



THE \$199 BILLION OPPORTUNITY BANKS ARE MISSING

THE HSA MARKET EXPLOSION



Why Banks Need to Act Now

KEY STATISTICS



\$159B

Total HSA assets
in 2025



\$56B

New contributions
in 2025



40M

Active HSA
accounts



\$199B

Projected market
size by 2027

NON-BANK DOMINANCE:

- ▶ Top 5 HSA providers control **73%** of market share
- ▶ Most market leaders are **NOT traditional banks**
- ▶ Banks missing fastest-growing deposit category



While banks focus elsewhere, specialized HSA administrators capture billions in deposits and fees.

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