

All Annuity Sales

Product Type	1Q25	2Q25	3Q25	4Q25	YTD 2025	1Q26	YTD 2026	1Q25 / 1Q26	2026 Market Share
Multi-Year Guarantee	\$35,571.5	\$46,051.6	\$43,091.2	\$37,842.1	\$162,551.9	\$32,147.9	\$32,147.9	-9.6%	32.3%
Traditional Fixed	504.1	464.2	538.0	570.1	2,080.9	507.0	507.0	0.6%	0.5%
Indexed	27,035.0	32,088.8	32,736.7	33,942.3	126,711.9	26,553.5	26,553.5	-1.8%	26.7%
TOTAL Non-Variable Annuity	\$63,110.6	\$78,604.5	\$76,365.9	\$72,354.5	\$291,344.7	\$59,208.4	\$59,208.4	-6.2%	59.6%
Structured	16,423.0	18,209.1	19,950.0	21,360.1	75,942.2	20,390.2	20,390.2	24.2%	20.5%
Variable	15,926.7	15,386.6	17,596.1	18,766.4	67,675.9	17,066.8	17,066.8	7.2%	17.2%
TOTAL Variable Annuity	\$32,349.7	\$33,595.7	\$37,546.2	\$40,126.5	\$143,618.1	\$37,457.0	\$37,457.0	15.8%	37.7%
Immediate Income	2,513.1	2,630.8	3,039.4	2,776.7	10,960.0	2,213.8	2,213.8	-11.9%	2.2%
Deferred Income	672.1	701.4	802.3	832.9	3,008.6	531.4	531.4	-20.9%	0.5%
TOTAL Income Annuity	\$3,185.1	\$3,332.1	\$3,841.8	\$3,609.6	\$13,968.6	\$2,745.1	\$2,745.1	-13.8%	2.8%
TOTAL All Annuity	\$98,645.5	\$115,532.4	\$117,753.8	\$116,090.6	\$448,022.3	\$99,410.6	\$99,410.6	0.78%	100.0%

Wink's Sales & Market Report, 1st Quarter, 2026, in millions



Multi-Year Guaranteed Annuity

Sales for the first quarter of 2026 were \$32,147 million, compared with sales of \$35,577 million for the first quarter of 2025. First quarter MYGA sales were down more than 15% when compared to the previous quarter, and down nearly 10% when compared to the same period last year.

Total 1Q2026 MYGA sales were \$32,147,920,202.

Wink's Sales & Market Report, 1st Quarter, 2026



Multi-year Guaranteed Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Athene USA
2. New York Life
3. Symetra Financial
4. Nationwide
5. Corebridge Financial
6. Massachusetts Mutual Life Companies
7. Brookfield Wealth Solutions
8. Protective Life Companies
9. Pacific Life Companies
10. Security Benefit Life

LEADERS BY CHANNEL:

Bank- Athene USA
Registered Investment Advisor- Kuvare Companies
Full Service National Broker Dealer- New York Life
Independent Broker Dealer- Protective Life Companies
Career- New York Life
Direct Response- Puritan Life
Independent- Brookfield Wealth Solutions

Wink's Sales & Market Report, 1st Quarter, 2026

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Nationwide Life Nationwide Secure Growth 5-Year
Bank- Athene Annuity Athene MYG 3 with MVA
Registered Investment Advisor- Guaranty Income Life Guaranty Rate Lock 5-Year
Full Service National Broker Dealer- Nationwide Life Nationwide Secure Growth 5-Year
Independent Broker Dealer- Protective Life Protective Secure Saver 5-Year
Career- Thrivent Financial MYG 9-Year
Direct Response- Puritan Life Canvas 3-Year
Independent- AmFirst Insurance Company Waypoint MYGA 5
Fee-Based Overall- Midland National Life Oak ADVantage 5-Year

AVERAGE COMMISSION:

The multi-year guaranteed annuity commission received by agent averaged 2.19% of premium for the first quarter of 2026; a decline of 0.24% from last quarter.



Fixed Annuity

Sales for the first quarter of 2026 were \$506 million, compared to sales of \$497 million for the first quarter of 2025. First quarter fixed annuity sales were down more than 11% when compared to the previous quarter, and up nearly 2% when compared with the same period last year.

Total 1Q2026 fixed annuity sales were \$506,981,365.



Fixed Annuity

THE TOP CARRIERS FOR THE QUARTER:

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

LEADERS BY CHANNEL:

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

Wink's Sales & Market Report, 1st Quarter, 2026

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Forethought Life ForeCare Fixed Annuity
Bank- Forethought Life ForeCare Fixed Annuity
Full Service National Broker Dealer- Nationwide Nationwide CareMatters Annuity
Independent Broker Dealer- Forethought Life ForeCare Fixed Annuity
Career- Farm Bureau Life Select IV Fixed Annuity Portfolio 10
Independent- EquiTrust ChoiceFour with Liquidity Rider

AVERAGE COMMISSION:

The fixed annuity commission received by the agent averaged 5.61% of premium for the first quarter of 2026; a trend that is up 0.15% when compared to last quarter.



Indexed Annuity

Sales for the first quarter of 2026 were \$26,553 million, compared with sales of \$27,035 million for the first quarter of 2025. First quarter indexed annuity sales were down nearly 22% when compared to the previous quarter, and down nearly 2% when compared to the same period last year.

Total 1Q2026 indexed annuity sales were \$26,553,510,113.

Wink's Sales & Market Report, 1st Quarter, 2026



Indexed Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Athene USA
2. Corebridge Financial
3. Allianz Life
4. Brookfield Wealth Solutions
5. Sammons Financial Companies
6. Delaware Life
7. Fidelity & Guaranty Life
8. Massachusetts Mutual Life Companies
9. Nationwide
10. Global Atlantic Financial Group

LEADERS BY CHANNEL:

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

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Fidelity and Guaranty Life Safe Income Advantage
Bank- American General Power Index 5 Plus Annuity
Registered Investment Advisor- MassMutual Ascend Index Protector 5 MVA
Full Service National Broker Dealer- Jackson National Life Jackson Income Assurance 7
Independent Broker Dealer- Athene Annuity Athene Ascent Pro 10
Career- Pruco Life Prudential SurePath Income FIA
Independent- Fidelity and Guaranty Life Safe Income Advantage
Fee-Based Overall- MassMutual Ascend Index Protector 5 MVA

AVERAGE COMMISSION:

The indexed annuity commission received by the agent averaged 6.54% of premium for the first quarter of 2026; a trend that is up 0.03% from the prior quarter



Structured Annuity

Sales for the first quarter of 2026 were \$20,390 million compared with sales of \$16,423 million for the first quarter of 2025. First quarter structured annuity sales were down nearly 5% when compared to the previous quarter, and up more than 24% when compared to the same period last year.

Total 1Q2026 structured annuity sales were \$20,390,223,565.

Wink's Sales & Market Report, 1st Quarter, 2026



Structured Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

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

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- Lincoln National Life

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- Allianz Life Allianz Index Advantage+ NF VA
Independent Broker Dealer- Jackson National Jackson Market Link Pro III
Career- Equitable Structured Capital Strategies Plus 21
Independent- Lincoln National Life Lincoln Level Advantage 2 B Share
Fee-Based Overall- Lincoln National Life Lincoln Level Advantage 2 Advisory



Variable Annuity

Sales for the first quarter of 2026 were \$17,066 million, compared with sales of \$15,926 million for the first quarter of 2025. First quarter variable annuity sales were down more than 9% when compared to the previous quarter, and up more than 7% when compared to the same period last year.

Total 1Q2026 variable annuity sales were \$17,066,814,059.

Wink's Sales & Market Report, 1st Quarter, 2026



Variable Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

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

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- Lincoln National Life

Wink's Sales & Market Report, 1st Quarter, 2026

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- Thrivent Financial Retirement Choice VA
Direct Response- Fidelity Fidelity Personal Retirement Annuity
Independent- Lincoln National Life Lincoln ChoicePlus Assurance Series B
Fee-Based Overall- Fidelity Choice Plus Personal Retirement Annuity



Immediate Income Annuity

Sales for the first quarter of 2026 were \$2,213 million, compared with sales of \$2,513 million for the first quarter of 2025. First quarter immediate income annuity sales were down more than 20% when compared to the previous quarter, and down nearly 12% when compared to the same period last year.

Total 1Q2026 immediate income annuity sales were \$2,213,766,200.

Wink's Sales & Market Report, 1st Quarter, 2026



Immediate Income Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. New York Life
2. Massachusetts Mutual Life Companies
3. Penn Mutual
4. Nationwide
5. Brookfield Wealth Solutions
6. EquiTrust
7. Global Atlantic Financial Group
8. Pacific Life Companies
9. Mutual of Omaha
10. Athene USA

LEADERS BY CHANNEL:

Bank- New York Life
Registered Investment Advisor- Jackson National Life
Full Service National Broker Dealer- New York Life
Independent Broker Dealer- Nationwide
Career- New York Life
Direct Response- Puritan Life
Independent- Brookfield Wealth Solutions

Wink's Sales & Market Report, 1st Quarter, 2026



Deferred Income Annuity

Sales for the first quarter of 2026 were \$531 million compared with sales of \$672 million for the first quarter of 2025. First quarter deferred income annuity sales were down more than 36% when compared to the previous quarter, and down nearly 21% when compared to the same period last year.

Total 1Q2026 deferred income annuity sales were \$531,366,994.

Wink's Sales & Market Report, 1st Quarter, 2026



Deferred Income Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

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

LEADERS BY CHANNEL:

Bank- New York Life

Registered Investment Advisor- Integrity Life Companies

Full Service National Broker Dealer- Western-Southern Life Assurance Company

Independent Broker Dealer- Integrity Life Companies

Career- New York Life

Independent- Symetra Financial

Wink's Sales & Market Report, 1st Quarter, 2026



Wink anticipates compiling second quarter 2026's sales with a release date of August 2026.
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Wink's Sales & Market Report, 1st Quarter, 2026

