

2023 Financial and Statistical Data

Table E

Wisconsin Market Shares - Top 20



Wisconsin Office of the
COMMISSIONER
OF INSURANCE

Notes to Table D

The financial information was obtained from the National Association of Insurance Commissioners (NAIC) database downloaded on June 5, 2024, for those companies filing electronically with NAIC and annual statements filed with OCI for those companies not filing electronically with NAIC. The tables report the financial position of companies licensed to do business in Wisconsin as of December 31, 2023, and the results of their 2023 operations. Companies in rehabilitation and liquidation may not be included in the financial data.

Table D does not contain financial data for the Other Entities Subject to Limited Regulation. Direct

premiums and deposits for life business reported in Table D include direct premiums written; annuity, deposit, and other considerations; and policyholder dividends. Direct business written in Wisconsin by Domestic Surplus Lines insurers on an unauthorized basis is included in Table D. These premiums were included in the nationwide amounts reported in Tables C and F.

Table D includes non-health premiums written and benefits paid reported for Life insurers filing on the health blank. In Table D, the premiums written were included in Other and benefits paid were included in All Other Benefits due to lack of detail of the information filed.

Explanation of Terms Used in Tables

Wisconsin Operations columns report the direct premiums and losses for Wisconsin-only business for the year.

Nationwide Operations columns report the net premiums and losses for all operations for the year.

Direct Business refers to business for which the insurer issued an insurance policy and accepted the premium.

Net business is direct business plus reinsurance assumed and less reinsurance ceded.

Reinsurance is the transfer of risk between insurance companies. Almost all direct writing companies use reinsurance to transfer a portion of the risk associated with their direct policies. Reinsurance assumed is accepting the risk of other insurers, while reinsurance ceded is transferring the risk to other insurers. Some companies specialize in providing reinsurance to other companies versus writing business directly.

Premium Written is usually defined as premium billed by fire and casualty companies. Rules of life insurance accounting require reporting premiums actually collected. Premium written is a measure of sales activity for the year.

Premium Earned is the result of premiums written in the current and previous years and, in some instances, premiums to be written in the future for current coverages. It is approximately the pro rata portion of the premium charged for each policy for the portion of coverage provided within the calendar year.

Losses Incurred equals losses paid, plus an estimate at the close of the current year of the amounts to be paid in the future for all unsettled claims as of the financial statement date, less the corresponding estimate made at the end of the prior year. If the estimates were exactly correct, then the incurred losses would be the actual cost of all claims arising from coverage provided during the current year. The estimates would also include amounts for IBNR claims (incurred but not reported). Loss adjustment expenses are also included in the losses incurred for nationwide operations of title companies.

Annuity Considerations is revenue received for annuity contracts during the year. The amount corresponds to premiums written on insurance contracts.

Deposits are amounts placed with the insurer that do not incorporate risk from the death or disability

of the policyholder and are more comparable to financial or investment instruments than insurance contracts.

Other Considerations are annuity considerations or other deposits which are not allocated to a specific policy but include an insurable risk.

Net Loss Ratio is equal to net losses incurred plus net loss adjustment expenses incurred, divided by net premiums earned.

Expense Ratio is equal to underwriting expenses divided by net premiums written. The loss ratio is determined based on net premiums earned as losses occur randomly throughout the policy term which matches the period the premiums are earned. The expense ratio is determined using net premiums written, because most underwriting

expenses (commissions, home office underwriting, and clerical expenses) are incurred at the time the policy is written, not evenly throughout the policy term.

Wisconsin Direct Loss Ratio is a pure loss ratio equal to the direct losses incurred divided by the direct premiums earned for Wisconsin business. This ratio does not include Loss Adjustment Expenses. For insurers with small direct premiums earned, this ratio may not be a meaningful representation of their overall operations. Negative losses incurred would result from the company overestimating the cost to settle open claims as of the end of the prior year or the receipt of salvage or other recoveries from claims paid in prior years which were in excess of amounts incurred for the current year claims.

Additional Reports

The Office of the Commissioner of Insurance submits reports to the governor and to the legislature each year providing overviews of the insurance industry, the operations of OCI, and important Financial and Statistical Data on the

insurers doing business in Wisconsin.

These reports can be viewed and downloaded on the OCI website at oci.wi.gov/WIR.

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - INDUSTRIAL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	METROPOLITAN LIFE INS CO	78.0	\$ 444,954
2	UNITED INSURANCE CO OF AMER	21.0	\$ 119,799
3	NATIONAL GUARDIAN LIFE INS CO	0.7	\$ 4,216
4	TRANSAMERICA LIFE INS CO	0.1	\$ 648
5	RELIABLE LIFE INS CO THE	0.1	\$ 539
6	SECURITY NATIONAL LIFE INS CO	0.1	\$ 322
7	WESTERN AND SOUTHERN LIFE INS CO THE	0.0	\$ 217
8	COLUMBIAN MUTUAL LIFE INS CO	0.0	\$ 31
9	LIBERTY BANKERS LIFE INS CO	0.0	\$ 29
10	JACKSON NATIONAL LIFE INS CO	0.0	\$ 11
11	AMERICAN NATIONAL INS CO	0.0	\$ 8
12	UNION SECURITY INS CO	0.0	\$ 7
13	ATHENE ANNUITY & LIFE ASSUR CO	0.0	\$ 6
14	LIBERTY NATIONAL LIFE INS CO	0.0	\$ 3
Subtotal for Top 14 Ranked Insurers		100.0	\$ 570,790
Total for 14 Ranked Insurers Writing This Line		100.0	\$ 570,790

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - WHOLE

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	NORTHWESTERN MUTUAL LIFE INS CO THE	37.8	\$ 361,486,294
2	MASSACHUSETTS MUTUAL LIFE INS CO	5.8	\$ 55,438,840
3	THRIVENT FINANCIAL FOR LUTHERANS	5.5	\$ 52,622,877
4	NEW YORK LIFE INS CO	4.9	\$ 46,542,010
5	AMERICAN FAMILY LIFE INS CO	3.5	\$ 33,330,608
6	AMERICAN INCOME LIFE INS CO	3.5	\$ 33,217,846
7	STATE FARM LIFE & ACCIDENT ASSUR CO	2.9	\$ 27,271,015
8	GUARDIAN LIFE INS CO OF AMER THE	2.4	\$ 22,976,506
9	UNITED OF OMAHA LIFE INS CO	2.2	\$ 21,145,916
10	PENN MUTUAL LIFE INS CO THE	2.0	\$ 19,071,650
11	LAFAYETTE LIFE INS CO THE	1.4	\$ 13,580,701
12	AUGUSTAR LIFE INS CO	1.4	\$ 12,962,384
13	KNIGHTS OF COLUMBUS	1.2	\$ 11,439,408
14	PRUDENTIAL INSURANCE CO OF AMER THE	1.2	\$ 11,391,360
15	CMFG LIFE INS CO	1.2	\$ 11,308,590
16	FORETHOUGHT LIFE INS CO	1.1	\$ 10,775,930
17	METROPOLITAN LIFE INS CO	1.1	\$ 10,579,756
18	GERBER LIFE INS CO	0.9	\$ 8,415,794
19	BANKERS LIFE & CSLTY CO	0.8	\$ 7,646,294
20	MODERN WOODMEN OF AMER	0.8	\$ 7,351,112
Subtotal for Top 20 Ranked Insurers		81.5	\$ 778,554,891
Total for 289 Ranked Insurers Writing This Line		100.0	\$ 955,528,082

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - TERM

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	NORTHWESTERN MUTUAL LIFE INS CO THE	15.7	\$ 83,415,878
2	STATE FARM LIFE & ACCIDENT ASSUR CO	6.3	\$ 33,625,317
3	AMERICAN FAMILY LIFE INS CO	6.0	\$ 32,055,418
4	PRIMERICA LIFE INS CO	5.5	\$ 28,968,298
5	PRUCO LIFE INS CO	5.2	\$ 27,747,581
6	BANNER LIFE INS CO	4.1	\$ 21,705,147
7	THRIVENT FINANCIAL FOR LUTHERANS	4.1	\$ 21,662,289
8	AMERICAN GENERAL LIFE INS CO	3.7	\$ 19,430,280
9	LINCOLN NATIONAL LIFE INS CO THE	3.3	\$ 17,320,740
10	PROTECTIVE LIFE INS CO	2.4	\$ 12,996,685
11	PRINCIPAL NATIONAL LIFE INS CO	2.3	\$ 12,329,118
12	TRANSAMERICA LIFE INS CO	1.8	\$ 9,804,268
13	CINCINNATI LIFE INS CO THE	1.8	\$ 9,626,759
14	GENWORTH LIFE & ANNUITY INS CO	1.8	\$ 9,503,391
15	RELIASTAR LIFE INS CO	1.5	\$ 7,709,893
16	BRIGHTHOUSE LIFE INS CO	1.4	\$ 7,180,404
17	PEKIN LIFE INS CO	1.2	\$ 6,250,328
18	JOHN HANCOCK LIFE INS CO (USA)	1.2	\$ 6,202,730
19	FARM BUREAU LIFE INS CO	1.1	\$ 5,851,883
20	NEW YORK LIFE INS CO	1.1	\$ 5,808,513
Subtotal for Top 20 Ranked Insurers		71.4	\$ 379,194,920
Total for 243 Ranked Insurers Writing This Line		100.0	\$ 531,127,029

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - INDEXED

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	ALLIANZ LIFE INS CO OF NORTH AMER	11.3	\$ 20,238,428
2	PACIFIC LIFE INS CO	10.5	\$ 18,824,362
3	MINNESOTA LIFE INS CO	9.9	\$ 17,706,747
4	NATIONWIDE LIFE & ANNUITY INS CO	8.9	\$ 15,953,190
5	LIFE INSURANCE CO OF THE SOUTHWEST	7.5	\$ 13,522,393
6	FIDELITY & GUARANTY LIFE INS CO	7.4	\$ 13,359,914
7	JOHN HANCOCK LIFE INS CO (USA)	5.0	\$ 9,033,468
8	NORTH AMERICAN CO FOR LIFE & HEALTH INS	5.0	\$ 8,931,908
9	MIDLAND NATIONAL LIFE INS CO	4.5	\$ 8,064,094
10	FARM BUREAU LIFE INS CO	3.8	\$ 6,840,874
11	LINCOLN NATIONAL LIFE INS CO THE	3.8	\$ 6,806,265
12	TRANSAMERICA LIFE INS CO	2.8	\$ 5,017,305
13	ACCORDIA LIFE & ANNUITY CO	2.7	\$ 4,779,003
14	PROTECTIVE LIFE INS CO	2.2	\$ 3,920,981
15	RIVERSOURCE LIFE INS CO	2.1	\$ 3,706,720
16	AMERICAN GENERAL LIFE INS CO	1.8	\$ 3,151,735
17	AMERICAN NATIONAL INS CO	1.8	\$ 3,147,342
18	EQUITABLE FINANCIAL LIFE INS CO OF AMER	1.7	\$ 3,080,238
19	ATHENE ANNUITY & LIFE CO	1.2	\$ 2,216,441
20	NATIONAL LIFE INS CO	0.9	\$ 1,639,026
Subtotal for Top 20 Ranked Insurers		94.7	\$ 169,940,434
Total for 46 Ranked Insurers Writing This Line		100.0	\$ 179,433,278

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - UNIVERSAL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	THRIVENT FINANCIAL FOR LUTHERANS	25.5	\$ 55,494,825
2	NORTHWESTERN MUTUAL LIFE INS CO THE	12.5	\$ 27,093,605
3	LINCOLN NATIONAL LIFE INS CO THE	6.8	\$ 14,885,912
4	STATE FARM LIFE & ACCIDENT ASSUR CO	6.6	\$ 14,440,364
5	AMERICAN FAMILY LIFE INS CO	4.6	\$ 10,032,957
6	FEDERATED LIFE INS CO	3.8	\$ 8,315,906
7	MODERN WOODMEN OF AMER	3.0	\$ 6,562,190
8	STATE LIFE INS CO THE	2.5	\$ 5,339,593
9	PEKIN LIFE INS CO	2.3	\$ 5,068,748
10	TRANSAMERICA LIFE INS CO	1.5	\$ 3,298,813
11	JOHN HANCOCK LIFE INS CO (USA)	1.5	\$ 3,295,944
12	PROTECTIVE LIFE INS CO	1.4	\$ 3,017,919
13	AMERICAN GENERAL LIFE INS CO	1.3	\$ 2,903,910
14	FARM BUREAU LIFE INS CO	1.2	\$ 2,688,053
15	SECURITY LIFE OF DENVER INS CO	1.2	\$ 2,619,063
16	FARMERS NEW WORLD LIFE INS CO	1.1	\$ 2,425,173
17	TALCOTT RESOLUTION LIFE & ANNUITY INS CO	1.1	\$ 2,389,365
18	JACKSON NATIONAL LIFE INS CO	1.1	\$ 2,348,949
19	PRINCIPAL LIFE INS CO	0.8	\$ 1,840,989
20	BRIGHTHOUSE LIFE INS CO	0.8	\$ 1,769,972
Subtotal for Top 20 Ranked Insurers		80.8	\$ 175,832,250
Total for 191 Ranked Insurers Writing This Line		100.0	\$ 217,498,278

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - UNIVERSAL WITH SECONDARY GUARANTEE

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	THRIVENT FINANCIAL FOR LUTHERANS	16.2	\$ 42,163,749
2	PRUCO LIFE INS CO	8.6	\$ 22,370,982
3	JOHN HANCOCK LIFE INS CO (USA)	8.5	\$ 22,057,469
4	LINCOLN NATIONAL LIFE INS CO THE	6.7	\$ 17,536,575
5	PROTECTIVE LIFE INS CO	5.2	\$ 13,619,437
6	PACIFIC LIFE INS CO	4.9	\$ 12,683,311
7	UNITED OF OMAHA LIFE INS CO	3.4	\$ 8,883,049
8	SYMETRA LIFE INS CO	3.2	\$ 8,277,154
9	PENN INSURANCE & ANNUITY CO	2.8	\$ 7,377,859
10	NATIONWIDE LIFE & ANNUITY INS CO	2.8	\$ 7,254,917
11	BRIGHTHOUSE LIFE INS CO	2.7	\$ 7,127,566
12	NEW YORK LIFE INS & ANNUITY CORP	2.6	\$ 6,739,361
13	TALCOTT RESOLUTION LIFE & ANNUITY INS CO	2.6	\$ 6,673,717
14	AMERICAN GENERAL LIFE INS CO	2.3	\$ 6,094,348
15	TRANSAMERICA LIFE INS CO	2.3	\$ 5,953,074
16	PRINCIPAL NATIONAL LIFE INS CO	1.8	\$ 4,711,827
17	GENWORTH LIFE & ANNUITY INS CO	1.8	\$ 4,637,382
18	EQUITABLE FINANCIAL LIFE INS CO	1.7	\$ 4,360,324
19	BANKERS LIFE & CSLTY CO	1.7	\$ 4,329,332
20	NORTH AMERICAN CO FOR LIFE & HEALTH INS	1.4	\$ 3,725,033
Subtotal for Top 20 Ranked Insurers		83.3	\$ 216,576,466
Total for 97 Ranked Insurers Writing This Line		100.0	\$ 259,941,853

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - VARIABLE

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	MINNESOTA LIFE INS CO	25.6	\$ 7,630,490
2	NATIONWIDE LIFE INS CO	21.7	\$ 6,467,751
3	PRUDENTIAL INSURANCE CO OF AMER THE	15.0	\$ 4,482,473
4	NORTHWESTERN MUTUAL LIFE INS CO THE	14.5	\$ 4,323,124
5	NATIONWIDE LIFE & ANNUITY INS CO	7.1	\$ 2,113,090
6	METROPOLITAN TOWER LIFE INS CO	4.5	\$ 1,352,362
7	PRUCO LIFE INS CO	3.8	\$ 1,133,354
8	UNION SECURITY INS CO	3.7	\$ 1,088,531
9	CMFG LIFE INS CO	2.2	\$ 651,671
10	JOHN HANCOCK LIFE INS CO (USA)	1.0	\$ 297,116
11	TRANSAMERICA LIFE INS CO	0.5	\$ 137,322
12	EQUITABLE FINANCIAL LIFE INS CO	0.2	\$ 62,100
13	NEW YORK LIFE INS & ANNUITY CORP	0.1	\$ 24,486
14	MONARCH LIFE INS CO	0.1	\$ 19,692
15	NASSAU LIFE INS CO	0.1	\$ 18,477
16	RELIASTAR LIFE INS CO	0.0	\$ 4,981
17	RELIASTAR LIFE INS CO OF NY	0.0	\$ 604
Subtotal for Top 17 Ranked Insurers		100.0	\$ 29,807,624
Total for 17 Ranked Insurers Writing This Line		100.0	\$ 29,807,624

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - VARIABLE UNIVERSAL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	PRUCO LIFE INS CO	19.9	\$ 43,906,040
2	PACIFIC LIFE INS CO	10.2	\$ 22,519,659
3	LINCOLN NATIONAL LIFE INS CO THE	10.1	\$ 22,368,798
4	EQUITABLE FINANCIAL LIFE INS CO	8.2	\$ 18,137,655
5	NEW YORK LIFE INS & ANNUITY CORP	8.0	\$ 17,744,733
6	NORTHWESTERN MUTUAL LIFE INS CO THE	7.3	\$ 16,154,287
7	RIVERSOURCE LIFE INS CO	4.6	\$ 10,133,950
8	EQUITABLE FINANCIAL LIFE INS CO OF AMER	3.3	\$ 7,355,960
9	JOHN HANCOCK LIFE INS CO (USA)	3.2	\$ 7,046,207
10	MASSACHUSETTS MUTUAL LIFE INS CO	3.2	\$ 7,032,740
11	PRINCIPAL NATIONAL LIFE INS CO	3.0	\$ 6,553,621
12	PRINCIPAL LIFE INS CO	2.8	\$ 6,114,268
13	PROTECTIVE LIFE INS CO	2.7	\$ 6,023,710
14	TALCOTT RESOLUTION LIFE & ANNUITY INS CO	1.5	\$ 3,401,949
15	TRANSAMERICA LIFE INS CO	1.5	\$ 3,242,186
16	METROPOLITAN LIFE INS CO	1.2	\$ 2,688,208
17	THRIVENT FINANCIAL FOR LUTHERANS	1.1	\$ 2,525,624
18	AMERICAN FAMILY LIFE INS CO	1.0	\$ 2,099,979
19	PENN MUTUAL LIFE INS CO THE	0.8	\$ 1,739,807
20	BRIGHTHOUSE LIFE INS CO	0.7	\$ 1,576,581
Subtotal for Top 20 Ranked Insurers		94.4	\$ 208,365,962
Total for 64 Ranked Insurers Writing This Line		100.0	\$ 220,647,569

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - CREDIT

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	CENTRAL STATES HEALTH & LIFE CO OF OMAHA	104.6	\$ 586,017
2	AMERICAN REPUBLIC INS CO	-4.6	\$ (25,667)
Subtotal for Top 2 Ranked Insurers		100.0	\$ 560,350
Total for 2 Ranked Insurers Writing This Line		100.0	\$ 560,350

Wisconsin Market Share - Business of 2023

INDIVIDUAL LIFE - OTHER

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	TRUSTED FRATERNAL LIFE	43.4	\$ 23,956,863
2	BETTERLIFE	15.1	\$ 8,327,672
3	USAA LIFE INS CO	14.6	\$ 8,042,452
4	INDEPENDENT ORDER OF FORESTERS THE	10.9	\$ 6,003,658
5	UNITED LIFE INS CO	2.0	\$ 1,130,484
6	LUMICO LIFE INS CO	2.0	\$ 1,078,397
7	GBU FINANCIAL LIFE	1.9	\$ 1,066,136
8	COMBINED INSURANCE CO OF AMER	1.7	\$ 961,227
9	MASSACHUSETTS MUTUAL LIFE INS CO	1.4	\$ 787,105
10	SONS OF NORWAY	1.3	\$ 718,333
11	GLENER LIFE INS SOCIETY	1.3	\$ 707,001
12	FIDELITY LIFE ASSN A LEGAL RESERVE LIFE INS CO	0.8	\$ 432,088
13	EQUITABLE FINANCIAL LIFE INS CO	0.7	\$ 407,015
14	AETNA LIFE INS CO	0.7	\$ 396,565
15	EQUITABLE FINANCIAL LIFE INS CO OF AMER	0.4	\$ 195,608
16	ACCORDIA LIFE & ANNUITY CO	0.3	\$ 165,731
17	STATE MUTUAL INS CO	0.3	\$ 162,482
18	EQUITABLE FINANCIAL LIFE & ANNUITY CO	0.3	\$ 141,707
19	MIDLAND NATIONAL LIFE INS CO	0.2	\$ 136,925
20	INDIVIDUAL ASSURANCE CO LIFE HEALTH & ACCIDENT	0.2	\$ 91,160
Subtotal for Top 20 Ranked Insurers		99.5	\$ 54,908,609
Total for 38 Ranked Insurers Writing This Line		100.0	\$ 55,168,667

Wisconsin Market Share - Business of 2023

GROUP LIFE - WHOLE

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	NATIONAL GUARDIAN LIFE INS CO	23.4	\$ 24,512,178
2	HOMESTEADERS LIFE CO	19.9	\$ 20,844,745
3	PEKIN LIFE INS CO	13.6	\$ 14,202,651
4	NEW YORK LIFE INS CO	12.3	\$ 12,894,174
5	FUNERAL DIRECTORS LIFE INS CO	10.9	\$ 11,429,279
6	GREAT WESTERN INS CO	7.8	\$ 8,165,713
7	PHYSICIANS LIFE INS CO	4.6	\$ 4,869,722
8	UNITY FINANCIAL LIFE INS CO	2.5	\$ 2,611,513
9	GLOBE LIFE & ACCIDENT INS CO	1.1	\$ 1,107,629
10	TRANSAMERICA LIFE INS CO	0.7	\$ 724,202
11	METROPOLITAN TOWER LIFE INS CO	0.6	\$ 590,273
12	CMFG LIFE INS CO	0.5	\$ 560,223
13	MASSACHUSETTS MUTUAL LIFE INS CO	0.5	\$ 555,936
14	AMERICAN FAMILY LIFE ASSUR CO OF COLUMBUS	0.4	\$ 389,906
15	AMERICAN HERITAGE LIFE INS CO	0.4	\$ 376,007
16	JACKSON NATIONAL LIFE INS CO	0.1	\$ 120,844
17	ASSURITY LIFE INS CO	0.1	\$ 116,306
18	CONTINENTAL AMERICAN INS CO	0.1	\$ 102,253
19	PURITAN LIFE INS CO OF AMER	0.1	\$ 86,752
20	BANKERS FIDELITY LIFE INS CO	0.1	\$ 80,423
Subtotal for Top 20 Ranked Insurers		99.6	\$ 104,340,729
Total for 48 Ranked Insurers Writing This Line		100.0	\$ 104,745,732

Wisconsin Market Share - Business of 2023

GROUP LIFE - TERM

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	MINNESOTA LIFE INS CO	20.2	\$ 121,608,149
2	METROPOLITAN LIFE INS CO	15.8	\$ 94,812,356
3	PRUDENTIAL INSURANCE CO OF AMER THE	8.3	\$ 49,968,098
4	HARTFORD LIFE & ACCIDENT INS CO	5.2	\$ 31,500,930
5	LINCOLN NATIONAL LIFE INS CO THE	5.1	\$ 30,806,116
6	UNUM LIFE INS CO OF AMER	5.1	\$ 30,688,167
7	STANDARD INSURANCE CO	3.8	\$ 22,993,652
8	LIFE INSURANCE CO OF NORTH AMER	3.7	\$ 22,238,707
9	SECURIAN LIFE INS CO	3.5	\$ 21,183,885
10	SUN LIFE ASSUR CO OF CN	3.5	\$ 21,116,406
11	RELIASTAR LIFE INS CO	3.3	\$ 20,060,018
12	RELIANCE STANDARD LIFE INS CO	3.0	\$ 17,846,881
13	UNITED OF OMAHA LIFE INS CO	2.9	\$ 17,270,553
14	UNITEDHEALTHCARE INSURANCE CO	2.5	\$ 14,941,458
15	NEW YORK LIFE INS CO	2.3	\$ 14,005,557
16	GUARDIAN LIFE INS CO OF AMER THE	1.9	\$ 11,221,432
17	SYMETRA LIFE INS CO	1.6	\$ 9,906,332
18	PRINCIPAL LIFE INS CO	1.6	\$ 9,863,596
19	AAA LIFE INS CO	0.7	\$ 4,157,093
20	NORTHWESTERN MUTUAL LIFE INS CO THE	0.6	\$ 3,845,947
Subtotal for Top 20 Ranked Insurers		94.7	\$ 570,035,333
Total for 109 Ranked Insurers Writing This Line		100.0	\$ 601,835,664

Wisconsin Market Share - Business of 2023

GROUP LIFE - UNIVERSAL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	METROPOLITAN LIFE INS CO	39.1	\$ 8,259,865
2	PRUDENTIAL INSURANCE CO OF AMER THE	24.1	\$ 5,088,477
3	TRUSTMARK INSURANCE CO	14.2	\$ 3,005,187
4	MINNESOTA LIFE INS CO	5.9	\$ 1,236,002
5	CONNECTICUT GENERAL LIFE INS CO	5.1	\$ 1,069,733
6	AMERICAN HERITAGE LIFE INS CO	4.2	\$ 894,790
7	SECURIAN LIFE INS CO	1.9	\$ 411,169
8	PRINCIPAL LIFE INS CO	1.6	\$ 335,499
9	TIAA-CREF LIFE INS CO	1.4	\$ 288,160
10	UNUM LIFE INS CO OF AMER	0.7	\$ 152,040
11	MASSACHUSETTS MUTUAL LIFE INS CO	0.6	\$ 121,060
12	PROTECTIVE LIFE INS CO	0.3	\$ 70,169
13	AMERICAN GENERAL LIFE INS CO	0.2	\$ 43,251
14	AMERICAN NATIONAL INS CO	0.2	\$ 34,025
15	EQUITABLE FINANCIAL LIFE INS CO OF AMER	0.1	\$ 21,866
16	4 EVER LIFE INS CO	0.1	\$ 20,626
17	TRANSAMERICA LIFE INS CO	0.1	\$ 15,745
18	5 STAR LIFE INS CO	0.1	\$ 15,156
19	NATIONAL GUARDIAN LIFE INS CO	0.1	\$ 10,723
20	AMERICAN UNITED LIFE INS CO	0.0	\$ 4,289
Subtotal for Top 20 Ranked Insurers		99.9	\$ 21,097,832
Total for 35 Ranked Insurers Writing This Line		100.0	\$ 21,115,012

Wisconsin Market Share - Business of 2023

GROUP LIFE - VARIABLE

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	METROPOLITAN TOWER LIFE INS CO	85.5	\$ 13,144,560
2	HUMANA INSURANCE CO	10.8	\$ 1,666,304
3	NATIONWIDE LIFE INS CO	3.7	\$ 561,917
Subtotal for Top 3 Ranked Insurers		100.0	\$ 15,372,781
Total for 3 Ranked Insurers Writing This Line		100.0	\$ 15,372,781

Wisconsin Market Share - Business of 2023

GROUP LIFE - VARIABLE UNIVERSAL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	PRUDENTIAL INSURANCE CO OF AMER THE	67.6	\$ 1,199,271
2	MASSACHUSETTS MUTUAL LIFE INS CO	19.9	\$ 353,115
3	TIAA-CREF LIFE INS CO	5.9	\$ 105,353
4	VOYA RETIREMENT INS & ANNUITY CO	4.0	\$ 70,121
5	NEW YORK LIFE INS & ANNUITY CORP	2.2	\$ 39,814
6	MINNESOTA LIFE INS CO	2.0	\$ 35,015
7	AMERICAN NATIONAL INS CO	0.3	\$ 5,675
8	LINCOLN BENEFIT LIFE CO	0.2	\$ 2,910
9	TRANSAMERICA LIFE INS CO	0.1	\$ 1,800
10	METROPOLITAN LIFE INS CO	-2.2	\$ (39,581)
Subtotal for Top 10 Ranked Insurers		100.0	\$ 1,773,493
Total for 10 Ranked Insurers Writing This Line		100.0	\$ 1,773,493

Wisconsin Market Share - Business of 2023

GROUP LIFE - CREDIT

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	CMFG LIFE INS CO	35.5	\$ 1,607,398
2	AMERICAN HEALTH & LIFE INS CO	29.1	\$ 1,315,407
3	MINNESOTA LIFE INS CO	16.8	\$ 760,190
4	BANKERS LIFE INS CO OF LA	13.7	\$ 617,820
5	AMERICAN NATIONAL INS CO	4.9	\$ 220,637
6	PLATEAU INSURANCE CO	1.3	\$ 60,215
7	SECURIAN LIFE INS CO	0.3	\$ 13,964
8	TRANSAMERICA LIFE INS CO	0.2	\$ 7,649
9	REVOL ONE INS CO	0.0	\$ 1,219
10	CENTRAL STATES HEALTH & LIFE CO OF OMAHA	0.0	\$ 63
11	MERIT LIFE INS CO	0.0	\$ (47)
12	PROTECTIVE LIFE INS CO	-0.1	\$ (3,446)
13	PEKIN LIFE INS CO	-1.7	\$ (76,026)
Subtotal for Top 13 Ranked Insurers		100.0	\$ 4,525,043
Total for 13 Ranked Insurers Writing This Line		100.0	\$ 4,525,043

Wisconsin Market Share - Business of 2023

GROUP LIFE - OTHER

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	STANDARD INSURANCE CO	54.5	\$ 1,566,512
2	COMBINED INSURANCE CO OF AMER	28.2	\$ 810,883
3	AMERICAN GENERAL LIFE INS CO	8.9	\$ 256,262
4	UNITED STATES LIFE INS CO IN THE CITY OF NY THE	4.5	\$ 130,355
5	PEKIN LIFE INS CO	1.5	\$ 41,778
6	SYMETRA LIFE INS CO	0.9	\$ 26,596
7	FIDELITY SECURITY LIFE INS CO	0.5	\$ 15,338
8	ASSURITY LIFE INS CO	0.3	\$ 8,924
9	TRANSAMERICA LIFE INS CO	0.3	\$ 7,800
10	MASSACHUSETTS MUTUAL LIFE INS CO	0.2	\$ 7,006
11	MIDLAND NATIONAL LIFE INS CO	0.0	\$ 1,200
12	RIVERSOURCE LIFE INS CO	0.0	\$ 678
13	METROPOLITAN LIFE INS CO	0.0	\$ (507)
Subtotal for Top 13 Ranked Insurers		100.0	\$ 2,872,825
Total for 13 Ranked Insurers Writing This Line		100.0	\$ 2,872,825

Wisconsin Market Share - Business of 2023

INDIVIDUAL ANNUITIES - FIXED

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	ATHENE ANNUITY & LIFE CO	9.5	\$ 244,034,452
2	THRIVENT FINANCIAL FOR LUTHERANS	7.8	\$ 199,268,263
3	MASSACHUSETTS MUTUAL LIFE INS CO	6.5	\$ 167,571,697
4	FORETHOUGHT LIFE INS CO	5.1	\$ 130,600,083
5	AMERICAN GENERAL LIFE INS CO	4.0	\$ 101,603,948
6	MASSMUTUAL ASCEND LIFE INS CO	3.9	\$ 100,914,091
7	AMERICAN NATIONAL INS CO	3.8	\$ 98,700,394
8	DELAWARE LIFE INS CO	3.4	\$ 86,481,906
9	OCEANVIEW LIFE & ANNUITY CO	3.3	\$ 84,990,209
10	RELIANCE STANDARD LIFE INS CO	3.3	\$ 84,602,242
11	WESTERN-SOUTHERN LIFE ASSUR CO	3.0	\$ 77,089,711
12	MODERN WOODMEN OF AMER	2.7	\$ 68,073,150
13	LINCOLN NATIONAL LIFE INS CO THE	2.5	\$ 63,771,060
14	NEW YORK LIFE INS & ANNUITY CORP	2.4	\$ 62,296,087
15	BRIGHTHOUSE LIFE INS CO	2.4	\$ 60,945,134
16	EQUITRUST LIFE INS CO	2.0	\$ 50,219,194
17	FIDELITY & GUARANTY LIFE INS CO	2.0	\$ 50,125,102
18	SUSA LIFE INS CO INC	1.8	\$ 46,679,242
19	PACIFIC LIFE INS CO	1.7	\$ 44,216,608
20	SYMETRA LIFE INS CO	1.7	\$ 43,991,639
Subtotal for Top 20 Ranked Insurers		72.7	\$ 1,866,174,212
Total for 178 Ranked Insurers Writing This Line		100.0	\$ 2,565,473,819

Wisconsin Market Share - Business of 2023

INDIVIDUAL ANNUITIES - INDEXED

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	ALLIANZ LIFE INS CO OF NORTH AMER	10.7	\$ 187,469,645
2	BRIGHTHOUSE LIFE INS CO	10.6	\$ 185,856,370
3	ATHENE ANNUITY & LIFE CO	8.6	\$ 151,284,705
4	PACIFIC LIFE INS CO	8.1	\$ 142,783,222
5	NATIONWIDE LIFE & ANNUITY INS CO	7.0	\$ 123,373,438
6	AMERICAN GENERAL LIFE INS CO	4.9	\$ 86,097,747
7	MASSMUTUAL ASCEND LIFE INS CO	4.5	\$ 79,895,797
8	NORTH AMERICAN CO FOR LIFE & HEALTH INS	3.9	\$ 68,158,979
9	FIDELITY & GUARANTY LIFE INS CO	3.8	\$ 67,451,954
10	RIVERSOURCE LIFE INS CO	3.8	\$ 67,265,424
11	GUARANTY INCOME LIFE INS CO	3.7	\$ 64,521,041
12	FORETHOUGHT LIFE INS CO	3.6	\$ 63,384,047
13	LINCOLN NATIONAL LIFE INS CO THE	2.8	\$ 48,562,257
14	MIDLAND NATIONAL LIFE INS CO	2.1	\$ 37,022,536
15	PRUCO LIFE INS CO	2.1	\$ 36,874,474
16	NASSAU LIFE & ANNUITY CO	2.1	\$ 36,104,004
17	SECURITY BENEFIT LIFE INS CO	1.8	\$ 32,150,663
18	BANKERS LIFE & CSLTY CO	1.8	\$ 31,365,487
19	SILAC INSURANCE CO	1.5	\$ 26,650,883
20	SYMETRA LIFE INS CO	1.4	\$ 24,591,176
Subtotal for Top 20 Ranked Insurers		88.8	\$ 1,560,863,849
Total for 60 Ranked Insurers Writing This Line		100.0	\$ 1,758,029,742

Wisconsin Market Share - Business of 2023

INDIVIDUAL ANNUITIES - VARIABLE WITH GUARANTEES

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	JACKSON NATIONAL LIFE INS CO	13.3	\$ 202,095,848
2	ALLIANZ LIFE INS CO OF NORTH AMER	12.6	\$ 191,264,034
3	EQUITABLE FINANCIAL LIFE INS CO OF AMER	12.2	\$ 184,793,321
4	THRIVENT FINANCIAL FOR LUTHERANS	11.7	\$ 177,071,359
5	PACIFIC LIFE INS CO	9.9	\$ 150,999,545
6	LINCOLN NATIONAL LIFE INS CO THE	6.4	\$ 97,533,946
7	PRUCO LIFE INS CO	5.9	\$ 90,156,140
8	NORTHWESTERN MUTUAL LIFE INS CO THE	4.4	\$ 67,077,336
9	NATIONWIDE LIFE INS CO	4.0	\$ 60,781,716
10	TEACHERS INSURANCE & ANNUITY ASSN OF AMER	3.3	\$ 49,963,094
11	MEMBERS LIFE INS CO	3.2	\$ 48,362,133
12	EQUITABLE FINANCIAL LIFE INS CO	2.8	\$ 42,832,199
13	AMERICAN GENERAL LIFE INS CO	2.1	\$ 31,480,905
14	ATHENE ANNUITY & LIFE CO	1.4	\$ 20,573,171
15	RIVERSOURCE LIFE INS CO	1.2	\$ 17,980,173
16	MODERN WOODMEN OF AMER	1.0	\$ 15,615,691
17	BRIGHTHOUSE LIFE INS CO	0.8	\$ 12,492,673
18	NEW YORK LIFE INS & ANNUITY CORP	0.8	\$ 12,000,482
19	PROTECTIVE LIFE INS CO	0.7	\$ 10,841,296
20	PRINCIPAL LIFE INS CO	0.6	\$ 8,553,886
Subtotal for Top 20 Ranked Insurers		98.3	\$ 1,492,468,948
Total for 62 Ranked Insurers Writing This Line		100.0	\$ 1,518,157,087

Wisconsin Market Share - Business of 2023

INDIVIDUAL ANNUITIES - VARIABLE WITHOUT GUARANTEES

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	LINCOLN NATIONAL LIFE INS CO THE	31.1	\$ 80,434,219
2	TRANSAMERICA LIFE INS CO	15.1	\$ 39,176,485
3	JACKSON NATIONAL LIFE INS CO	13.3	\$ 34,379,781
4	JEFFERSON NATIONAL LIFE INS CO	11.1	\$ 28,808,732
5	FIDELITY INVESTMENTS LIFE INS CO	8.4	\$ 21,832,657
6	PRINCIPAL LIFE INS CO	5.2	\$ 13,420,405
7	EQUITABLE FINANCIAL LIFE INS CO OF AMER	4.8	\$ 12,518,391
8	MIDLAND NATIONAL LIFE INS CO	3.1	\$ 8,017,580
9	NATIONWIDE LIFE INS CO	2.6	\$ 6,795,027
10	ZURICH AMERICAN LIFE INS CO	2.2	\$ 5,650,266
11	HORACE MANN LIFE INS CO	1.2	\$ 3,143,663
12	MUTUAL OF AMER LIFE INS CO	0.5	\$ 1,321,707
13	EQUITABLE FINANCIAL LIFE INS CO	0.5	\$ 1,304,458
14	AXCELUS FINANCIAL LIFE INS CO	0.4	\$ 917,026
15	AMERICAN FAMILY LIFE INS CO	0.2	\$ 526,992
16	MEMBERS LIFE INS CO	0.1	\$ 324,200
17	TRANSAMERICA FINANCIAL LIFE INS CO	0.1	\$ 200,000
18	UNITED OF OMAHA LIFE INS CO	0.1	\$ 182,610
19	COMMONWEALTH ANNUITY & LIFE INS CO	0.0	\$ 37,941
20	METROPOLITAN TOWER LIFE INS CO	0.0	\$ 5,920
Subtotal for Top 20 Ranked Insurers		100.0	\$ 258,998,060
Total for 23 Ranked Insurers Writing This Line		100.0	\$ 259,004,137

Wisconsin Market Share - Business of 2023

INDIVIDUAL ANNUITIES - LIFE CONTINGENT PAYOUT

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	NORTHWESTERN MUTUAL LIFE INS CO THE	31.3	\$ 71,239,863
2	NEW YORK LIFE INS & ANNUITY CORP	19.6	\$ 44,668,789
3	NATIONWIDE LIFE INS CO	9.5	\$ 21,647,384
4	MASSACHUSETTS MUTUAL LIFE INS CO	7.2	\$ 16,505,304
5	GUARDIAN INSURANCE & ANNUITY CO INC THE	6.3	\$ 14,327,553
6	WESTERN-SOUTHERN LIFE ASSUR CO	3.6	\$ 8,166,183
7	MINNESOTA LIFE INS CO	2.6	\$ 5,887,097
8	PENN MUTUAL LIFE INS CO THE	2.5	\$ 5,702,317
9	NEW YORK LIFE INS CO	2.2	\$ 4,950,092
10	THRIVENT FINANCIAL FOR LUTHERANS	2.0	\$ 4,629,290
11	MODERN WOODMEN OF AMER	1.8	\$ 4,080,981
12	UNITED OF OMAHA LIFE INS CO	1.4	\$ 3,288,856
13	CMFG LIFE INS CO	1.4	\$ 3,248,024
14	TALCOTT RESOLUTION LIFE & ANNUITY INS CO	1.3	\$ 3,059,514
15	PACIFIC LIFE INS CO	1.3	\$ 3,042,772
16	RIVERSOURCE LIFE INS CO	1.1	\$ 2,417,835
17	AMERICAN GENERAL LIFE INS CO	1.0	\$ 2,174,136
18	STATE FARM LIFE & ACCIDENT ASSUR CO	0.6	\$ 1,363,189
19	BRIGHTHOUSE LIFE INS CO	0.5	\$ 1,157,627
20	INTEGRITY LIFE INS CO	0.5	\$ 1,092,105
Subtotal for Top 20 Ranked Insurers		97.7	\$ 222,648,911
Total for 40 Ranked Insurers Writing This Line		100.0	\$ 227,859,509

Wisconsin Market Share - Business of 2023

INDIVIDUAL ANNUITIES - OTHER

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	GBU FINANCIAL LIFE	29.5	\$ 102,545,873
2	AMERICAN EQUITY INVESTMENT LIFE INS CO	25.0	\$ 86,740,377
3	USAA LIFE INS CO	23.7	\$ 82,213,599
4	EAGLE LIFE INS CO	16.3	\$ 56,673,657
5	TRUSTED FRATERNAL LIFE	4.9	\$ 17,096,591
6	VARIABLE ANNUITY LIFE INS CO THE	0.6	\$ 1,940,102
7	SONS OF NORWAY	0.3	\$ 886,693
8	FORETHOUGHT LIFE INS CO	0.2	\$ 702,304
9	AMERICAN GENERAL LIFE INS CO	0.1	\$ 186,737
10	UNION SECURITY INS CO	0.0	\$ 78,536
11	FEDERATED LIFE INS CO	0.0	\$ 30,000
12	GOLDEN RULE INS CO	0.0	\$ 9,620
13	AMERITAS LIFE INS CORP	0.0	\$ 1,479
14	UNION LABOR LIFE INS CO THE	0.0	\$ 300
15	FORTITUDE US REINSURANCE CO	0.0	\$ 17
16	UNITED INSURANCE CO OF AMER	0.0	\$ 5
17	ROYAL NEIGHBORS OF AMER	0.0	\$ (68)
18	MINNESOTA LIFE INS CO	-0.4	\$ (1,520,185)
Subtotal for Top 18 Ranked Insurers		100.0	\$ 347,585,637
Total for 18 Ranked Insurers Writing This Line		100.0	\$ 347,585,637

Wisconsin Market Share - Business of 2023

GROUP ANNUITIES - FIXED

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	CMFG LIFE INS CO	22.2	\$ 61,334,545
2	NATIONWIDE LIFE INS CO	12.7	\$ 35,227,535
3	LINCOLN NATIONAL LIFE INS CO THE	12.6	\$ 34,853,360
4	EMPOWER ANNUITY INS CO OF AMER	9.8	\$ 27,088,566
5	TRANSAMERICA LIFE INS CO	9.3	\$ 25,692,461
6	METROPOLITAN TOWER LIFE INS CO	9.2	\$ 25,548,316
7	TALCOTT RESOLUTION LIFE INS CO	5.9	\$ 16,356,645
8	VOYA RETIREMENT INS & ANNUITY CO	5.9	\$ 16,193,262
9	EQUITABLE FINANCIAL LIFE INS CO	3.9	\$ 10,825,950
10	PRUDENTIAL INSURANCE CO OF AMER THE	2.2	\$ 6,175,871
11	BANNER LIFE INS CO	2.2	\$ 6,153,371
12	TRANSAMERICA FINANCIAL LIFE INS CO	1.7	\$ 4,613,513
13	METROPOLITAN LIFE INS CO	0.8	\$ 2,119,983
14	NATIONAL GUARDIAN LIFE INS CO	0.5	\$ 1,270,186
15	PEKIN LIFE INS CO	0.4	\$ 1,141,723
16	NATIONAL WESTERN LIFE INS CO	0.3	\$ 759,058
17	TEACHERS INSURANCE & ANNUITY ASSN OF AMER	0.2	\$ 467,859
18	PHYSICIANS LIFE INS CO	0.1	\$ 214,062
19	VENERABLE INSURANCE & ANNUITY CO	0.1	\$ 145,000
20	RIVERSOURCE LIFE INS CO	0.0	\$ 116,550
Subtotal for Top 20 Ranked Insurers		99.8	\$ 276,297,816
Total for 33 Ranked Insurers Writing This Line		100.0	\$ 276,543,905

Wisconsin Market Share - Business of 2023

GROUP ANNUITIES - INDEXED

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	LAFAYETTE LIFE INS CO THE	55.6	\$ 682,664
2	NATIONWIDE LIFE INS CO	42.6	\$ 522,731
3	MIDLAND NATIONAL LIFE INS CO	1.6	\$ 20,011
4	AMERICAN GENERAL LIFE INS CO	0.1	\$ 1,800
Subtotal for Top 4 Ranked Insurers		100.0	\$ 1,227,206
Total for 4 Ranked Insurers Writing This Line		100.0	\$ 1,227,206

Wisconsin Market Share - Business of 2023

GROUP ANNUITIES - VARIABLE WITH GUARANTEES

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	SENTRY LIFE INS CO	45.5	\$ 91,730,501
2	TEACHERS INSURANCE & ANNUITY ASSN OF AMER	33.1	\$ 66,704,717
3	EQUITABLE FINANCIAL LIFE INS CO	6.3	\$ 12,804,601
4	EMPOWER ANNUITY INS CO OF AMER	2.9	\$ 5,945,615
5	METROPOLITAN LIFE INS CO	2.9	\$ 5,923,504
6	AMERICAN GENERAL LIFE INS CO	2.3	\$ 4,624,483
7	DELAWARE LIFE INS CO	2.0	\$ 4,050,800
8	MASSACHUSETTS MUTUAL LIFE INS CO	1.7	\$ 3,461,831
9	EMPOWER ANNUITY INS CO	0.9	\$ 1,763,246
10	SECURITY BENEFIT LIFE INS CO	0.7	\$ 1,327,418
11	NATIONWIDE LIFE INS CO	0.6	\$ 1,240,587
12	VARIABLE ANNUITY LIFE INS CO THE	0.4	\$ 800,034
13	AMERICAN NATIONAL INS CO	0.3	\$ 661,477
14	BRIGHTHOUSE LIFE INS CO	0.1	\$ 282,361
15	VENERABLE INSURANCE & ANNUITY CO	0.1	\$ 167,611
16	AMERICAN UNITED LIFE INS CO	0.0	\$ 78,307
17	LINCOLN NATIONAL LIFE INS CO THE	0.0	\$ 48,520
18	VOYA RETIREMENT INS & ANNUITY CO	0.0	\$ 21,221
19	EVERLAKE LIFE INS CO	0.0	\$ 17,500
20	SYMETRA LIFE INS CO	0.0	\$ 15,666
Subtotal for Top 20 Ranked Insurers		100.0	\$ 201,670,000
Total for 22 Ranked Insurers Writing This Line		100.0	\$ 201,680,542

Wisconsin Market Share - Business of 2023

GROUP ANNUITIES - VARIABLE WITHOUT GUARANTEES

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	JOHN HANCOCK LIFE INS CO (USA)	35.0	\$ 313,185,602
2	AMERICAN UNITED LIFE INS CO	12.9	\$ 115,313,957
3	MINNESOTA LIFE INS CO	10.3	\$ 92,602,969
4	TRANSAMERICA LIFE INS CO	8.1	\$ 72,947,669
5	NORTHWESTERN MUTUAL LIFE INS CO THE	6.0	\$ 53,404,267
6	STANDARD INSURANCE CO	5.2	\$ 46,476,787
7	NATIONWIDE LIFE INS CO	4.5	\$ 40,161,871
8	LINCOLN NATIONAL LIFE INS CO THE	4.4	\$ 39,800,154
9	MASSACHUSETTS MUTUAL LIFE INS CO	3.7	\$ 33,586,714
10	MUTUAL OF AMER LIFE INS CO	3.7	\$ 33,417,258
11	TRANSAMERICA FINANCIAL LIFE INS CO	2.7	\$ 24,094,471
12	EQUITABLE FINANCIAL LIFE INS CO	1.6	\$ 14,052,094
13	EMPOWER ANNUITY INS CO OF AMER	0.8	\$ 7,330,128
14	AMERITAS LIFE INS CORP	0.7	\$ 6,106,982
15	CMFG LIFE INS CO	0.3	\$ 2,407,195
16	AUGUSTAR LIFE INS CO	0.0	\$ 328,668
17	HORACE MANN LIFE INS CO	0.0	\$ 162,861
18	MIDLAND NATIONAL LIFE INS CO	0.0	\$ 157,614
19	LINCOLN LIFE & ANNUITY CO OF NY	0.0	\$ 130,473
Subtotal for Top 19 Ranked Insurers		100.0	\$ 895,667,734
Total for 19 Ranked Insurers Writing This Line		100.0	\$ 895,667,734

Wisconsin Market Share - Business of 2023

GROUP ANNUITIES - LIFE CONTINGENT PAYOUT

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	ATHENE ANNUITY & LIFE CO	27.7	\$ 191,896,766
2	BANNER LIFE INS CO	13.0	\$ 90,250,105
3	PACIFIC LIFE INS CO	9.6	\$ 66,636,951
4	NATIONWIDE LIFE & ANNUITY INS CO	9.4	\$ 64,932,704
5	PRINCIPAL LIFE INS CO	9.1	\$ 62,965,110
6	UNITED OF OMAHA LIFE INS CO	6.4	\$ 44,145,048
7	SECURIAN LIFE INS CO	5.7	\$ 39,450,145
8	WESTERN-SOUTHERN LIFE ASSUR CO	3.9	\$ 27,080,586
9	CMFG LIFE INS CO	3.6	\$ 24,681,658
10	FIDELITY & GUARANTY LIFE INS CO	2.5	\$ 17,479,723
11	NEW YORK LIFE INS CO	2.5	\$ 17,435,930
12	AMERICAN NATIONAL INS CO	1.7	\$ 11,902,318
13	PRUDENTIAL INSURANCE CO OF AMER THE	1.6	\$ 11,389,593
14	PARKER CENTENNIAL ASSUR CO	0.7	\$ 4,609,124
15	RGA REINSURANCE CO	0.6	\$ 4,175,745
16	METROPOLITAN LIFE INS CO	0.6	\$ 4,119,006
17	METROPOLITAN TOWER LIFE INS CO	0.5	\$ 3,571,082
18	MINNESOTA LIFE INS CO	0.5	\$ 3,405,583
19	NATIONWIDE LIFE INS CO	0.2	\$ 1,204,521
20	EMPOWER ANNUITY INS CO OF AMER	0.1	\$ 716,484
Subtotal for Top 20 Ranked Insurers		99.9	\$ 692,048,182
Total for 28 Ranked Insurers Writing This Line		100.0	\$ 693,039,123

Wisconsin Market Share - Business of 2023

GROUP ANNUITIES - OTHER

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN
1	VOYA RETIREMENT INS & ANNUITY CO	54.2	\$ 307,423,549
2	AMERICAN UNITED LIFE INS CO	21.0	\$ 119,191,354
3	NEW YORK LIFE INS CO	8.3	\$ 47,105,034
4	MIDLAND NATIONAL LIFE INS CO	6.5	\$ 36,995,068
5	PRUDENTIAL INSURANCE CO OF AMER THE	3.6	\$ 20,541,880
6	MASSACHUSETTS MUTUAL LIFE INS CO	3.5	\$ 19,876,005
7	METROPOLITAN LIFE INS CO	1.3	\$ 7,632,507
8	AMERICAN GENERAL LIFE INS CO	0.7	\$ 3,873,173
9	UNITED OF OMAHA LIFE INS CO	0.6	\$ 3,143,348
10	PRINCIPAL LIFE INS CO	0.1	\$ 479,351
11	TRANSAMERICA LIFE INS CO	0.1	\$ 335,070
12	UNITED STATES LIFE INS CO IN THE CITY OF NY THE	0.0	\$ 65,283
13	RELIASTAR LIFE INS CO	0.0	\$ 45,922
Subtotal for Top 13 Ranked Insurers		100.0	\$ 566,707,544
Total for 13 Ranked Insurers Writing This Line		100.0	\$ 566,707,544

Wisconsin Market Share - Business of 2023

INDIVIDUAL ACCIDENT & HEALTH

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	UNITEDHEALTHCARE OF WI INC	20.5	\$ 3,037,711,661	\$ 3,039,287,758	\$ 2,487,874,834
2	SECURITY HEALTH PLAN OF WI INC	7.5	\$ 1,105,196,005	\$ 1,104,697,710	\$ 1,016,804,926
3	COMPCARE HEALTH SERVICES INS CORP	6.9	\$ 1,021,338,307	\$ 1,019,049,142	\$ 843,629,954
4	INDEPENDENT CARE HEALTH PLAN	6.0	\$ 893,609,074	\$ 872,688,406	\$ 741,563,966
5	UNITEDHEALTHCARE INSURANCE CO	5.5	\$ 818,195,708	\$ 822,596,623	\$ 681,722,075
6	NETWORK HEALTH INS CORP	5.3	\$ 776,963,018	\$ 776,963,018	\$ 672,355,383
7	CARE IMPROVEMENT PLUS WI INS CO	4.4	\$ 645,704,738	\$ 626,971,196	\$ 516,066,084
8	HUMANA INSURANCE CO	4.0	\$ 589,537,190	\$ 589,709,821	\$ 483,503,519
9	MOLINA HEALTHCARE OF WI INC	3.8	\$ 559,479,904	\$ 532,987,423	\$ 458,715,237
10	DEAN HEALTH PLAN INC	3.4	\$ 495,723,089	\$ 495,607,991	\$ 461,282,436
11	CHORUS COMMUNITY HEALTH PLANS INC	3.1	\$ 451,326,825	\$ 451,326,825	\$ 408,231,158
12	COMMON GROUND HEALTHCARE COOPERATIVE	3.0	\$ 437,767,092	\$ 437,770,787	\$ 435,792,305
13	QUARTZ HEALTH PLAN CORP	2.8	\$ 421,529,770	\$ 418,245,455	\$ 393,514,675
14	HUMANA WISCONSIN HEALTH ORGANIZATION INS CORP	2.5	\$ 363,870,746	\$ 363,870,746	\$ 304,188,942
15	MANAGED HEALTH SERVICES INS CORP	1.6	\$ 232,004,364	\$ 220,794,364	\$ 313,949,022
16	QUARTZ HEALTH BENEFIT PLANS CORP	1.5	\$ 220,107,401	\$ 220,107,401	\$ 214,809,072
17	WISCONSIN PHYSICIANS SERVICE INS CORP	1.4	\$ 204,854,859	\$ 205,328,415	\$ 158,025,285
18	NETWORK HEALTH PLAN	1.3	\$ 189,252,397	\$ 189,252,397	\$ 164,525,191
19	ANTHEM INSURANCE COMPANIES INC	1.1	\$ 165,314,191	\$ 156,732,217	\$ 139,250,051
20	AETNA LIFE INS CO	1.0	\$ 147,375,820	\$ 147,371,397	\$ 118,769,515
Subtotal for Top 20 Ranked Insurers		86.4	\$ 12,776,862,159	\$ 12,691,359,092	\$ 11,014,573,630
Total for 306 Ranked Insurers Writing This Line		100.0	\$ 14,795,280,358	\$ 14,707,895,319	\$ 12,718,197,157

Wisconsin Market Share - Business of 2023

CREDIT ACCIDENT & HEALTH

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	CMFG LIFE INS CO	46.9	\$ 2,737,089	\$ 2,621,334	\$ 1,197,776
2	AMERICAN HEALTH & LIFE INS CO	31.1	\$ 1,814,811	\$ 1,859,705	\$ 1,113,706
3	CENTRAL STATES HEALTH & LIFE CO OF OMAHA	9.1	\$ 528,613	\$ 532,116	\$ 48,558
4	MINNESOTA LIFE INS CO	8.6	\$ 503,172	\$ 497,393	\$ 218,891
5	AMERICAN NATIONAL INS CO	5.5	\$ 323,399	\$ 350,205	\$ 47,777
6	SECURIAN LIFE INS CO	0.2	\$ 10,869	\$ 10,144	\$ (1,139)
7	CENTRAL STATES INDEMNITY CO OF OMAHA	0.0	\$ 1,960	\$ 1,960	\$ 1,566
8	TRANSAMERICA CASUALTY INS CO	0.0	\$ 940	\$ 940	\$ -
9	PLATEAU INSURANCE CO	0.0	\$ 789	\$ 27,039	\$ (3,282)
10	REVOL ONE INS CO	0.0	\$ 611	\$ 611	\$ -
11	TRANSAMERICA LIFE INS CO	0.0	\$ 99	\$ 90	\$ (61)
12	AMERICAN GENERAL LIFE INS CO	0.0	\$ -	\$ 17,384	\$ (379)
13	AMERICAN BANKERS LIFE ASSUR CO OF FL	0.0	\$ -	\$ 65	\$ (124)
14	GUARANTEE TRUST LIFE INS CO	0.0	\$ -	\$ 42	\$ (7)
15	MERIT LIFE INS CO	0.0	\$ -	\$ 13	\$ -
16	INDIVIDUAL ASSURANCE CO LIFE HEALTH & ACCIDENT	0.0	\$ -	\$ 10	\$ -
17	AMERICAN SECURITY INS CO	0.0	\$ -	\$ -	\$ (36)
18	AMERICAN BANKERS INS CO OF FL	0.0	\$ -	\$ -	\$ (96)
19	STATE FARM MUTUAL AUTOMOBILE INS CO	0.0	\$ (64)	\$ 1,812	\$ 874
20	PROTECTIVE LIFE INS CO	-0.1	\$ (6,353)	\$ 27,979	\$ 15,610
Subtotal for Top 20 Ranked Insurers		100.0	\$ 5,915,935	\$ 5,948,842	\$ 2,639,634
Total for 22 Ranked Insurers Writing This Line		100.0	\$ 5,831,663	\$ 6,496,777	\$ 2,974,748

Wisconsin Market Share - Business of 2023

GROUP ACCIDENT & HEALTH

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	QUARTZ HEALTH BENEFIT PLANS CORP	14.3	\$ 1,367,669,772	\$ 1,367,882,843	\$ 1,260,746,518
2	DEAN HEALTH PLAN INC	11.7	\$ 1,117,111,939	\$ 1,117,037,964	\$ 990,448,395
3	UNITEDHEALTHCARE INSURANCE CO	11.3	\$ 1,083,067,666	\$ 1,077,912,201	\$ 837,522,857
4	BLUE CROSS BLUE SHIELD OF WI	10.6	\$ 1,015,150,646	\$ 1,030,096,087	\$ 946,586,257
5	SIERRA HEALTH & LIFE INS CO INC	6.6	\$ 628,104,952	\$ 628,104,952	\$ 498,425,932
6	COMPCARE HEALTH SERVICES INS CORP	4.4	\$ 426,020,469	\$ 426,018,832	\$ 331,378,558
7	GROUP HEALTH COOPERATIVE OF SOUTH CENTRAL WI	4.3	\$ 413,897,104	\$ 413,897,104	\$ 391,401,563
8	UNITEDHEALTHCARE OF WI INC	3.3	\$ 316,295,965	\$ 313,232,578	\$ 255,365,050
9	SECURITY HEALTH PLAN OF WI INC	3.3	\$ 316,227,871	\$ 314,893,872	\$ 306,102,745
10	DELTA DENTAL OF WI INC	2.7	\$ 258,216,956	\$ 258,216,956	\$ 212,382,697
11	NETWORK HEALTH PLAN	2.7	\$ 257,723,847	\$ 257,723,847	\$ 207,972,682
12	HEALTHPARTNERS INSURANCE CO	2.7	\$ 256,279,160	\$ 256,279,160	\$ 229,818,036
13	HUMANA WISCONSIN HEALTH ORGANIZATION INS CORP	1.9	\$ 182,471,178	\$ 182,471,178	\$ 170,435,585
14	HUMANA INSURANCE CO	1.8	\$ 175,909,254	\$ 175,905,897	\$ 151,399,865
15	WISCONSIN PHYSICIANS SERVICE INS CORP	1.2	\$ 118,403,405	\$ 119,219,558	\$ 117,123,024
16	GROUP HEALTH COOPERATIVE OF EAU CLAIRE	1.2	\$ 112,313,716	\$ 112,313,716	\$ 116,864,280
17	MERCYCARE HMO INC	1.1	\$ 104,466,365	\$ 104,466,365	\$ 95,118,858
18	AETNA LIFE INS CO	1.1	\$ 102,809,029	\$ 106,850,886	\$ 84,689,689
19	ASPIRUS HEALTH PLAN INC	1.0	\$ 99,906,915	\$ 99,906,915	\$ 90,512,950
20	METROPOLITAN LIFE INS CO	0.9	\$ 90,057,673	\$ 89,777,204	\$ 76,805,190
Subtotal for Top 20 Ranked Insurers		88.1	\$ 8,442,103,882	\$ 8,452,208,115	\$ 7,371,100,731
Total for 218 Ranked Insurers Writing This Line		100.0	\$ 9,586,599,747	\$ 9,591,024,928	\$ 8,199,659,876

Wisconsin Market Share - Business of 2023

STOP LOSS/EXCESS LOSS

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	SUN LIFE ASSUR CO OF CN	14.8	\$ 153,412,610	\$ 156,559,395	\$ 7,501,314
2	HCC LIFE INS CO	14.7	\$ 153,003,338	\$ 153,003,338	\$ 105,128,393
3	ALL SAVERS INS CO	14.5	\$ 150,973,963	\$ 150,973,963	\$ 138,209,869
4	RELIASTAR LIFE INS CO	7.7	\$ 79,839,315	\$ 79,911,251	\$ 57,527,241
5	BLUE CROSS BLUE SHIELD OF WI	6.7	\$ 70,018,254	\$ 70,018,254	\$ 47,676,255
6	SYMETRA LIFE INS CO	6.2	\$ 64,772,418	\$ 65,170,174	\$ 59,049,841
7	UNITEDHEALTHCARE INSURANCE CO	4.4	\$ 46,041,172	\$ 45,968,897	\$ 43,880,087
8	QBE INSURANCE CORP	3.9	\$ 40,905,884	\$ 39,655,723	\$ 29,624,927
9	CIGNA HEALTH & LIFE INS CO	2.3	\$ 23,996,705	\$ 13,543,722	\$ 18,852,878
10	COMPANION LIFE INS CO	2.1	\$ 21,876,650	\$ 21,798,170	\$ 15,460,560
11	HUMANA INSURANCE CO	2.0	\$ 20,750,709	\$ 20,750,709	\$ 17,265,786
12	NATIONAL HEALTH INS CO	2.0	\$ 20,568,783	\$ 20,568,783	\$ 20,397,784
13	SWISS RE CORPORATE SOLUTIONS AMER INS CORP	1.7	\$ 17,871,381	\$ 17,912,511	\$ 9,489,875
14	WISCONSIN PHYSICIANS SERVICE INS CORP	1.7	\$ 17,227,980	\$ 17,227,980	\$ 18,909,903
15	BERKLEY LIFE & HEALTH INS CO	1.6	\$ 17,047,325	\$ 17,047,325	\$ 7,629,704
16	HEALTHPARTNERS INSURANCE CO	1.5	\$ 15,658,538	\$ 15,658,538	\$ 15,080,500
17	NETWORK HEALTH INS CORP	1.5	\$ 15,436,600	\$ 15,436,600	\$ 15,252,580
18	GERBER LIFE INS CO	1.5	\$ 15,353,605	\$ 15,433,694	\$ 10,978,858
19	PAN-AMERICAN LIFE INS CO	1.1	\$ 11,670,923	\$ 11,577,654	\$ 9,295,736
20	GRANULAR INSURANCE CO	1.0	\$ 10,625,727	\$ 10,625,727	\$ 11,111,325
Subtotal for Top 20 Ranked Insurers		93.1	\$ 967,051,880	\$ 958,842,408	\$ 658,323,416
Total for 51 Ranked Insurers Writing This Line		100.0	\$ 1,038,388,931	\$ 1,028,553,354	\$ 723,407,865

Wisconsin Market Share - Business of 2023

FIRE						
RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED	
1	AUTO-OWNERS INSURANCE CO	11.7	\$ 38,401,928	\$ 34,701,126	\$ 23,119,048	
2	FACTORY MUTUAL INS CO	7.2	\$ 23,594,920	\$ 19,134,494	\$ 14,504,851	
3	ALLIANZ GLOBAL RISKS US INS CO	6.2	\$ 20,307,983	\$ 19,778,394	\$ 875,322	
4	WEST BEND INS CO	5.7	\$ 18,742,845	\$ 17,628,734	\$ 26,371,201	
5	ACUITY A MUTUAL INS CO	4.8	\$ 15,822,953	\$ 13,953,358	\$ 6,930,555	
6	FOREMOST INSURANCE CO GRAND RAPIDS MI	4.8	\$ 15,699,656	\$ 14,115,038	\$ 3,391,693	
7	TRAVELERS INDEMNITY CO THE	4.0	\$ 13,166,235	\$ 12,245,447	\$ 32,321,455	
8	XL INSURANCE AMER INC	3.7	\$ 12,256,927	\$ 11,622,653	\$ 83,482	
9	LIBERTY MUTUAL FIRE INS CO	3.2	\$ 10,546,626	\$ 9,529,992	\$ 4,173,970	
10	ZURICH AMERICAN INS CO	3.0	\$ 9,753,321	\$ 8,896,979	\$ 3,797,417	
11	TRAVELERS PROPERTY CSLTY CO OF AMER	2.3	\$ 7,494,125	\$ 7,531,044	\$ 1,686,188	
12	EMPLOYERS INSURANCE CO OF WAUSAU	2.3	\$ 7,477,670	\$ 6,873,014	\$ 6,546,193	
13	SWISS RE CORPORATE SOLUTIONS ELITE INS CORP	2.1	\$ 6,978,981	\$ 6,843,234	\$ 180,416	
14	MUNICIPAL PROPERTY INS CO	1.9	\$ 6,316,782	\$ 6,164,925	\$ 1,693,794	
15	EMPLOYERS MUTUAL CSLTY CO	1.8	\$ 5,869,363	\$ 5,214,320	\$ 1,428,203	
16	FIREMANS FUND INS CO	1.5	\$ 4,939,436	\$ 4,476,476	\$ 430,523	
17	PENNSYLVANIA LUMBERMENS MUTUAL INS CO	1.2	\$ 3,946,079	\$ 3,303,072	\$ 6,107,275	
18	AMERICAN MODERN PROP & CSLTY INS CO	1.2	\$ 3,773,587	\$ 3,253,495	\$ 1,537,896	
19	AFFILIATED F M INS CO	1.1	\$ 3,744,206	\$ 3,422,932	\$ (278,277)	
20	CINCINNATI INSURANCE CO THE	1.1	\$ 3,491,702	\$ 3,098,072	\$ 852,880	
Subtotal for Top 20 Ranked Insurers		71.0	\$ 232,325,325	\$ 211,786,799	\$ 135,754,085	
Total for 289 Ranked Insurers Writing This Line		100.0	\$ 327,020,598	\$ 306,042,733	\$ 154,966,996	

Wisconsin Market Share - Business of 2023

FARMOWNERS MULTIPLE PERIL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	RURAL MUTUAL INS CO	36.7	\$ 89,602,998	\$ 83,910,055	\$ 38,860,196
2	AMERICAN FAMILY MUTUAL INS CO SI	9.8	\$ 23,823,873	\$ 23,481,556	\$ 10,366,268
3	SECURA INSURANCE CO	8.8	\$ 21,528,264	\$ 21,809,571	\$ 5,482,074
4	HASTINGS MUTUAL INS CO	6.9	\$ 16,881,451	\$ 16,630,312	\$ 3,722,210
5	MT MORRIS MUTUAL INS CO	6.0	\$ 14,606,808	\$ 13,500,641	\$ 7,166,383
6	WISCONSIN MUTUAL INS CO	4.3	\$ 10,441,625	\$ 9,557,091	\$ 5,398,801
7	STATE FARM FIRE & CSLTY CO	4.0	\$ 9,820,399	\$ 9,710,020	\$ 3,684,847
8	AMERICAN FAMILY INS CO	4.0	\$ 9,698,620	\$ 8,713,294	\$ 6,836,676
9	MCMILLAN-WARNER MUTUAL INS CO	2.9	\$ 7,052,093	\$ 6,879,651	\$ 2,386,514
10	NATIONWIDE AGRIBUSINESS INS CO	2.3	\$ 5,651,076	\$ 5,395,853	\$ 4,365,573
11	MUTUAL OF WAUSAU INS CORP	2.2	\$ 5,306,851	\$ 5,451,268	\$ 2,099,908
12	WESTFIELD INSURANCE CO	1.8	\$ 4,324,621	\$ 3,664,075	\$ 2,468,989
13	MAPLE VALLEY MUTUAL INS CO	1.4	\$ 3,465,391	\$ 3,287,170	\$ 518,057
14	GERMANTOWN MUTUAL INS CO	1.3	\$ 3,141,174	\$ 2,983,261	\$ 2,444,966
15	HOMESTEAD MUTUAL INS CO	1.3	\$ 3,132,988	\$ 2,994,417	\$ 783,445
16	ROCKFORD MUTUAL INS CO	1.2	\$ 2,862,833	\$ 2,320,161	\$ 1,035,102
17	EAGLE POINT MUTUAL INS CO	1.1	\$ 2,601,477	\$ 2,613,829	\$ 1,386,981
18	UNITED MUTUAL INS CO	1.1	\$ 2,580,567	\$ 2,537,441	\$ 1,254,172
19	STATE AUTOMOBILE MUTUAL INS CO	0.7	\$ 1,676,963	\$ 1,605,312	\$ 932,935
20	NORTH STAR MUTUAL INS CO	0.5	\$ 1,276,078	\$ 942,869	\$ 544,969
Subtotal for Top 20 Ranked Insurers		98.1	\$ 239,476,150	\$ 227,987,847	\$ 101,739,066
Total for 56 Ranked Insurers Writing This Line		100.0	\$ 244,167,531	\$ 232,496,098	\$ 104,292,868

Wisconsin Market Share - Business of 2023

HOMEOWNERS MULTIPLE PERIL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	STATE FARM FIRE & CSLTY CO	16.2	\$ 338,900,582	\$ 323,783,991	\$ 231,151,303
2	AMERICAN FAMILY MUTUAL INS CO SI	13.6	\$ 285,106,047	\$ 273,994,815	\$ 168,032,445
3	AMERICAN FAMILY INS CO	5.0	\$ 103,772,900	\$ 94,354,746	\$ 67,671,126
4	AUTO-OWNERS INSURANCE CO	4.7	\$ 97,620,462	\$ 88,332,449	\$ 80,318,879
5	ACUITY A MUTUAL INS CO	4.6	\$ 95,785,958	\$ 88,346,781	\$ 64,531,835
6	ERIE INSURANCE CO	4.6	\$ 95,587,124	\$ 86,182,656	\$ 84,089,894
7	WEST BEND INS CO	4.0	\$ 84,228,592	\$ 80,168,538	\$ 67,398,972
8	HOMESITE INSURANCE CO OF THE MIDWEST	3.4	\$ 70,704,874	\$ 61,280,925	\$ 46,722,049
9	ALLSTATE VEHICLE & PROP INS CO	3.0	\$ 63,199,681	\$ 58,452,345	\$ 38,748,602
10	SECURA SUPREME INS CO	1.8	\$ 37,996,871	\$ 36,160,682	\$ 30,711,483
11	AMERICAN STRATEGIC INS CORP	1.7	\$ 35,627,350	\$ 30,811,323	\$ 17,184,957
12	TRAVELERS PERSONAL INS CO	1.4	\$ 29,175,311	\$ 26,975,712	\$ 25,040,463
13	WAUSAU GENERAL INS CO	1.4	\$ 28,834,483	\$ 29,495,083	\$ 9,232,262
14	UNITED SERVICES AUTOMOBILE ASSN	1.3	\$ 28,088,550	\$ 26,528,708	\$ 22,427,705
15	WISCONSIN MUTUAL INS CO	1.3	\$ 27,968,916	\$ 26,240,291	\$ 21,496,048
16	RURAL MUTUAL INS CO	1.3	\$ 26,826,699	\$ 24,682,706	\$ 19,623,061
17	HANOVER INSURANCE CO THE	1.3	\$ 26,723,134	\$ 24,703,767	\$ 16,104,436
18	BADGER MUTUAL INS CO	1.2	\$ 24,864,976	\$ 25,094,461	\$ 17,264,205
19	SAFECO INSURANCE CO OF IL	1.1	\$ 23,817,600	\$ 19,890,874	\$ 11,330,223
20	INTEGRITY SELECT INS CO	1.1	\$ 22,467,562	\$ 21,144,768	\$ 14,303,870
Subtotal for Top 20 Ranked Insurers		74.1	\$ 1,547,297,672	\$ 1,446,625,621	\$ 1,053,383,818
Total for 202 Ranked Insurers Writing This Line		100.0	\$ 2,089,077,257	\$ 1,968,258,982	\$ 1,399,713,694

Wisconsin Market Share - Business of 2023

COMMERCIAL MULTIPLE PERIL

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	SOCIETY INSURANCE A MUTUAL CO	5.6	\$ 55,943,987	\$ 53,601,695	\$ 27,936,759
2	SECURA INSURANCE CO	5.1	\$ 50,686,338	\$ 49,089,137	\$ 29,162,651
3	ACUITY A MUTUAL INS CO	4.9	\$ 49,390,552	\$ 45,321,228	\$ 26,925,548
4	RURAL MUTUAL INS CO	4.8	\$ 47,777,208	\$ 44,825,754	\$ 34,809,828
5	AMERICAN FAMILY INS CO	4.3	\$ 42,531,617	\$ 28,320,308	\$ 11,491,446
6	OWNERS INSURANCE CO	3.9	\$ 39,390,289	\$ 35,693,745	\$ 24,296,249
7	STATE FARM FIRE & CSLTY CO	3.2	\$ 31,759,079	\$ 30,064,356	\$ 29,102,615
8	FEDERAL INSURANCE CO	3.2	\$ 31,508,707	\$ 29,118,440	\$ 3,331,936
9	CINCINNATI INSURANCE CO THE	3.0	\$ 29,517,101	\$ 27,913,862	\$ 6,842,131
10	AUTO-OWNERS INSURANCE CO	2.9	\$ 28,851,665	\$ 25,333,786	\$ 17,873,936
11	WEST BEND INS CO	2.6	\$ 25,709,231	\$ 24,503,568	\$ 19,400,783
12	GERMANTOWN MUTUAL INS CO	2.5	\$ 24,844,174	\$ 23,141,989	\$ 14,230,781
13	CHURCH MUTUAL INS CO SI	2.0	\$ 20,270,151	\$ 18,958,510	\$ 15,576,931
14	ERIE INSURANCE CO	2.0	\$ 19,697,117	\$ 15,397,695	\$ 10,580,817
15	CHARTER OAK FIRE INS CO THE	1.8	\$ 18,399,638	\$ 18,286,702	\$ 8,072,516
16	TRAVELERS PROPERTY CSLTY CO OF AMER	1.8	\$ 17,568,800	\$ 17,729,479	\$ 2,846,366
17	FRANKENMUTH INSURANCE CO	1.4	\$ 13,998,251	\$ 13,109,551	\$ 11,002,674
18	INTEGRITY INSURANCE CO	1.4	\$ 13,981,470	\$ 14,496,968	\$ 5,530,630
19	ERIE INSURANCE EXCHANGE	1.3	\$ 13,393,599	\$ 15,572,353	\$ 17,687,925
20	PEKIN INSURANCE CO	1.3	\$ 13,087,031	\$ 12,362,739	\$ 8,414,966
Subtotal for Top 20 Ranked Insurers		58.9	\$ 588,306,005	\$ 542,841,865	\$ 325,117,488
Total for 343 Ranked Insurers Writing This Line		100.0	\$ 998,822,112	\$ 952,995,642	\$ 570,117,385

Wisconsin Market Share - Business of 2023

MEDICAL MALPRACTICE

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	CONTINENTAL CASUALTY CO	18.8	\$ 13,116,657	\$ 13,142,126	\$ (2,486,046)
2	MMIC INSURANCE INC	18.4	\$ 12,859,257	\$ 12,198,978	\$ 3,996,960
3	PROASSURANCE INDEMNITY CO INC	17.6	\$ 12,308,588	\$ 12,500,255	\$ 4,847,008
4	MEDICAL PROTECTIVE CO THE	15.9	\$ 11,104,541	\$ 11,218,804	\$ 6,152,683
5	PROSELECT INSURANCE CO	5.5	\$ 3,873,393	\$ 4,396,636	\$ 961,057
6	WISCONSIN HEALTH CARE LIABILITY INS PLAN	3.9	\$ 2,733,574	\$ 2,503,069	\$ 2,209,768
7	AMERICAN CASUALTY CO OF READING PA	3.7	\$ 2,585,915	\$ 2,475,887	\$ 64,050
8	MAG MUTUAL INS CO	2.7	\$ 1,892,616	\$ 1,628,118	\$ 46,239
9	NCMIC INSURANCE CO	2.7	\$ 1,870,133	\$ 1,873,406	\$ 380,828
10	COPIC INSURANCE CO	1.8	\$ 1,228,395	\$ 481,462	\$ (47,768)
11	DOCTORS COMPANY AN INTERINSURANCE EXCHANGE THE	1.1	\$ 792,900	\$ 629,569	\$ (160,878)
12	LIBERTY INSURANCE UNDERWRITERS INC	1.0	\$ 700,479	\$ 706,792	\$ (49,741)
13	PROASSURANCE INSURANCE CO OF AMER	1.0	\$ 677,489	\$ 715,408	\$ (841,595)
14	PHARMACISTS MUTUAL INS CO	0.9	\$ 635,696	\$ 675,647	\$ 209,189
15	ACE AMERICAN INS CO	0.9	\$ 604,771	\$ 584,037	\$ 91,733
16	ACUITY A MUTUAL INS CO	0.7	\$ 515,789	\$ 409,746	\$ (93,180)
17	ASPEN AMERICAN INS CO	0.6	\$ 435,465	\$ 338,051	\$ (52,423)
18	CINCINNATI INSURANCE CO THE	0.5	\$ 370,359	\$ 380,131	\$ 294,413
19	GREAT DIVIDE INS CO	0.4	\$ 266,476	\$ 258,683	\$ 599,815
20	CAPITOL SPECIALTY INS CORP	0.4	\$ 246,392	\$ 253,117	\$ 141,125
Subtotal for Top 20 Ranked Insurers		98.5	\$ 68,818,885	\$ 67,369,922	\$ 16,263,237
Total for 62 Ranked Insurers Writing This Line		100.0	\$ 69,852,076	\$ 68,324,929	\$ 16,636,324

Wisconsin Market Share - Business of 2023

WORKERS COMPENSATION

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	WEST BEND INS CO	7.3	\$ 143,557,211	\$ 145,768,926	\$ 47,772,513
2	ACE FIRE UNDERWRITERS INS CO	5.2	\$ 101,556,295	\$ 110,984,115	\$ 83,372,145
3	ACUITY A MUTUAL INS CO	4.4	\$ 85,635,237	\$ 86,677,918	\$ 37,835,970
4	TRAVELERS INDEMNITY CO OF CT THE	3.7	\$ 73,080,501	\$ 72,937,329	\$ 33,005,002
5	TRAVELERS PROPERTY CSLTY CO OF AMER	3.6	\$ 71,218,987	\$ 68,092,209	\$ 45,926,116
6	SENTRY CASUALTY CO	3.5	\$ 68,965,228	\$ 71,022,142	\$ 51,205,249
7	ZURICH AMERICAN INS CO	3.5	\$ 68,361,314	\$ 61,625,070	\$ 34,730,939
8	SFM MUTUAL INS CO	3.0	\$ 58,383,668	\$ 55,999,546	\$ 26,683,900
9	SECURA INSURANCE CO	2.8	\$ 55,224,471	\$ 56,617,255	\$ 27,692,616
10	OLD REPUBLIC INS CO	2.7	\$ 53,745,601	\$ 54,165,836	\$ 28,901,873
11	AMERICAN ZURICH INS CO	2.7	\$ 53,115,879	\$ 49,443,929	\$ 30,680,120
12	SOCIETY INSURANCE A MUTUAL CO	2.7	\$ 52,922,770	\$ 55,214,782	\$ 14,003,152
13	SENTRY INSURANCE CO	2.5	\$ 48,142,212	\$ 48,122,186	\$ 28,645,675
14	ACCIDENT FUND INS CO OF AMER	2.3	\$ 45,175,558	\$ 47,010,124	\$ 21,050,032
15	EMCASCO INSURANCE CO	2.0	\$ 39,124,579	\$ 40,623,792	\$ 29,102,799
16	TWIN CITY FIRE INS CO	2.0	\$ 38,636,814	\$ 39,129,525	\$ 18,398,952
17	RURAL MUTUAL INS CO	2.0	\$ 38,426,823	\$ 37,565,260	\$ 11,763,080
18	UNITED WISCONSIN INS CO	1.5	\$ 29,841,018	\$ 31,097,459	\$ 16,716,611
19	HARTFORD CASUALTY INS CO	1.4	\$ 27,565,781	\$ 26,396,027	\$ 11,958,669
20	LM INSURANCE CORP	1.3	\$ 24,665,085	\$ 25,912,156	\$ 17,745,963
Subtotal for Top 20 Ranked Insurers		59.9	\$ 1,177,345,032	\$ 1,184,405,586	\$ 617,191,376
Total for 395 Ranked Insurers Writing This Line		100.0	\$ 1,964,497,634	\$ 1,963,425,181	\$ 1,037,792,031

Wisconsin Market Share - Business of 2023

EXCESS WORKERS COMPENSATION

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	SAFETY NATIONAL CSLTY CORP	33.6	\$ 3,570,712	\$ 3,533,545	\$ 646,778
2	ACE AMERICAN INS CO	19.8	\$ 2,105,604	\$ 2,602,191	\$ 793,006
3	LIBERTY MUTUAL FIRE INS CO	9.8	\$ 1,041,400	\$ 908,656	\$ 489,652
4	ARCH INSURANCE CO	8.6	\$ 908,382	\$ 908,382	\$ 358,442
5	OLD REPUBLIC INS CO	7.1	\$ 755,838	\$ 728,483	\$ (33,314)
6	TRAVELERS PROPERTY CSLTY CO OF AMER	6.6	\$ 697,103	\$ 683,342	\$ (241,119)
7	XL SPECIALTY INS CO	6.4	\$ 678,092	\$ 678,092	\$ 30,575
8	SENTRY INSURANCE CO	2.3	\$ 248,485	\$ 248,523	\$ 86,816
9	HARTFORD CASUALTY INS CO	2.0	\$ 216,368	\$ 215,677	\$ (230,665)
10	ZURICH AMERICAN INS CO	1.9	\$ 206,965	\$ 153,842	\$ (862,496)
11	NATIONAL UNION FIRE INS CO OF PITTSBURGH PA	1.5	\$ 160,727	\$ 138,487	\$ 71,641
12	LM INSURANCE CORP	0.3	\$ 27,640	\$ 116,483	\$ (298,121)
13	CONTINENTAL CASUALTY CO	0.0	\$ -	\$ -	\$ 300,682
14	PROTECTIVE INSURANCE CO	0.0	\$ -	\$ -	\$ 278,700
15	EMPLOYERS INSURANCE CO OF WAUSAU	0.0	\$ -	\$ -	\$ 105,709
16	TRAVCO PERSONAL INS CO	0.0	\$ -	\$ -	\$ 22,671
17	CONTINENTAL INSURANCE CO THE	0.0	\$ -	\$ -	\$ 6,667
18	PRAETORIAN INSURANCE CO	0.0	\$ -	\$ -	\$ 3,644
19	AMERICAN ALTERNATIVE INS CORP	0.0	\$ -	\$ -	\$ 2,634
20	EMPLOYERS MUTUAL CSLTY CO	0.0	\$ -	\$ -	\$ 270
Subtotal for Top 20 Ranked Insurers		100.0	\$ 10,617,316	\$ 10,915,703	\$ 1,532,172
Total for 39 Ranked Insurers Writing This Line		100.0	\$ 10,617,316	\$ 10,915,703	\$ (1,065,810)

Wisconsin Market Share - Business of 2023

OTHER LIABILITY

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	WEST BEND INS CO	7.6	\$ 92,209,501	\$ 90,624,317	\$ 46,310,878
2	TRAVELERS PROPERTY CSLTY CO OF AMER	4.0	\$ 48,698,631	\$ 47,336,518	\$ 47,212,971
3	ACUITY A MUTUAL INS CO	3.8	\$ 46,740,938	\$ 44,935,439	\$ 18,428,216
4	FEDERAL INSURANCE CO	3.8	\$ 45,751,241	\$ 45,645,989	\$ 9,167,741
5	AMERICAN FAMILY MUTUAL INS CO SI	3.5	\$ 42,576,960	\$ 40,792,920	\$ 20,475,736
6	ZURICH AMERICAN INS CO	3.4	\$ 41,488,704	\$ 39,640,439	\$ 21,199,281
7	TRAVELERS CASUALTY & SURETY CO OF AMER	2.7	\$ 32,930,695	\$ 32,686,274	\$ 4,944,649
8	STATE FARM FIRE & CSLTY CO	2.6	\$ 31,161,505	\$ 30,015,933	\$ 30,837,644
9	CUMIS INSURANCE SOCIETY INC	2.2	\$ 27,002,447	\$ 27,660,702	\$ 16,552,930
10	CONTINENTAL CASUALTY CO	2.1	\$ 25,282,890	\$ 24,695,742	\$ 12,812,854
11	CONTINENTAL INSURANCE CO THE	2.0	\$ 24,596,782	\$ 22,913,828	\$ 11,779,892
12	CINCINNATI INSURANCE CO THE	2.0	\$ 23,831,325	\$ 24,775,036	\$ 15,112,099
13	NATIONAL UNION FIRE INS CO OF PITTSBURGH PA	1.9	\$ 23,086,444	\$ 22,461,514	\$ 3,731,494
14	VIRGINIA SURETY CO INC	1.8	\$ 22,230,185	\$ 23,711,019	\$ 8,464,610
15	ACE AMERICAN INS CO	1.5	\$ 18,419,411	\$ 21,438,026	\$ (8,877,607)
16	ACE PROPERTY & CSLTY INS CO	1.5	\$ 18,197,657	\$ 19,403,068	\$ 40,982,780
17	SECURA INSURANCE CO	1.4	\$ 16,558,410	\$ 16,026,778	\$ 2,768,928
18	HANOVER INSURANCE CO THE	1.3	\$ 15,401,474	\$ 14,865,644	\$ 5,757,948
19	ARCH INSURANCE CO	1.2	\$ 14,357,926	\$ 12,849,667	\$ 5,323,297
20	EMPLOYERS MUTUAL CSLTY CO	1.1	\$ 13,878,698	\$ 13,505,522	\$ 13,183,060
Subtotal for Top 20 Ranked Insurers		51.3	\$ 624,401,824	\$ 615,984,375	\$ 326,169,401
Total for 531 Ranked Insurers Writing This Line		100.0	\$ 1,216,480,016	\$ 1,197,208,601	\$ 629,932,383

Wisconsin Market Share - Business of 2023

PRIVATE PASSENGERS CARS

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	STATE FARM MUTUAL AUTOMOBILE INS CO	14.8	\$ 611,167,222	\$ 582,686,523	\$ 427,067,141
2	PROGRESSIVE UNIVERSAL INS CO	11.2	\$ 461,693,746	\$ 442,068,610	\$ 292,438,476
3	ARTISAN AND TRUCKERS CSLTY CO	10.3	\$ 426,706,644	\$ 409,566,535	\$ 277,514,010
4	AMERICAN FAMILY MUTUAL INS CO SI	9.8	\$ 404,626,325	\$ 396,234,279	\$ 230,095,955
5	AMERICAN FAMILY INS CO	5.8	\$ 240,316,369	\$ 223,145,144	\$ 163,073,058
6	ALLSTATE PROPERTY & CSLTY INS CO	4.1	\$ 170,513,995	\$ 163,941,918	\$ 98,972,497
7	ERIE INSURANCE EXCHANGE	3.6	\$ 148,036,781	\$ 136,435,709	\$ 130,026,683
8	ACUITY A MUTUAL INS CO	3.1	\$ 127,807,717	\$ 116,249,946	\$ 86,248,594
9	WEST BEND INS CO	2.9	\$ 118,394,070	\$ 110,462,867	\$ 74,815,477
10	GEICO CASUALTY CO	2.2	\$ 91,058,245	\$ 92,852,220	\$ 63,208,963
11	GEICO SECURE INS CO	2.1	\$ 85,592,907	\$ 79,019,226	\$ 65,851,281
12	OWNERS INSURANCE CO	2.0	\$ 83,839,659	\$ 75,323,771	\$ 54,030,593
13	INTEGRITY PROPERTY & CSLTY INS CO	1.3	\$ 55,576,310	\$ 54,501,217	\$ 35,717,529
14	WISCONSIN MUTUAL INS CO	1.3	\$ 53,575,115	\$ 50,025,308	\$ 41,569,933
15	RURAL MUTUAL INS CO	1.3	\$ 51,742,944	\$ 49,437,142	\$ 37,786,263
16	SECURA SUPREME INS CO	1.2	\$ 48,365,864	\$ 46,878,024	\$ 36,567,653
17	MID-CENTURY INSURANCE CO	1.1	\$ 43,654,210	\$ 44,102,292	\$ 22,494,765
18	USAA CASUALTY INS CO	1.0	\$ 41,888,120	\$ 36,858,396	\$ 25,775,973
19	AUTO CLUB GROUP INS CO	1.0	\$ 40,589,724	\$ 37,636,869	\$ 30,132,073
20	UNITED SERVICES AUTOMOBILE ASSN	0.9	\$ 37,847,278	\$ 36,394,178	\$ 28,816,647
Subtotal for Top 20 Ranked Insurers		80.9	\$ 3,342,993,245	\$ 3,183,820,174	\$ 2,222,203,564
Total for 225 Ranked Insurers Writing This Line		100.0	\$ 4,132,974,356	\$ 3,951,716,352	\$ 2,773,607,163

Wisconsin Market Share - Business of 2023

COMMERCIAL VEHICLES

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	ACUITY A MUTUAL INS CO	8.5	\$ 77,810,780	\$ 75,310,956	\$ 44,425,588
2	WEST BEND INS CO	7.8	\$ 71,128,063	\$ 69,612,010	\$ 40,761,178
3	ARTISAN AND TRUCKERS CSLTY CO	7.3	\$ 66,730,738	\$ 66,781,732	\$ 41,843,808
4	SECURA INSURANCE CO	5.2	\$ 47,319,140	\$ 46,332,686	\$ 28,840,950
5	GREAT WEST CSLTY CO	5.0	\$ 46,006,690	\$ 42,641,356	\$ 25,582,395
6	RURAL MUTUAL INS CO	2.6	\$ 24,015,155	\$ 22,700,771	\$ 13,892,002
7	AUTO-OWNERS INSURANCE CO	2.4	\$ 21,753,238	\$ 16,349,448	\$ 10,889,930
8	INTEGRITY INSURANCE CO	2.1	\$ 19,170,629	\$ 19,754,131	\$ 11,188,782
9	ZURICH AMERICAN INS CO	1.9	\$ 17,356,358	\$ 17,535,751	\$ 8,080,802
10	TRAVELERS INDEMNITY CO OF CT THE	1.6	\$ 14,873,364	\$ 14,725,988	\$ 11,117,423
11	SOCIETY INSURANCE A MUTUAL CO	1.5	\$ 13,864,166	\$ 13,567,224	\$ 7,807,200
12	CINCINNATI INSURANCE CO THE	1.5	\$ 13,692,766	\$ 13,158,754	\$ 6,152,522
13	NATIONAL INTERSTATE INS CO	1.5	\$ 13,471,304	\$ 13,169,685	\$ 9,888,535
14	ERIE INSURANCE EXCHANGE	1.5	\$ 13,318,839	\$ 13,349,108	\$ 11,315,267
15	SENTRY SELECT INS CO	1.4	\$ 12,986,592	\$ 13,249,295	\$ 3,539,947
16	ACE AMERICAN INS CO	1.4	\$ 12,902,673	\$ 11,799,393	\$ 5,375,228
17	WESTERN NATIONAL MUTUAL INS CO	1.3	\$ 11,681,151	\$ 11,544,258	\$ 6,566,405
18	EMPLOYERS MUTUAL CSLTY CO	1.3	\$ 11,556,405	\$ 11,658,223	\$ 7,820,742
19	OLD REPUBLIC INS CO	1.2	\$ 10,901,742	\$ 10,267,318	\$ 13,270,379
20	MIDDLESEX INSURANCE CO	1.2	\$ 10,809,304	\$ 10,047,185	\$ 7,696,594
Subtotal for Top 20 Ranked Insurers		58.1	\$ 531,349,097	\$ 513,555,272	\$ 316,055,677
Total for 382 Ranked Insurers Writing This Line		100.0	\$ 914,669,617	\$ 888,040,634	\$ 531,208,822

Wisconsin Market Share - Business of 2023

FIDELITY

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	TRAVELERS CASUALTY & SURETY CO OF AMER	15.9	\$ 4,122,830	\$ 4,143,331	\$ 1,398,348
2	FEDERAL INSURANCE CO	11.9	\$ 3,085,074	\$ 3,564,499	\$ 1,334,267
3	CUMIS INSURANCE SOCIETY INC	7.7	\$ 2,000,115	\$ 1,914,377	\$ (469,900)
4	GREAT AMERICAN INS CO	6.9	\$ 1,790,427	\$ 1,564,672	\$ 274,703
5	NATIONAL UNION FIRE INS CO OF PITTSBURGH PA	5.7	\$ 1,486,273	\$ 1,461,289	\$ (864,938)
6	FIDELITY AND DEPOSIT CO OF MD	3.7	\$ 962,761	\$ 855,137	\$ (19,245)
7	BEAZLEY INSURANCE CO INC	3.7	\$ 948,621	\$ 839,706	\$ 332,231
8	CONTINENTAL CASUALTY CO	3.5	\$ 907,726	\$ 789,827	\$ 175,392
9	WEST BEND INS CO	2.9	\$ 761,077	\$ 765,018	\$ 114,531
10	BERKLEY INSURANCE CO	2.6	\$ 680,295	\$ 633,510	\$ 1,198,220
11	ZURICH AMERICAN INS CO	2.6	\$ 665,993	\$ 637,303	\$ (145,460)
12	AXIS INSURANCE CO	2.5	\$ 648,418	\$ 720,760	\$ 1,099,300
13	HANOVER INSURANCE CO THE	2.1	\$ 535,266	\$ 431,954	\$ 69,059
14	EMPLOYERS MUTUAL CSLTY CO	1.7	\$ 435,716	\$ 440,269	\$ 188,022
15	SECURITY NATIONAL INS CO	1.7	\$ 430,292	\$ 434,185	\$ 12,349
16	OHIO CASUALTY INS CO THE	1.6	\$ 406,294	\$ 378,789	\$ 51,970
17	ATLANTIC SPECIALTY INS CO	1.5	\$ 398,720	\$ 375,670	\$ 2,072,925
18	WESTERN SURETY CO	1.4	\$ 357,969	\$ 369,358	\$ 37,108
19	ACUITY A MUTUAL INS CO	1.2	\$ 321,433	\$ 307,433	\$ 20,454
20	ACE AMERICAN INS CO	1.2	\$ 303,867	\$ 304,561	\$ 352,000
Subtotal for Top 20 Ranked Insurers		82.0	\$ 21,249,167	\$ 20,931,648	\$ 7,231,336
Total for 158 Ranked Insurers Writing This Line		100.0	\$ 25,901,199	\$ 25,444,975	\$ 7,235,319

Wisconsin Market Share - Business of 2023

SURETY

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	TRAVELERS CASUALTY & SURETY CO OF AMER	14.3	\$ 13,208,226	\$ 9,959,183	\$ (236,526)
2	LIBERTY MUTUAL INS CO	10.9	\$ 10,055,061	\$ 9,817,317	\$ 1,883,103
3	WESTERN SURETY CO	6.4	\$ 5,923,893	\$ 5,349,516	\$ 1,672,238
4	FIDELITY AND DEPOSIT CO OF MD	5.8	\$ 5,328,474	\$ 5,787,250	\$ (107,771)
5	ATLANTIC SPECIALTY INS CO	4.6	\$ 4,286,959	\$ 2,221,403	\$ 97,413
6	EULER HERMES NORTH AMER INS CO	4.6	\$ 4,246,080	\$ 620,487	\$ 503,314
7	OLD REPUBLIC SURETY CO	3.8	\$ 3,554,039	\$ 3,400,275	\$ 697,409
8	GRANITE RE INC	3.7	\$ 3,376,013	\$ 3,336,483	\$ 126,762
9	FEDERAL INSURANCE CO	3.1	\$ 2,898,189	\$ 2,616,114	\$ 214,494
10	WEST BEND INS CO	2.8	\$ 2,561,853	\$ 2,579,056	\$ (203,164)
11	CONTINENTAL CASUALTY CO	2.7	\$ 2,529,416	\$ 2,473,332	\$ 674,380
12	HUDSON INSURANCE CO	2.2	\$ 2,015,336	\$ 1,985,933	\$ 647,887
13	EVERGREEN NATIONAL INDEMNITY CO	2.1	\$ 1,968,232	\$ 1,985,396	\$ 37,756
14	XL SPECIALTY INS CO	2.1	\$ 1,921,205	\$ 1,853,438	\$ 246,639
15	OHIO CASUALTY INS CO THE	2.0	\$ 1,873,687	\$ 1,813,816	\$ 272,406
16	MERCHANTS BONDING CO (MUTUAL)	2.0	\$ 1,857,453	\$ 1,720,806	\$ 95,601
17	MERCHANTS NATIONAL BONDING INC	2.0	\$ 1,850,899	\$ 1,643,488	\$ 549,023
18	HANOVER INSURANCE CO THE	2.0	\$ 1,806,461	\$ 1,325,438	\$ (535,339)
19	SELECTIVE INSURANCE CO OF AMER	1.6	\$ 1,451,557	\$ 1,276,521	\$ 6,645,994
20	EVEREST REINSURANCE CO	1.2	\$ 1,131,237	\$ 820,700	\$ 68,302
Subtotal for Top 20 Ranked Insurers		79.9	\$ 73,844,270	\$ 62,585,952	\$ 13,349,921
Total for 150 Ranked Insurers Writing This Line		100.0	\$ 92,450,426	\$ 81,407,049	\$ 15,113,545

Wisconsin Market Share - Business of 2023

CREDIT

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	OHIO INDEMNITY CO	18.1	\$ 4,641,852	\$ 4,825,240	\$ 2,652,853
2	EULER HERMES NORTH AMER INS CO	17.2	\$ 4,415,008	\$ 4,867,330	\$ 468,075
3	AMERICAN NATIONAL PROP & CSLTY CO	10.7	\$ 2,756,503	\$ 2,839,364	\$ 1,183,619
4	ARCH INSURANCE CO	8.7	\$ 2,240,560	\$ 2,401,699	\$ 540,745
5	GREAT AMERICAN ASSUR CO	7.6	\$ 1,964,490	\$ 1,821,776	\$ 1,001,004
6	COFACE NORTH AMER INS CO	7.2	\$ 1,853,124	\$ 1,998,977	\$ 65,663
7	ATRADIUS TRADE CREDIT INS INC	6.2	\$ 1,590,022	\$ 1,592,223	\$ 832,310
8	FALLS LAKE NATL INS CO	4.4	\$ 1,123,521	\$ 1,123,521	\$ 842,036
9	GREAT AMERICAN INS CO	3.9	\$ 1,014,321	\$ 889,157	\$ (350,141)
10	TRITON INSURANCE CO	1.8	\$ 475,485	\$ 446,533	\$ 210,349
11	OLD REPUBLIC INS CO	1.8	\$ 450,213	\$ 554,160	\$ (52,091)
12	LIBERTY MUTUAL INS CO	1.7	\$ 439,570	\$ 549,574	\$ 119,066
13	US SPECIALTY INS CO	1.7	\$ 432,750	\$ 420,275	\$ 50,725
14	WESCO INSURANCE CO	1.4	\$ 369,825	\$ 429,112	\$ 151,918
15	ACE AMERICAN INS CO	1.4	\$ 362,483	\$ 334,042	\$ 74,854
16	STARR INDEMNITY & LIABILITY CO	0.9	\$ 232,048	\$ 128,722	\$ 1,382
17	CUMIS INSURANCE SOCIETY INC	0.8	\$ 203,608	\$ 194,528	\$ 71,389
18	NATIONAL UNION FIRE INS CO OF PITTSBURGH PA	0.7	\$ 190,867	\$ 219,563	\$ 118,837
19	SECURIAN CASUALTY CO	0.7	\$ 178,117	\$ 182,517	\$ 37,032
20	INTEGON NATIONAL INS CO	0.7	\$ 174,330	\$ 150,665	\$ 25,820
Subtotal for Top 20 Ranked Insurers		97.6	\$ 25,108,697	\$ 25,968,978	\$ 8,045,445
Total for 37 Ranked Insurers Writing This Line		100.0	\$ 25,713,943	\$ 26,540,938	\$ 8,030,464

Wisconsin Market Share - Business of 2023

MORTGAGE GUARANTY

RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED
1	ARCH MORTGAGE INS CO	29.0	\$ 30,700,394	\$ 31,010,437	\$ (203,107)
2	MORTGAGE GUARANTY INS CORP	24.5	\$ 25,924,460	\$ 26,302,379	\$ 948,879
3	RADIAN GUARANTY INC	13.6	\$ 14,411,783	\$ 14,981,529	\$ (221,260)
4	ENACT MORTGAGE INS CORP	11.8	\$ 12,489,273	\$ 12,777,815	\$ (522,535)
5	NATIONAL MORTGAGE INS CORP	9.1	\$ 9,617,074	\$ 9,779,472	\$ (5,285)
6	ESSENT GUARANTY INC	9.0	\$ 9,500,236	\$ 9,796,173	\$ 79,507
7	UNITED GUARANTY RESIDENTIAL INS CO	1.9	\$ 1,999,221	\$ 2,602,462	\$ (1,051,965)
8	ARCH MORTGAGE GUARANTY CO	1.0	\$ 1,041,930	\$ 1,034,085	\$ (117,298)
9	PMI MORTGAGE INS CO	0.2	\$ 172,129	\$ 172,189	\$ 20,643
10	REPUBLIC MORTGAGE INS CO	0.1	\$ 110,229	\$ 110,253	\$ 13,163
11	ENACT MORTGAGE INS CORP OF NC	0.0	\$ 24,202	\$ 24,202	\$ 5,632
12	MGIC INDEMNITY CORP	0.0	\$ -	\$ 1,599	\$ -
13	MGIC CREDIT ASSUR CORP	0.0	\$ -	\$ -	\$ (80,780)
14	ARCH MORTGAGE ASSUR CO	0.0	\$ (55)	\$ (55)	\$ 336
Subtotal for Top 14 Ranked Insurers		100.0	\$ 105,990,876	\$ 108,592,540	\$ (1,134,070)
Total for 14 Ranked Insurers Writing This Line		100.0	\$ 105,990,876	\$ 108,592,540	\$ (1,134,070)

Wisconsin Market Share - Business of 2023

TITLE						
RANK	INSURER	% OF MARKET	PREMIUMS WRITTEN	PREMIUMS EARNED	LOSSES INCURRED	
1	FIRST AMERICAN TITLE INS CO	46.3	\$ 93,730,100	\$ 94,317,033	\$ 2,385,754	
2	CHICAGO TITLE INS CO	13.5	\$ 27,359,962	\$ 27,929,577	\$ 1,222,203	
3	OLD REPUBLIC NATL TITLE INS CO	11.3	\$ 22,780,521	\$ 23,010,769	\$ 300,064	
4	STEWART TITLE GUARANTY CO	10.6	\$ 21,373,835	\$ 21,780,047	\$ 531,410	
5	FIDELITY NATIONAL TITLE INS CO	6.8	\$ 13,717,785	\$ 13,867,237	\$ 12,671,771	
6	TITLE RESOURCES GUARANTY CO	3.2	\$ 6,479,512	\$ 6,202,063	\$ -	
7	COMMONWEALTH LAND TITLE INS CO	3.1	\$ 6,209,787	\$ 6,307,755	\$ 190,143	
8	WESTCOR LAND TITLE INS CO	2.0	\$ 4,028,059	\$ 4,050,246	\$ 2,500	
9	ADVOCUS NATIONAL TITLE INS CO	1.8	\$ 3,589,877	\$ 3,597,642	\$ 21,099	
10	DOMA TITLE INS INC	0.6	\$ 1,265,634	\$ 1,247,468	\$ -	
11	AGENTS NATIONAL TITLE INS CO	0.3	\$ 661,861	\$ 661,644	\$ 1,013	
12	ALLIANT NATIONAL TITLE INS CO INC	0.3	\$ 647,958	\$ 649,246	\$ 25,103	
13	WFG NATIONAL TITLE INS CO	0.2	\$ 321,582	\$ 312,461	\$ (2,705)	
14	AMTRUST TITLE INS CO	0.1	\$ 136,013	\$ 131,895	\$ 12,437	
15	NATIONAL TITLE INS OF NY INC	0.0	\$ 69,715	\$ 107,272	\$ 2,821	
16	AMERICAN GUARANTY TITLE INS CO	0.0	\$ 53,563	\$ 75,879	\$ 485	
17	REAL ADVANTAGE TITLE INS CO	0.0	\$ 23,317	\$ 23,401	\$ -	
18	RADIAN TITLE INS INC	0.0	\$ 21,730	\$ 20,906	\$ -	
19	INVESTORS TITLE INS CO	0.0	\$ 2,119	\$ 2,231	\$ -	
Subtotal for Top 19 Ranked Insurers		100.0	\$ 202,472,930	\$ 204,294,772	\$ 17,364,098	
Total for 19 Ranked Insurers Writing This Line		100.0	\$ 202,472,930	\$ 204,294,772	\$ 17,364,098	



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