

All Non-Variable Universal Life Insurance Sales

1st Quarter, 2026 Company Rankings

Rank	Company	Universal Life	Company	Indexed Life
1	Nationwide	\$14,925	National Life Group	\$116,710
2	Pacific Life Companies	10,493	Pacific Life Companies	82,905
3	John Hancock	5,340	John Hancock	71,548
4	Protective Life Companies	3,791	Nationwide	60,984
5	Penn Mutual	3,204	Fidelity and Guaranty Life	44,379
6	Massachusetts Mutual Life Companies	3,105	Sammons Financial Companies	40,242
7	Prudential	2,606	Allianz Life	38,287
8	Thrivent Financial	2,386	Mutual of Omaha	37,842
9	Modern Woodmen	1,948	Lincoln National Life	30,703
10	Farm Bureau Life	1,669	Americo	23,354
	Top 10	\$49,467	Top 10	\$546,954
	Total Industry	\$65,212	Total Industry	\$789,576
	Top 10 Market Share	76%	Top 10 Market Share	69%
	Total Non-Variable Universal Life Insurance	\$851,959		
	Total Universal Life Insurance	\$1,168,099		
	Total All Life Insurance	\$2,941,022		

Wink's Sales & Market Report, 1st Quarter, 2026, target premium in thousands

Indexed Life Total Industry sales include indexed whole life sales

Single Premium sales are counted at 10%

Total All Life Insurance includes restated whole life sales as of 6/11/2026

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All Variable Universal Life Insurance Sales

1st Quarter, 2026 Company Rankings

Rank	Company	VUL
1	Prudential	\$114,699
2	Pacific Life Companies	32,330
3	Nationwide	20,932
4	RiverSource Life	19,989
5	John Hancock	18,372
6	Lincoln National Life	12,986
7	Penn Mutual	10,452
8	Securian Financial	9,464
9	Protective Life Companies	7,295
10	Thrivent Financial	7,233
Top 10		\$253,752
Total Industry		\$316,140
Top 10 Market Share		80%
Total Universal Life Insurance		\$1,168,099
Total All Life Insurance		\$2,941,022

Wink's Sales & Market Report, 1st Quarter, 2026, target premium in thousands
Total All Life Insurance includes restated whole life sales as of 6/11/2026



Whole Life Insurance Sales

1st Quarter, 2026 Company Rankings

Rank	Company	Whole Life
1	Massachusetts Mutual Life Companies	\$122,281
2	Mutual of Omaha	87,579
3	Americo	63,279
4	Corebridge Financial	32,284
5	Royal Neighbors	30,422
6	Penn Mutual	14,938
7	CNO Companies	9,783
8	Lafayette Life	8,988
9	Securian Financial	7,660
10	OneAmerica	6,878
Top 10		\$384,093
Total Industry		\$1,248,249
Top 10 Market Share		31%
Total All Life Insurance		\$2,941,022

Wink's Sales & Market Report, 1st Quarter, 2026, in thousands, includes restated whole life sales as of 6/11/2026
Whole Life sales include interest-sensitive whole life sales
Single Premium sales are counted at 10%



Term Life Insurance Sales

1st Quarter, 2026 Company Rankings

Rank	Company	Term Life
1	Prudential	\$34,124
2	Pacific Life Companies	26,833
3	Protective Life Companies	24,569
4	Corebridge Financial	23,006
5	National Life Group	17,341
6	Massachusetts Mutual Life Companies	16,702
7	Lincoln National Life	15,638
8	Penn Mutual	9,251
9	Sammons Financial Companies	8,157
10	Mutual of Omaha	7,905
Top 10		\$183,525
Total Industry		\$521,845
Top 10 Market Share		35%
Total All Life Insurance		\$2,941,022

Wink's Sales & Market Report, 1st Quarter, 2026, in thousands
Total All Life Insurance includes restated whole life sales as of 6/11/2026



Underwriting companies that are combined in the sales results are:

- Allianz: Allianz Life of North America & Allianz Life of NY
- Corebridge Financial: American General Life Insurance Co. & The United States Life Insurance Co. in the City of NY
- CNO Companies: Bankers Life and Casualty Company
- John Hancock: John Hancock Life Insurance Company (USA) & John Hancock Life Insurance Company of New York
- Lincoln National Life: Lincoln National Life Insurance Company & Lincoln Life & Annuity Company of NY
- Mutual of Omaha: United of Omaha Life Insurance Company
- National Life Group: Life Insurance Company of the Southwest & National Life Insurance Company
- Nationwide: Nationwide Life & Annuity Insurance Company, Nationwide Life Insurance Company, & Jefferson National Life Insurance Company
- OneAmerica: American United Life Insurance Company & The State Life Insurance Company
- Penn Mutual: Penn Insurance and Annuity Company & Penn Mutual Life Insurance Company
- Protective Life Companies: Protective Life Insurance Company & Protective Life and Annuity Insurance Company
- Prudential: Pruco Life Insurance Company of New Jersey & Pruco Life Insurance Company
- RiverSource Life: RiverSource Life Insurance Company & RiverSource Life Insurance Company of NY
- Sammons Financial Companies: Midland National Life Insurance Company & North American Company for Life and Health
- Securian Financial: Minnesota Life Insurance Company & Securian Life Insurance Company

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

