

Global Annuity Insurance Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Annuity Insurance market size is expected to reach \$ 14775 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Annuity insurance is a type of life insurance in which the policyholder pays the premium in a lump sum or on schedule, and the insurance company promises to pay a fixed amount of insurance benefits to the insured on a regular basis, starting from a specified future time point (such as after retirement), on an annual, semi annual, quarterly, or monthly basis, until the insured's death or contract expiration. Its core function is to convert the funds accumulated by the insured during work into stable, sustained, and life length cash flows after retirement, effectively hedging the risk of pension depletion due to longevity. It is an important financial tool for individuals or groups to plan for retirement and supplement retirement income.

The annuity insurance industry chain covers the upstream asset end (including investment targets such as treasury bond, high-grade credit bonds, infrastructure debt plans, long-term deposits and equity assets that meet regulatory requirements) and reinsurance companies, the midstream product development and underwriting end (life insurance companies and pension insurance companies operating annuity insurance), and the downstream sales and service end (covering bank insurance channels, personal agency channels, group insurance channels and third-party intermediary platforms, and extending to pension communities, health management and other pension service supply). Regarding the gross profit margin, the specific value of the sales gross profit margin of annuity insurance products is not directly disclosed in public information, but industry reports generally use gross profit margin as a key indicator to measure product profitability. It is worth noting that the annuity insurance business is facing 'longevity risk', the risk of interest rate spread loss in a long-term low interest rate

environment, and the pressure of fee spread loss caused by product homogenization, all of which have a significant impact on the actual profitability level. Overall, insurance companies emphasize the construction of a full chain closed loop of 'fundraising investment payment service' in the field of pension finance. Pension insurance is more regarded as an entry type business that leverages the pension service ecosystem, and its comprehensive profitability needs to be evaluated in conjunction with the value of backend services.

The core idea of annuity insurance is that it is not an investment tool that pursues short-term high returns, but a 'ballast' financial tool used to hedge longevity risks and lock in lifelong cash flows in the context of long-term interest rate declines and aging population. Its essence is to transform the idle funds of the present into a fixed passive income equal to life after retirement through the compounding effect of time, effectively resisting the economic risk of 'people alive, money gone' caused by the extension of life expectancy. Therefore, the allocation of annuity insurance should not only focus on its relatively low rate of return (usually between 2.5% and 3.5% internal rate of return), but also on the 'certainty' it provides - that is, no matter how volatile the market is, it can provide a stable cash flow at the agreed time, as a safety bottom line for rigid expenditures such as pension and education. From the perspective of asset allocation, annuity insurance plays a defensive role by actively planning now in exchange for passive and certain financial security in the future.

This report studies the global Annuity Insurance demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Annuity Insurance, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Annuity Insurance that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Annuity Insurance total market, 2021-2032, (USD Million)

Global Annuity Insurance total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Annuity Insurance total market, key domestic companies, and share, (USD Million)

Global Annuity Insurance revenue by player, revenue and market share 2021-2026, (USD Million)

Global Annuity Insurance total market by Type, CAGR, 2021-2032, (USD Million)

Global Annuity Insurance total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Annuity Insurance market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include New York Life, Prudential, MassMutual, Allianz, Lincoln Financial Group, Nationwide, Pacific Life, USAA, Western & Southern Life, Athene, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Annuity Insurance market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Annuity Insurance Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Annuity Insurance Market, Segmentation by Type:

Immediate Annuity(Received During a Payment Interval)

Deferred Annuity(Received for a Longer Specific Period of Time)

Global Annuity Insurance Market, Segmentation by Capital Investment Parameters:

Lump Sum Annuity

Periodic Annuity Payment

Global Annuity Insurance Market, Segmentation by Yield Fluctuation Parameters:

Fixed Annuity

Variable Annuity

Global Annuity Insurance Market, Segmentation by Application:

Child

Adult

Elder

Companies Profiled:

New York Life

Prudential

MassMutual

Allianz

Lincoln Financial Group

Nationwide

Pacific Life

USAA

Western & Southern Life

Athene

Corebridge Financial

Jackson

Global Atlantic

Samsung Life Insurance

China Life Insurance

Ping An Life Insurance

CPIC Life Insurance

Taiping Life Insurance

Taikang Life Insurance

New China Life Insurance

Nippon Life Insurance

Meiji Yasuda Life Insurance

AXA

Key Questions Answered

1. How big is the global Annuity Insurance market?
2. What is the demand of the global Annuity Insurance market?
3. What is the year over year growth of the global Annuity Insurance market?
4. What is the total value of the global Annuity Insurance market?
5. Who are the Major Players in the global Annuity Insurance market?
6. What are the growth factors driving the market demand?

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