

All Life Insurance Sales

Product Type	1Q25	2Q25	YTD 2025	3Q25	4Q25	Full Year 2025	1Q26	2Q26	YTD 2026	2Q26/1Q26	2Q26/2Q25	Change from Previous YTD	2026 YTD Market Share
Universal Life	\$79.6	\$69.4	\$149.0	\$72.7	\$88.1	\$309.8	\$65.2	\$65.3	\$130.5	0.1%	-6.0%	-12.5%	2.1%
Indexed Universal Life	765.4	823.1	\$1,588.4	761.9	916.6	4,855.4	786.7	807.5	786.7	2.6%	-1.9%	-50.5%	25.8%
TOTAL All Non-Variable Universal Life	\$845.0	\$892.5	\$1,737.5	\$834.6	\$1,004.7	\$5,165.2	\$852.0	\$872.8	\$917.2	2.4%	-2.2%	-47.2%	27.8%
Variable Universal Life	274.7	292.2	\$566.9	319.3	391.0	1,844.2	316.1	363.9	680.0	15.1%	24.5%	20.0%	11.6%
TOTAL All Universal Life	\$1,119.6	\$1,184.7	\$2,304.4	\$1,153.9	\$1,395.7	\$7,009.4	\$1,168.1	\$1,236.7	\$1,597.3	5.9%	4.4%	-30.7%	39.5%
Whole Life	1,013.3	1,133.6	\$2,146.9	1,098.1	1,289.8	6,681.6	1,248.2	1,340.7	2,588.9	7.4%	18.3%	20.6%	42.8%
Term Life	578.0	622.9	\$1,200.9	574.4	565.3	3,541.5	521.8	553.2	1,075.1	6.0%	-11.2%	-10.5%	17.7%
TOTAL All Life Insurance	\$2,712.9	\$2,943.3	\$5,656.3	\$2,829.0	\$3,250.8	\$17,243.3	\$2,941.0	\$3,134.2	\$5,267.7	6.6%	6.5%	-6.9%	100.0%

*All Life sales includes indexed whole life sales

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



Universal Life

Sales for the second quarter of 2026 were \$65 million, compared with sales of \$69 million for the second quarter of 2025. Second quarter universal life sales were up less than 1% when compared with the previous quarter and down more than 6% as compared to the same period last year.

Total 2Q2026 UL sales were \$65,250,201.

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



Universal Life

THE TOP CARRIERS FOR THE QUARTER:

1. Nationwide
2. Pacific Life Companies
3. Protective Life Companies
4. John Hancock
5. Massachusetts Mutual Life Companies
6. Thrivent Financial
7. Prudential
8. Modern Woodmen
9. Farm Bureau Life
10. Western-Southern Life Assurance Company

PRIMARY PRICING OBJECTIVE:

36.5% of sales were through products with the primary pricing objective of No Lapse Guarantee.

AVERAGE TARGET PREMIUM:

The average universal life target premium reported for the quarter was \$7,207, an increase of nearly 6% from the prior quarter.



Indexed Life

Sales for the second quarter of 2026 were \$811 million, compared with sales of \$825 million for the second quarter of 2025. Second quarter indexed life sales were up nearly 3% when compared with the previous quarter, and down nearly 2% when compared to the same period last year.

Total 2Q2026 indexed life sales were \$811,096,650.

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



Indexed Life

THE TOP CARRIERS FOR THE QUARTER:

1. National Life Group
2. Transamerica
3. Pacific Life Companies
4. John Hancock
5. Nationwide
6. Sammons Financial Companies
7. Mutual of Omaha
8. Fidelity and Guaranty Life
9. Allianz Life
10. Americo

LEADERS BY CHANNEL:

Bank- Pacific Life Companies
Registered Investment Advisor- Mutual of Omaha
National Broker Dealer- Nationwide
Career- National Life Group
Direct Response- Corebridge Financial
Independent- Transamerica

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Transamerica Life Transamerica Financial Foundation IUL II
Bank- Pacific Life Pacific Horizon ECV IUL
Registered Investment Advisor- United of Omaha Professional Advantage IUL
National Broker Dealer- Nationwide's Nationwide IUL Accumulator III
Career- Transamerica Life Transamerica Financial Foundation IUL II
Direct Response- American General Life Protection Extend IUL
Independent- Transamerica Life Transamerica Financial Foundation IUL II

PRIMARY PRICING OBJECTIVE:

72.1% of sales were through products with a primary pricing objective of Cash Accumulation.

AVERAGE TARGET PREMIUM:

The average target premium reported for the quarter was \$12,174, a decline of nearly 6% from the prior quarter.



Variable Universal Life

Sales for the second quarter of 2026 were \$363 million, compared with sales of \$292 million for the second quarter of 2025. Second quarter variable universal life sales were up more than 15% when compared with the previous quarter and up nearly 25% as compared to the same period last year.

Total 2Q2026 variable universal life sales were \$363,907,508.

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



Variable Universal Life

THE TOP CARRIERS FOR THE QUARTER:

1. Prudential
2. Pacific Life Companies
3. John Hancock
4. Nationwide
5. RiverSource Life
6. Lincoln National Life
7. Securian Financial
8. Penn Mutual
9. Thrivent Financial
10. Protective Life Companies

LEADERS BY CHANNEL:

Bank- Pacific Life Companies
Registered Investment Advisor- Nationwide
National Broker Dealer- Nationwide
Independent Broker Dealer- Ameritas
Career- Prudential
Independent- Prudential

TOP SELLING PRODUCTS BY CHANNEL:

Overall- Pruco Life PruLife Custom Premier II
Bank- Pacific Life Pacific Admiral VUL
Registered Investment Advisor- Nationwide Nationwide Advisory VUL
National Broker Dealer- Nationwide VUL Accumulator
Independent Broker Dealer- Ameritas Life Advisor ClearEdge VUL
Career- Pruco Life PruLife Custom Premier II
Independent- Pruco Life PruLife Custom Premier II

PRIMARY PRICING OBJECTIVE:

68.2% of sales were through products with a primary pricing objective of Cash Accumulation.

AVERAGE TARGET PREMIUM:

The average target premium reported for the quarter was \$20,424, a decline of nearly 12% from the prior quarter.



Whole Life

Sales for the second quarter of 2026 were \$1,340 million, compared with sales of \$1,133 million for the second quarter of 2025. Second quarter whole life sales were up more than 7% when compared with the previous quarter, and up more than 18% as compared to the same period last year.

Total 2Q2026 whole life sales were \$1,340,680,021.

Wink's Sales & Market Report, 2nd Quarter, 2026,
Includes restated whole life sales, as of 6/11/2026



Whole Life

THE TOP CARRIERS FOR THE QUARTER:

1. Massachusetts Mutual Life Companies
2. Mutual of Omaha
3. Transamerica
4. Americo
5. Corebridge Financial
6. Royal Neighbors
7. Penn Mutual
8. Securian Financial
9. Lafayette Life
10. CNO Companies

PRIMARY PRICING OBJECTIVE:

69.5% percent of sales were through products with a primary pricing objective of Final Expense.

AVERAGE ANNUAL PREMIUM:

The average annual premium per policy reported for the quarter was \$4,109, an increase of more than 6% from the prior quarter.



Term Life

Sales for the second quarter of 2026 were \$553 million, compared with sales of \$622 million for the second quarter of 2025. Second quarter term life sales were up more than 6% when compared with the previous quarter, but down more than 11% as compared to the same period last year.

Total 2Q2026 term life sales were \$553,230,226.

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



Term Life

THE TOP CARRIERS FOR THE QUARTER:

1. Prudential
2. Pacific Life Companies
3. Protective Life Companies
4. Corebridge Financial
5. National Life Group
6. Massachusetts Mutual Life Companies
7. Transamerica
8. Lincoln National Life
9. Symetra Financial
10. Sammons Financial Companies

AVERAGE ANNUAL PREMIUM:

The average annual premium per policy reported for the quarter was \$2,008, an increase of more than 5% from the previous quarter.



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

