

All Annuity Sales

Product Type	1Q24	2Q24	3Q24	4Q24	YTD 2024	1Q25	2Q25	3Q25	4Q25	YTD 2025	Change from Previous Year	Q325 / Q425	2025 Market Share
Multi-Year Guarantee	\$43,780.6	\$41,034.5	\$42,403.8	\$29,124.3	\$156,343.2	\$35,571.5	\$46,051.6	\$43,091.2	\$37,837.6	\$162,551.9	4.0%	-12.2%	36.2%
Traditional Fixed	546.8	506.6	516.8	491.4	2,061.6	504.1	464.2	538.0	574.5	2,080.9	0.9%	6.8%	0.5%
Indexed	29,108.9	32,147.1	36,842.6	31,997.8	130,096.4	27,035.0	32,088.8	32,736.7	34,851.5	126,711.9	-2.6%	6.5%	28.2%
TOTAL Non-Variable Annuity	\$73,436.3	\$73,688.3	\$79,763.2	\$61,613.5	\$288,501.3	\$63,110.6	\$78,604.5	\$76,365.9	\$73,263.6	\$291,344.7	1.0%	-4.1%	64.9%
Structured	13,951.5	15,660.8	16,100.4	17,243.9	62,956.7	16,423.0	18,209.1	19,950.0	21,360.1	75,942.2	20.6%	7.1%	16.9%
Variable	13,146.7	15,318.5	15,098.8	17,806.5	61,370.5	15,926.7	15,386.6	17,596.1	18,766.4	67,675.9	10.3%	6.7%	15.1%
TOTAL Variable Annuity	\$27,098.2	\$30,979.3	\$31,199.3	\$35,050.4	\$124,327.2	\$32,349.7	\$33,595.7	\$37,546.2	\$40,126.5	\$143,618.1	15.5%	6.9%	32.0%
Immediate Income	2,848.5	2,547.7	3,104.5	2,643.6	11,144.2	2,513.1	2,630.8	3,039.4	2,776.7	10,960.0	-1.7%	-8.6%	2.4%
Deferred Income	830.6	830.0	1,200.4	917.1	3,778.1	672.1	701.4	802.3	832.9	3,008.6	-20.4%	3.8%	0.7%
TOTAL Income Annuity	\$3,679.0	\$3,377.7	\$4,304.9	\$3,560.7	\$14,922.3	\$3,185.1	\$3,332.1	\$3,841.8	\$3,609.6	\$13,968.6	-6.4%	-6.0%	3.1%
TOTAL All Annuity	\$104,213.5	\$108,045.3	\$115,267.4	\$100,224.6	\$427,750.8	\$98,645.5	\$115,532.4	\$117,753.8	\$116,999.7	\$448,931.4	5.0%	-0.6%	100.0%

Wink's Sales & Market Report, 4th Quarter, 2025, in millions



Multi-Year Guaranteed Annuity

Sales for the fourth quarter of 2025 were \$37,837 million, compared with sales of \$29,124 million for the fourth quarter of 2024. Fourth quarter MYGA sales were down more than 12% when compared to the previous quarter, and up nearly 30% when compared to the same period last year.

Total 4Q2025 MYGA sales were \$37,837,642,197.

Total 2025 MYGA sales were \$162,551,891,507.

Wink's Sales & Market Report, 4th Quarter, 2025



Multi-year Guaranteed Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Massachusetts Mutual Life Companies
2. Athene USA
3. New York Life
4. Nationwide
5. Corebridge Financial
6. Symetra Financial
7. American National
8. Western-Southern Life Assurance Company
9. Protective Life Companies
10. Pacific Life Companies

LEADERS BY CHANNEL:

Bank- Athene USA
Registered Investment Advisor- Aspida Life
Full Service National Broker Dealer- Massachusetts Mutual Life Companies
Independent Broker Dealer- Prudential
Career- New York Life
Direct Response- Fidelity Investment Life
Independent- American National

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Massachusetts Mutual Life Stable Voyage 3-Year
Bank- Athene Annuity Athene MYG 3 with MVA
Registered Investment Advisor- Security Benefit Life Advanced Choice Annuity 4-Year
Full Service National Broker Dealer- Massachusetts Mutual Life Stable Voyage 3-Year
Independent Broker Dealer- Nationwide Life Nationwide Secure Growth 5-Year
Career- Thrivent Financial MYG 9-Year
Direct Response- Puritan Life Canvas 3-Year
Independent- American National Palladium MYG 5
Fee-Based Overall- Security Benefit Life Advanced Choice Annuity 4-Year

AVERAGE COMMISSION:

The multi-year guaranteed annuity commission received by agent averaged 2.43% of premium for the fourth quarter of 2025; an increase of 0.16% from last quarter.



Fixed Annuity

Sales for the fourth quarter of 2025 were \$574 million, compared to sales of \$491 million for the fourth quarter of 2024. Fourth quarter fixed annuity sales were up nearly 7% when compared to the previous quarter, and up nearly 17% when compared with the same period last year.

Total 4Q2025 fixed annuity sales were \$574,516,344.

Total 2025 fixed annuity sales were \$2,080,887,694.

Wink's Sales & Market Report, 4th Quarter, 2025



Fixed Annuity

THE TOP CARRIERS FOR THE QUARTER:

1. Global Atlantic Financial
2. Equitable Financial
3. CL Life
4. Nationwide
5. CNO Companies
6. EquiTrust
7. Modern Woodmen of America
8. Western-Southern Life Assurance Company
9. National Life Group
10. OneAmerica

LEADERS BY CHANNEL:

Bank- Global Atlantic Financial Group
National Broker Dealer- Nationwide
Independent Broker Dealer- Global Atlantic Financial Group
Career- Equitable Financial
Direct Response- Corebridge Financial
Independent- CL Life

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Forethought Life ForeCare Fixed Annuity
Bank- Forethought Life ForeCare Fixed Annuity
Full Service National Broker Dealer- Western-Southern Life Senior Select 1-Year
Independent Broker Dealer- Forethought Life ForeCare Fixed Annuity
Career- Farm Bureau Life Select IV Fixed Annuity Portfolio 10
Independent- CL Life CL Tarrant Trail

AVERAGE COMMISSION:

The fixed annuity commission received by the agent averaged 5.46% of premium for the fourth quarter of 2025; a trend that is down 0.40% when compared to last quarter.



Indexed Annuity

Sales for the fourth quarter of 2025 were \$34,851 million, compared with sales of \$31,997 million for the fourth quarter of 2024. Fourth quarter indexed annuity sales were up more than 6% when compared to the previous quarter, and up nearly 9% when compared to the same period last year.

Total 4Q2025 indexed annuity sales were \$34,851,459,215.

Total 2025 indexed annuity sales were \$126,711,914,582.

Wink's Sales & Market Report, 4th Quarter, 2025



Indexed Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Athene USA
2. Allianz Life
3. Corebridge Financial
4. Delaware Life
5. Sammons Financial Companies
6. Fidelity & Guaranty Life
7. Nationwide
8. Kuvare Companies
9. American Equity Companies
10. Global Atlantic Financial Group

LEADERS BY CHANNEL:

Bank- Corebridge Financial
Registered Investment Advisor- Massachusetts Mutual Life Companies
Full Service National Broker Dealer- Global Atlantic Financial Group
Independent Broker Dealer- Athene USA
Career- CNO Companies
Independent- Allianz Life

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Allianz Life Allianz Benefit Control+ Annuity
Bank- American General Power Index 5 Plus Annuity
Registered Investment Advisor- MassMutual Ascend Index Protector 5 MVA
Full Service National Broker Dealer- Athene Annuity Athene Ascent Pro 7
Independent Broker Dealer- Athene Annuity Athene Ascent Pro 10
Career- Pruco Life Prudential SurePath Income FIA
Independent- Allianz Life Allianz Benefit Control+ Annuity
Fee-Based Overall- MassMutual Ascend Index Protector 5 MVA

AVERAGE COMMISSION:

The indexed annuity commission received by the agent averaged 6.51% of premium for the fourth quarter of 2025; a trend that is down 0.07% from the prior quarter.



Structured Annuity

Sales for the fourth quarter of 2025 were \$21,360 million compared with sales of \$17,243 million for the fourth quarter of 2024. Fourth quarter structured annuity sales were up more than 7% when compared to the previous quarter, and up nearly 24% when compared to the same period last year. This was a record-setting quarter for structured annuity sales, topping the prior 3rd quarter 2025 record by 7.07%. This was also a record-setting year for structured annuity sales, topping the prior 2024 record by 20.63%.

Total 4Q2025 structured annuity sales were \$21,360,079,006.

Total 2025 structured annuity sales were \$75,942,195,429.

Wink's Sales & Market Report, 4th Quarter, 2025



Structured Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Equitable Financial
2. Allianz Life
3. Jackson National Life
4. Brighthouse Financial
5. Lincoln National Life
6. Prudential
7. RiverSource life
8. Pacific Life Companies
9. Transamerica
10. Corebridge Financial

LEADERS BY CHANNEL:

Bank- Equitable Financial
Registered Investment Advisor- Lincoln National Life
Full Service National Broker Dealer- Allianz Life
Independent Broker Dealer- Allianz Life
Career- Equitable Financial
Independent- Brighthouse Financial

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Equitable Structured Capital Strategies Plus 21
Bank- Equitable Structured Capital Strategies Plus 21
Registered Investment Advisor- Lincoln National Life Lincoln Level Advantage 2 Advisory
Full Service National Broker Dealer- Transamerica Life Structured Index Advantage Annuity
Independent Broker Dealer- Jackson National Jackson Market Link Pro III
Career- Equitable Structured Capital Strategies Plus 21
Independent- Brighthouse Life Shield Level II 3-Year Annuity
Fee-Based Overall- Lincoln National Life Lincoln Level Advantage 2 Advisory



Variable Annuity

Sales for the fourth quarter of 2025 were \$18,766 million, compared with sales of \$17,806 million for the fourth quarter of 2024. Fourth quarter variable annuity sales were up nearly 7% when compared to the previous quarter, and up more than 5% when compared to the same period last year.

Total 4Q2025 variable annuity sales were \$18,766,401,104.

Total 2025 variable annuity sales were \$67,675,876,358.

Wink's Sales & Market Report, 4th Quarter, 2025



Variable Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Jackson National Life
2. Nationwide
3. Equitable Financial
4. Lincoln National Life
5. New York Life
6. Pacific Life Companies
7. Thrivent Financial
8. Fidelity Investments
9. Corebridge Financial
10. Transamerica

LEADERS BY CHANNEL:

Bank- Jackson National Life
Registered Investment Advisor- Nationwide
Full Service National Broker Dealer- Jackson National Life
Independent Broker Dealer- Jackson National Life
Career- New York Life
Direct Response- Fidelity Investments
Independent- Symetra Financial

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Jackson National Perspective II Flexible Premium Variable & Fixed Deferred Annuity
Bank- Jackson National Perspective II Flexible Premium Variable & Fixed Deferred Annuity
Registered Investment Advisor- Jefferson National Life Monument Advisor
Full Service National Broker Dealer- Jackson National Perspective II Flexible Premium Variable & Fixed Deferred Annuity
Independent Broker Dealer- Jackson National Perspective II Flexible Premium Variable & Fixed Deferred Annuity
Career- Financial Equi-Vest (Series 801)
Direct Response- Fidelity Fidelity Personal Retirement Annuity
Fee-Based Overall- Fidelity Fidelity Personal Retirement Annuity



Immediate Income Annuity

Sales for the fourth quarter of 2025 were \$2,776 million, compared with sales of \$2,643 million for the fourth quarter of 2024. Fourth quarter immediate income annuity sales were down nearly 9% when compared to the previous quarter, and up more than 5% when compared to the same period last year.

Total 4Q2025 immediate income annuity sales were \$2,776,747,811.

Total 2025 immediate income annuity sales were \$10,960,009,064.

Wink's Sales & Market Report, 4th Quarter, 2025



Immediate Income Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. New York Life
2. Massachusetts Mutual Life Companies
3. Nationwide
4. Western-Southern Life Assurance Company
5. American National
6. Penn Mutual
7. EquiTrust
8. Integrity Life Companies
9. Athene USA
10. Global Atlantic Financial Group

LEADERS BY CHANNEL:

Bank- New York Life
Registered Investment Advisor- Protective Life
Full Service National Broker Dealer- New York Life
Independent Broker Dealer- Nationwide
Career- New York Life
Direct Response- Puritan Life
Independent- American National



Deferred Income Annuity

Sales for the fourth quarter of 2025 were \$832 million compared with sales of \$917 million for the fourth quarter of 2024. Fourth quarter deferred income annuity sales were up nearly 4% when compared to the previous quarter, and down more than 9% when compared to the same period last year.

Total 4Q2025 deferred income annuity sales were \$832,859,467.

Total 2025 deferred income annuity sales were \$3,008,609,581.

Wink's Sales & Market Report, 4th Quarter, 2025



Deferred Income Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. New York Life
2. Massachusetts Mutual Life Companies
3. Western-Southern Life Assurance Company
4. Integrity Life Companies
5. Corebridge Financial
6. Global Atlantic Financial Group
7. Mutual of Omaha
8. Thrivent Financial
9. Pacific Life Companies
10. Brighthouse Financial

LEADERS BY CHANNEL:

Bank- New York Life
Registered Investment Advisor- Integrity Life Companies
Full Service National Broker Dealer- Massachusetts Mutual Life Companies
Independent Broker Dealer- Integrity Life Companies
Career- New York Life
Direct Response- Corebridge Financial
Independent- Integrity Life Companies



Wink anticipates compiling first quarter 2026's sales with a release date of May 2026.
-sjm

Source: Wink's Sales & Market Report, 4th Quarter, 2025

