life Ins Co	TX	2,053,362	0.158%	98.145%
176	69108	State Farm Life Ins Co	IL	2,022,985	0.156%	98.301%
4794	15691	Gainbridge Life Ins Co	DE	1,929,600	0.149%	98.450%
	58017	BetterLife	WI	1,791,019	0.138%	98.588%
634	65528	Life Ins Co Of The Southwest	TX	1,789,070	0.138%	98.726%
	56030	Trusted Fraternal Life	WI	1,486,148	0.115%	98.840%
869	66168	Minnesota Life Ins Co	MN	1,199,450	0.092%	98.933%
619	69116	State Life Ins Co	IN	1,193,065	0.092%	99.025%
5079	65951	Merit Life Ins Co	OK	1,153,862	0.089%	99.114%
704	67172	Augustar Life Ins Co	OH	1,121,337	0.086%	99.200%
4965	62944	Equitable Financial Life Ins Co	NY	1,099,050	0.085%	99.285%
801	99775	Funeral Directors Life Ins Co	TX	1,026,980	0.079%	99.364%
850	67644	Penn Mut Life Ins Co	PA	811,722	0.063%	99.427%
836	74780	Integrity Life Ins Co	OH	708,425	0.055%	99.481%
12	70238	Variable Ann Life Ins Co	TX	478,185	0.037%	99.518%
	57487	Catholic Order Of Foresters	IL	454,963	0.035%	99.553%
	84174	ELCO Mut Life & Ann	IL	419,085	0.032%	99.585%
5062	66850	National Western Life Ins Co	AZ	394,796	0.030%	99.616%
850	93262	Penn Ins & Ann Co	DE	308,629	0.024%	99.640%
574	76112	Oxford Life Ins Co	AZ	306,985	0.024%	99.663%
3436	68543	Liberty Bankers Life Ins Co	OK	301,447	0.023%	99.687%
4900	14165	US Alliance Life & Security Co	ND	269,919	0.021%	99.707%
	61212	Baltimore Life Ins Co	MD	250,000	0.019%	99.727%
473	60399	American Family Life Ins Co	WI	217,291	0.017%	99.743%
5016	64904	Investors Heritage Life Ins Co	KY	214,563	0.017%	99.760%
	56332	First Cath Slovak Ladies Assn USA	OH	207,359	0.016%	99.776%

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	57657	Royal Neighbors Of Amer	IL	204,998	0.016%	99.792%
435	93661	Annuity Investors Life Ins Co	OH	203,061	0.016%	99.807%
904	65838	John Hancock Life Ins Co USA	MI	190,219	0.015%	99.822%
4926	71153	Talcott Resolution Life & Ann Ins Co	CT	181,087	0.014%	99.836%
373	88668	Mutual Of Amer Life Ins Co	NY	164,606	0.013%	99.849%
4926	88072	Talcott Resolution Life Ins Co	CT	163,703	0.013%	99.861%
	93777	Revol One Ins Co	MI	156,305	0.012%	99.873%
169	68810	Sentry Life Ins Co	WI	142,050	0.011%	99.884%
7	63258	Federated Life Ins Co	MN	126,000	0.010%	99.894%
451	71870	Fidelity Security Life Ins Co	MO	120,463	0.009%	99.903%
4925	65595	Lincoln Benefit Life Co	NE	114,739	0.009%	99.912%
	58033	Knights Of Columbus	CT	100,000	0.008%	99.920%
315	67148	Occidental Life Ins Co Of NC	TX	80,877	0.006%	99.926%
4734	80942	Venerable Ins & Ann Co	IA	76,306	0.006%	99.932%
836	99937	Columbus Life Ins Co	OH	73,840	0.006%	99.938%
280	61190	Auto Owners Life Ins Co	MI	72,399	0.006%	99.943%
	16755	Ceres Life Ins Co	TX	60,000	0.005%	99.948%
	66214	Heartland Natl Life Ins Co	IN	54,214	0.004%	99.952%
4824	61115	Atlantic Coast Life Ins Co	SC	51,068	0.004%	99.956%
	57142	Sons Of Norway	MN	49,996	0.004%	99.960%
4011	65536	Genworth Life & Ann Ins Co	VA	40,000	0.003%	99.963%
1117	85189	Western United Life Ins Co	TX	37,676	0.003%	99.966%
5024	86630	Fortitude Life Ins & Ann Co	AZ	36,667	0.003%	99.969%
588	65129	Kansas City Life Ins Co	MO	34,684	0.003%	99.971%
304	68241	Prudential Ins Co Of Amer	NJ	31,001	0.002%	99.974%
315	68594	American Amicable Life Ins Co Of TX	TX	29,553	0.002%	99.976%
241	65978	Metropolitan Life Ins Co	NY	28,796	0.002%	99.978%
4616	57991	Everence Assn Inc	IN	28,600	0.002%	99.981%
244	76236	The Cincinnati Life Ins Co	OH	27,743	0.002%	99.983%
4832	67105	Reliastar Life Ins Co	MN	27,530	0.002%	99.985%
	62928	EMC Natl Life Co	IA	26,350	0.002%	99.987%
3891	84824	Commonwealth Ann & Life Ins Co	MA	26,212	0.002%	99.989%
4824	68802	Sentinel Security Life Ins Co	UT	18,327	0.001%	99.990%
1211	66583	National Guardian Life Ins Co	WI	13,405	0.001%	99.991%
619	67911	Pioneer Mut Life Ins Co	ND	10,600	0.001%	99.992%
	64580	Illinois Mut Life Ins Co	IL	10,542	0.001%	99.993%
	64505	Homesteaders Life Co	IA	8,918	0.001%	99.994%
306	62626	CMFG Life Ins Co	IA	8,600	0.001%	99.994%
4734	68039	Athene Ann & Life Assur Co of NY	NY	7,020	0.001%	99.995%
212	63177	Farmers New World Life Ins Co	WA	6,775	0.001%	99.995%
	57568	1891 Financial Life	IL	5,345	0.000%	99.996%
	56480	Wsa Fraternal Life	CO	5,000	0.000%	99.996%
4752	60227	Trinity Life Ins Co	OK	4,800	0.000%	99.997%
290	92916	United Amer Ins Company	NE	4,775	0.000%	99.997%
	56456	United States Letter Carriers Mut Be	TN	4,374	0.000%	99.997%
3527	60836	American Republic Ins Co	IA	4,086	0.000%	99.998%

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306	70408	Union Security Ins Co	IA	3,851	0.000%	99.998%
315	91693	IA Amer Life Ins Co	TX	3,063	0.000%	99.998%
3527	71480	Great Western Ins Co	IA	2,623	0.000%	99.998%
233	70319	Washington Natl Ins Co	IN	2,200	0.000%	99.998%
5016	11121	Unified Life Ins Co	TX	2,180	0.000%	99.999%
212	90557	Zurich Amer Life Ins Co	IL	2,124	0.000%	99.999%
300	65781	Madison Natl Life Ins Co Inc	WI	2,027	0.000%	99.999%
707	66087	Mid West Natl Life Ins Co Of TN	TX	2,000	0.000%	99.999%
5014	60186	Everlake Life Ins Co	IL	2,000	0.000%	99.999%
4877	69566	Trans World Assur Co	NV	1,440	0.000%	99.999%
836	65242	Lafayette Life Ins Co	OH	1,200	0.000%	99.999%
4736	67814	Nassau Life Ins Co	NY	1,200	0.000%	100.000%
	71404	Continental Gen Ins Co	TX	1,014	0.000%	100.000%
306	67989	American Memorial Life Ins Co	IA	945	0.000%	100.000%
	65927	Lincoln Heritage Life Ins Co	IL	928	0.000%	100.000%
	69132	State Mut Ins Company	GA	651	0.000%	100.000%
	57320	Woodmen World Life Ins Soc	NE	600	0.000%	100.000%
	58068	Independent Order Of Foresters Us Br	TX	600	0.000%	100.000%
	60542	American Home Life Ins Co	KS	300	0.000%	100.000%
525	67539	Pan Amer Life Ins Co	LA	300	0.000%	100.000%
449	66540	National Farmers Union Life Ins Co	TX	275	0.000%	100.000%
449	87645	United Fidelity Life Ins Co	TX	180	0.000%	100.000%
687	64211	Guarantee Trust Life Ins Co	NE	148	0.000%	100.000%
4750	65919	Primerica Life Ins Co	TN	120	0.000%	100.000%
	70130	Universal Guar Life Ins Co	OH	80	0.000%	100.000%
4832	86509	Voya Retirement Ins & Ann Co	CT	13	0.000%	100.000%
		160 Companies in Report		1,296,937,358	100%	100%