

All Annuity Sales

Product Type	1Q25	2Q25	3Q25	4Q25	YTD 2025	Full Year 2025	1Q26	2Q26	YTD 2026	2Q26/1Q26	2Q26/2Q25	Change from Previous YTD	2026 YTD Market Share
Multi-Year Guarantee	\$35,571.5	\$46,051.6	\$43,091.2	\$37,842.1	\$81,623.1	\$162,551.9	\$32,147.6	\$37,558.5	\$69,706.1	16.8%	-18.4%	-14.6%	32.9%
Traditional Fixed	504.1	464.2	538.0	570.1	\$968.3	2,080.9	507.3	570.5	\$1,077.8	12.5%	22.9%	11.3%	0.5%
Indexed	27,035.0	32,088.8	32,736.7	33,942.3	\$59,123.8	126,711.9	26,553.5	30,932.9	\$57,486.4	16.5%	-3.6%	-2.8%	27.1%
TOTAL Non-Variable Annuity	\$63,110.6	\$78,604.5	\$76,365.9	\$72,354.5	\$141,715.2	\$291,344.7	\$59,208.4	\$69,061.9	\$128,270.3	16.6%	-12.1%	-9.5%	60.5%
Structured	16,423.0	18,209.1	19,950.0	21,360.1	34,632.1	75,942.2	20,390.2	22,108.8	42,499.0	8.4%	21.4%	22.7%	20.0%
Variable	15,926.7	15,386.6	17,596.1	18,766.4	31,313.3	67,675.9	17,066.8	17,875.5	34,942.3	4.7%	16.2%	11.6%	16.5%
TOTAL Variable Annuity	\$32,349.7	\$33,595.7	\$37,546.2	\$40,126.5	\$65,945.4	\$143,618.1	\$37,457.0	\$39,984.3	\$77,441.3	6.7%	19.0%	17.4%	36.5%
Immediate Income	2,513.1	2,630.8	3,039.4	2,776.7	5,143.8	10,960.0	2,213.8	2,841.6	5,055.4	28.4%	8.0%	-1.7%	2.4%
Deferred Income	672.1	701.4	802.3	832.9	1,373.4	3,008.6	531.4	821.7	531.4	54.6%	17.2%	-61.3%	0.3%
TOTAL Income Annuity	\$3,185.1	\$3,332.1	\$3,841.8	\$3,609.6	\$6,517.3	\$13,968.6	\$2,745.1	\$3,663.4	\$5,586.8	-73.8%	9.9%	-14.3%	2.6%
TOTAL All Annuity	\$98,645.5	\$115,532.4	\$117,753.8	\$116,090.6	\$214,177.9	\$448,022.3	\$99,410.6	\$112,709.5	\$212,120.1	13.38%	-2.44%	-1.0%	100.0%

Wink's Sales & Market Report, 2nd Quarter, 2026, in millions



Multi-Year Guaranteed Annuity

Sales for the second quarter of 2026 were \$37,558 million, compared with sales of \$46,049 million for the second quarter of 2025. Second quarter MYGA sales were up nearly 17% when compared to the previous quarter, but down more than 18% when compared to the same period last year.

Total 2Q2026 MYGA sales were \$37,558,517,593.

Wink's Sales & Market Report, 2nd Quarter, 2026



Multi-year Guaranteed Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

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

LEADERS BY CHANNEL:

Bank- Athene USA
Registered Investment Advisor- Sammons Financial Companies
Full Service National Broker Dealer- New York Life
Independent Broker Dealer- Nationwide
Career- New York Life
Direct Response- Puritan Life
Independent- Axonic Insurance

TOP SELLING PRODUCTS BY CHANNEL:

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

AVERAGE COMMISSION:

The multi-year guaranteed annuity commission received by agent averaged 2.24% of premium for the second quarter of 2026; a decline of 0.05% from last quarter.



Fixed Annuity

Sales for the second quarter of 2026 were \$570 million, compared to sales of \$462 million for the second quarter of 2025. Second quarter fixed annuity sales were up more than 12% when compared to the previous quarter, and up more than 23% when compared with the same period last year.

Total 2Q2026 fixed annuity sales were \$570,515,189.



Fixed Annuity

THE TOP CARRIERS FOR THE QUARTER:

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

LEADERS BY CHANNEL:

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

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Nationwide Nationwide CareMatters Annuity
Bank- Nationwide Nationwide CareMatters Annuity
Full Service National Broker Dealer- Western-Southern Life Senior Select 1-Year
Independent Broker Dealer- Nationwide CareMatters Annuity
Career- State Life Annuity Care II
Independent- EquiTrust ChoiceFour with Liquidity Rider

AVERAGE COMMISSION:

The fixed annuity commission received by the agent 5.67% of premium for the second quarter of 2026; a trend that is up 0.06% when compared to last quarter.

Wink's Sales & Market Report, 2nd Quarter, 2026



Indexed Annuity

Sales for the second quarter of 2026 were \$30,932 million, compared with sales of \$32,088 million for the second quarter of 2025. Second quarter indexed annuity sales were up more than 16% when compared to the previous quarter, but down nearly 4% when compared to the same period last year.

Total 2Q2026 indexed annuity sales were \$30,932,850,146.

Wink's Sales & Market Report, 2nd Quarter, 2026



Indexed Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

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

LEADERS BY CHANNEL:

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

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Athene Annuity Athene Ascent Pro 10
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 222+ Annuity
Fee-Based Overall- MassMutual Ascend Index Protector 5 MVA

AVERAGE COMMISSION:

The indexed annuity commission received by the agent averaged 6.52% of premium for the second quarter of 2026; a trend that is down 0.02% from the prior quarter.



Structured Annuity

Sales for the second quarter of 2026 were \$22,108 million compared with sales of \$18,209 million for the second quarter of 2025. Second quarter structured annuity sales were up more than 8% when compared to the previous quarter, and up more than 21% when compared to the same period last year. This was a record-setting quarter for structured annuity sales, topping the prior 4th quarter 2025 record by 3.51%.

Total 2Q2026 structured annuity sales were \$22,108,757,455.

Wink's Sales & Market Report, 2nd Quarter, 2026



Structured Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

1. Equitable Financial
2. Allianz Life
3. Jackson National Life
4. Prudential
5. Brighthouse Financial
6. Lincoln National Life
7. RiverSource Life
8. Athene USA
9. Pacific Life Companies
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- 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 second quarter of 2026 were \$17,875 million, compared with sales of \$15,386 million for the second quarter of 2025. Second quarter variable annuity sales were up nearly 5% when compared to the previous quarter, and up more than 16% when compared to the same period last year.

Total 2Q2026 variable annuity sales were \$17,875,495,336.

Wink's Sales & Market Report, 2nd Quarter, 2026



Variable Annuity

THE TOP TEN CARRIERS FOR THE QUARTER:

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

LEADERS BY CHANNEL:

Bank- Equitable Financial
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

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Jackson National Perspective II Flexible Premium Variable & Fixed Deferred Annuity
Bank- Equitable Investment Edge 21 Select VA
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- Equitable Financial Equi-Vest (Series 801)
Direct Response- Fidelity Fidelity Personal Retirement Annuity
Independent- Lincoln National Life Lincoln ChoicePlus Assurance Series B
Fee-Based Overall- Jefferson National Life Monument Advisor



Immediate Income Annuity

Sales for the second quarter of 2026 were \$2,841 million, compared with sales of \$2,630 million for the second quarter of 2025. Second quarter immediate income annuity sales were up more than 28% when compared to the previous quarter, and up more than 8% when compared to the same period last year.

Total 2Q2026 immediate income annuity sales were \$2,841,628,241.

Wink's Sales & Market Report, 2nd Quarter, 2026



Immediate 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. Nationwide
5. Penn Mutual
6. Brookfield Wealth Solutions
7. EquiTrust
8. Pacific Life Companies
9. American Century Life
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- Securian Financial
Independent- Brookfield Wealth Solutions

Wink's Sales & Market Report, 2nd Quarter, 2026



Deferred Income Annuity

Sales for the second quarter of 2026 were \$821 million compared with sales of \$701 million for the second quarter of 2025. Second quarter deferred income annuity sales were up nearly 55% when compared to the previous quarter, and up more than 17% when compared to the same period last year.

Total 2Q2026 deferred income annuity sales were \$821,746,022.

Wink's Sales & Market Report, 2nd 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. Global Atlantic Financial Group
6. Corebridge Financial
7. Symetra Financial
8. Thrivent Financial
9. Lincoln National Life
10. OneAmerica

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

Direct Response- New York Life

Independent- Integrity Life Companies

Wink's Sales & Market Report, 2nd Quarter, 2026



Wink anticipates compiling third quarter 2026's sales with a release date of November 2026.
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Wink's Sales & Market Report, 2nd Quarter, 2026

