

Devenir Research

2024 Year-End HSA Market Statistics & Trends Executive Summary

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Report Methodology

The majority of this report was derived from the 2024 Year-End Devenir HSA Market Survey. The survey was carried out in early 2025 and all data was requested for the period ending on December 31st, 2024.

All estimates and projections reflect the current environment surrounding health savings accounts and do not contemplate any future regulatory changes to the market. Certain data points from the survey were omitted from this report due to inconclusive data or an incomplete sample set. All statistics are produced using the best available data set, which may at times produce statistics which do not reconcile, either with other statistics in this report or with previous reports.

Survey responses are self-reported by each HSA provider. When possible Devenir attempts to verify responses through a variety of channels, including but not limited to, press releases, annual reports, prior research, and FDIC filings.

This executive summary provides key highlights from the full 2024 Year-End Devenir HSA Research Report. For access to the complete report with detailed analysis and additional insights, please contact Devenir.

Key Findings

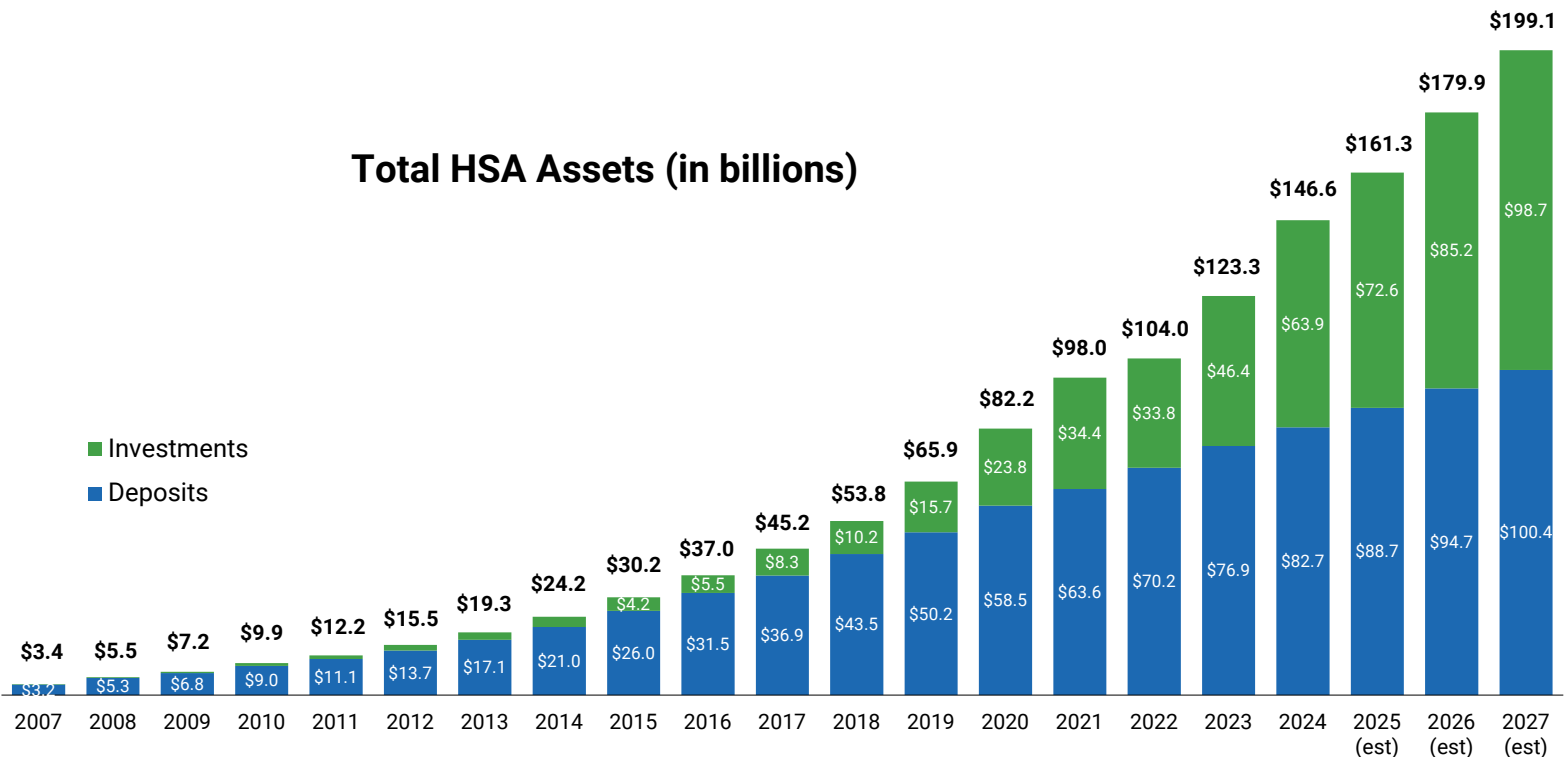
Consistent strong asset growth. Aided by favorable stock market conditions, HSA assets expanded significantly during 2024. Account growth continued at a steady pace. By year-end, HSA assets reached nearly \$147 billion across over 39 million accounts, reflecting a year-over-year increase of 19% for assets and 5% for accounts.

Robust growth in HSA investment assets. HSA investment assets maintained strong growth, supported by positive market returns and growing recognition of HSAs’ long-term benefits. During 2024, HSA investment assets increased by 38%, reaching \$64 billion by the end of the year.

Gradual investment adoption. The number of HSA holders choosing to invest continued to rise. Approximately 3.5 million HSAs, representing about 9% of all accounts, had invested a portion of their HSA dollars.

Balanced contribution and withdrawal activity. Account holders contributed almost \$56 billion to their accounts in 2024 (up 11% from the previous year) and withdrew \$42 billion during the same period (up 10% from the prior year).

Total HSA Assets (in billions)

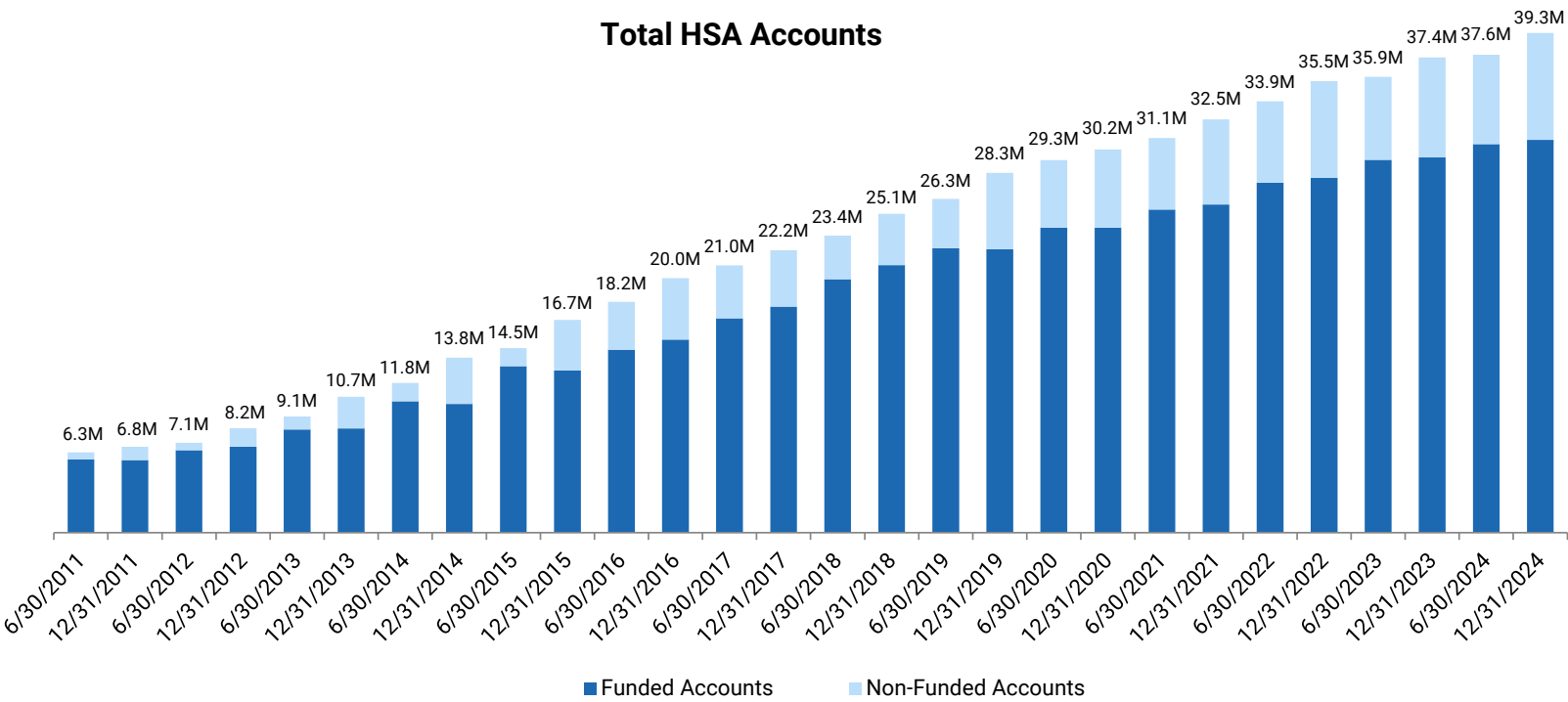


Source: Estimates derived from 2024 Year-End Devenir HSA Market Survey, press releases, previous market research, and market growth rates.

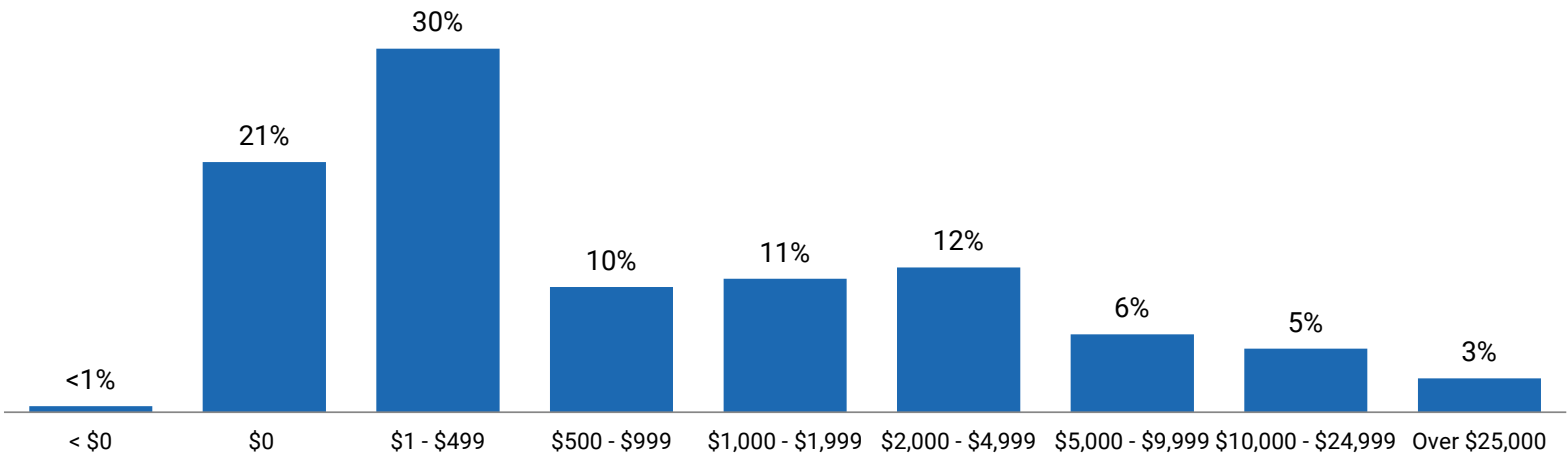
HSA Industry Level Account Data

The pace of account growth has continued to moderate, growing about 5% year-over-year. There continues to be some seasonality in the percentage of accounts that are unfunded. Accounts are often opened during the fall open enrollment season, but remain unfunded until early the following year. At the end of 2024, about 21% of all accounts were unfunded, unchanged from the previous year.

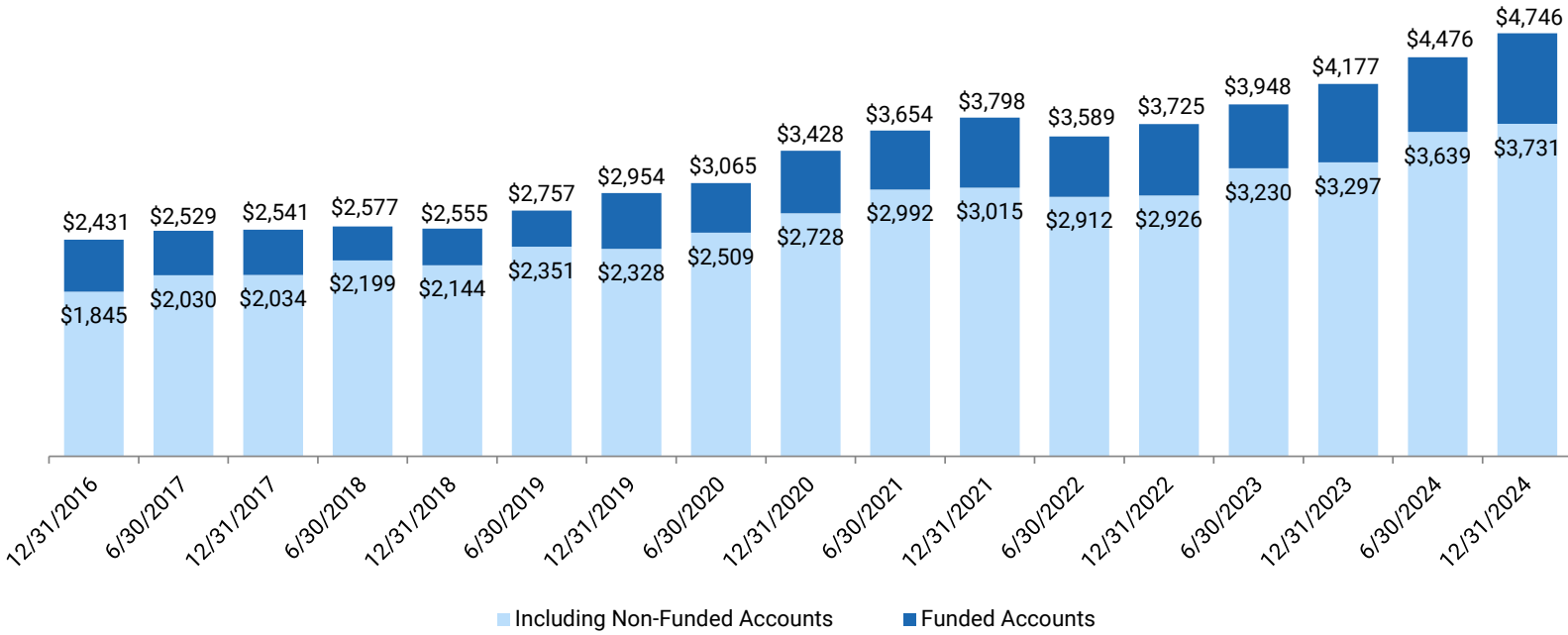
Total HSA Accounts



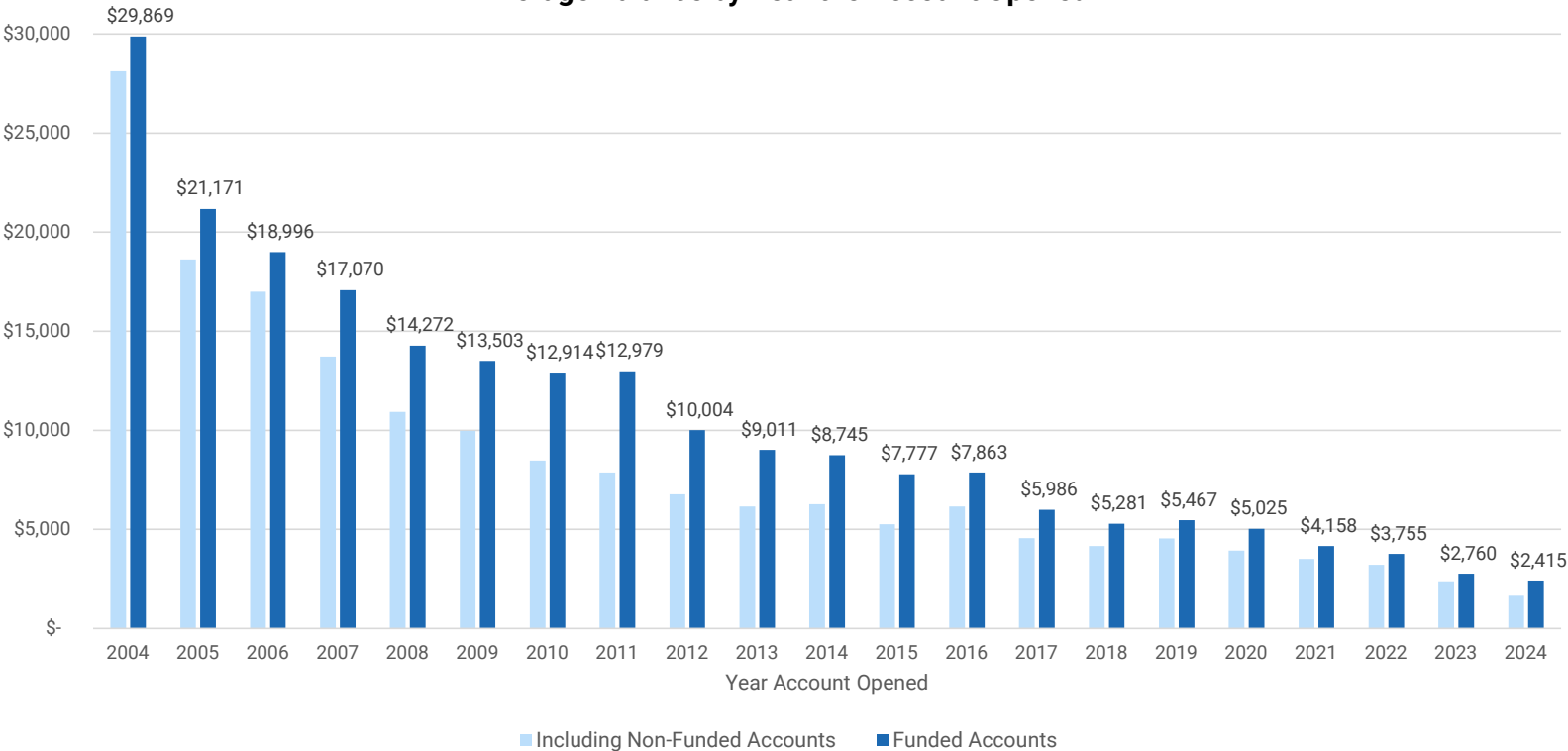
Health Savings Account Balance Distribution



Average Account Balance



Average Balance by Year the Account Opened



A clear correlation is seen between account age and balance size. Funded accounts opened in 2004 have the highest average balance at \$29,869, while those opened in 2024 average \$2,415. This pattern holds consistently across the years, with a gradual decline in average balances for more recently opened accounts. The data demonstrates the cumulative effect of long-term HSA ownership, with older accounts benefiting from extended periods of potential contributions and possible investment growth.

Employer Affiliated Accounts

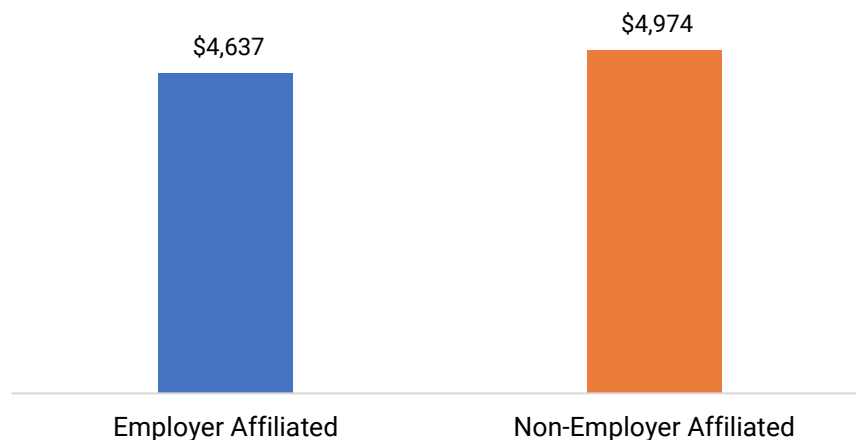
Employers have been integral to the widespread adoption of Health Savings Accounts. Employer-sponsored payroll contributions—allowing direct contributions from both employers and employees—provide optimal tax efficiency and remain the predominant method for funding HSAs.

\$97 billion
in HSA assets are
affiliated with an
employer

61%
of all HSA accounts
are affiliated with an
employer

Approximately 24 million HSAs—or 61% of all accounts—are affiliated with an employer. These employer-affiliated accounts collectively hold about \$97.1 billion in assets, representing 66% of total HSA assets. At year-end 2024, around 13% (3.0 million) of these employer-affiliated accounts were unfunded. By comparison, unfunded accounts represent a notably higher percentage—approximately 35% (5.4 million)—among HSAs not affiliated with an employer. When considering only funded accounts—those with balances greater than \$0—HSAs not affiliated with an employer show a higher average balance (\$4,974) compared to employer-affiliated accounts (\$4,637).

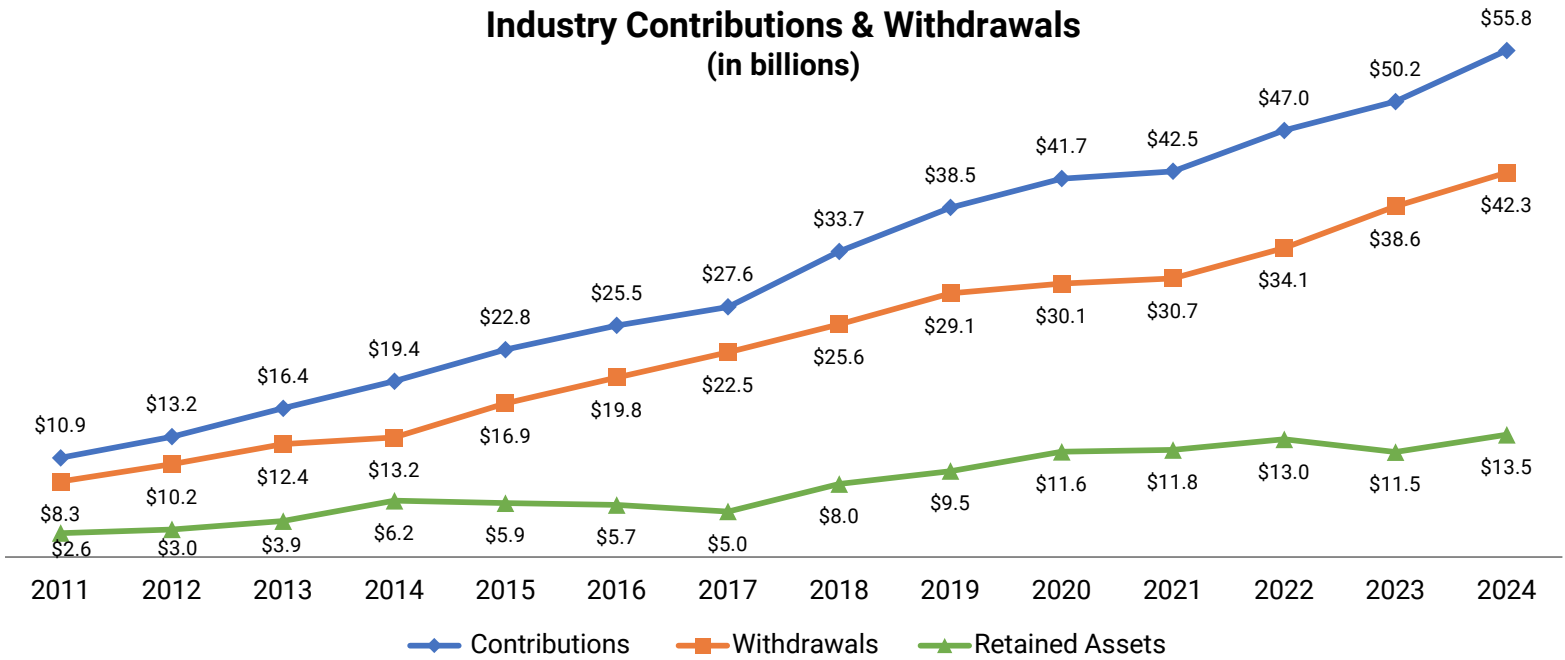
Employer vs Non-Employer Affiliated Average Funded Balance



A funded account is defined as an account with a balance greater than \$0 as of 12/31/2024.

Industry Contributions and Withdrawals

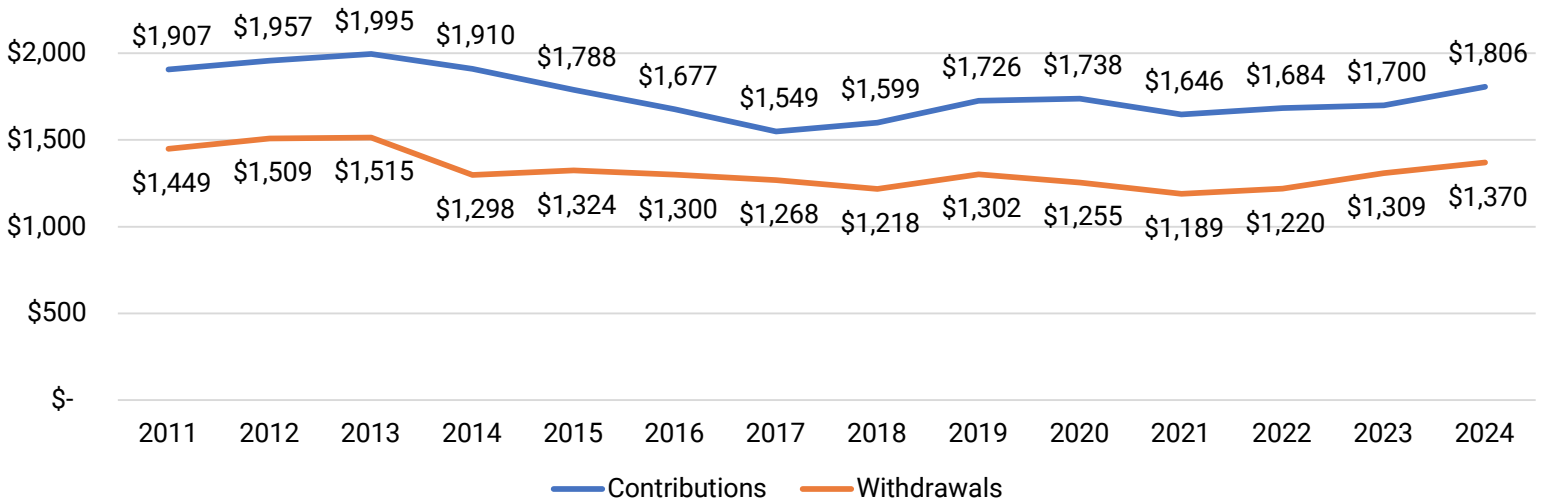
Industry Contributions & Withdrawals
(in billions)



Below is an industry estimate of total contributions and withdrawals for the period 1/1/24 - 12/31/24.

| 2024 Activity | Contributions | Withdrawals | Retained Assets | % Retained |
|---------------------------|------------------|------------------|------------------|------------|
| Estimated Industry Totals | \$55,806,000,000 | \$42,337,000,000 | \$13,469,000,000 | 24% |

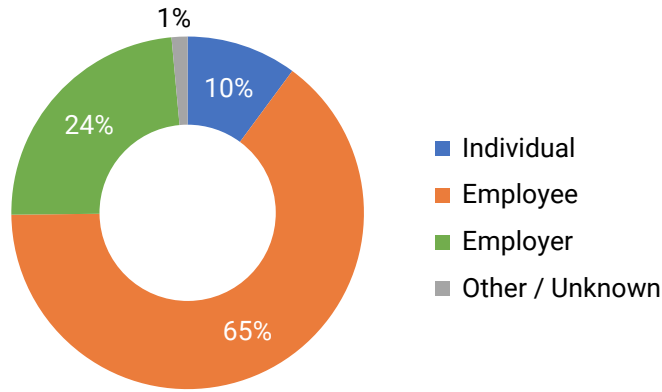
Yearly Contributions & Withdrawals Per Funded Account



A funded account is defined as an account with a balance greater than \$0 as of 12/31/2024

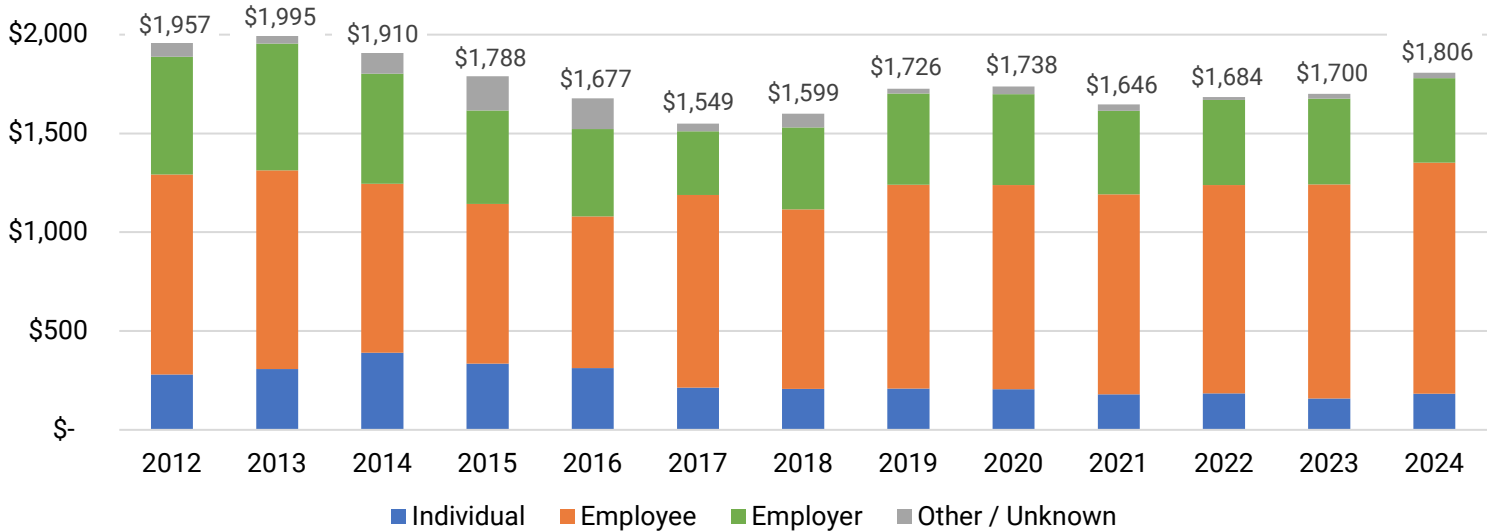
Industry Contributions

Contributions 2024 (\$)



Other / Unknown includes IRA rollovers

Average Contribution Per Funded Account



2024 Employer Contributions
 24% of all HSA dollars contributed to an account came from an employer.
 The average employer contribution was \$927 (for those making contributions).

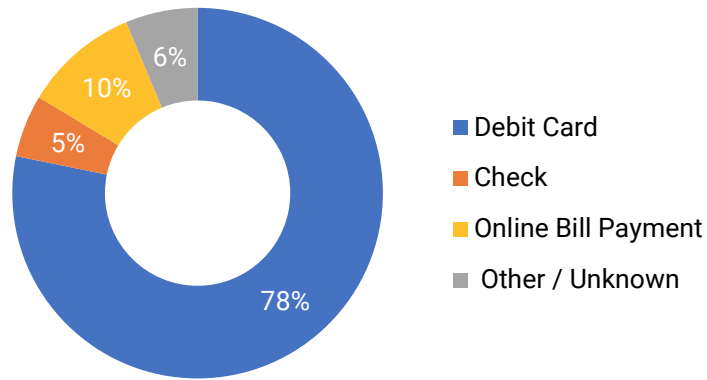
2024 Employee Contributions
 65% of all HSA dollars contributed to an account came from an employee.
 The average employee contribution was \$2,341 (for those making contributions).

2024 Individual Contributions
 10% of all HSA dollars contributed to an account came from an individual account not associated with an employer.
 The average individual contribution was \$2,659 (for those making contributions).

The remaining contributions in 2024 came from IRA rollovers & other sources.

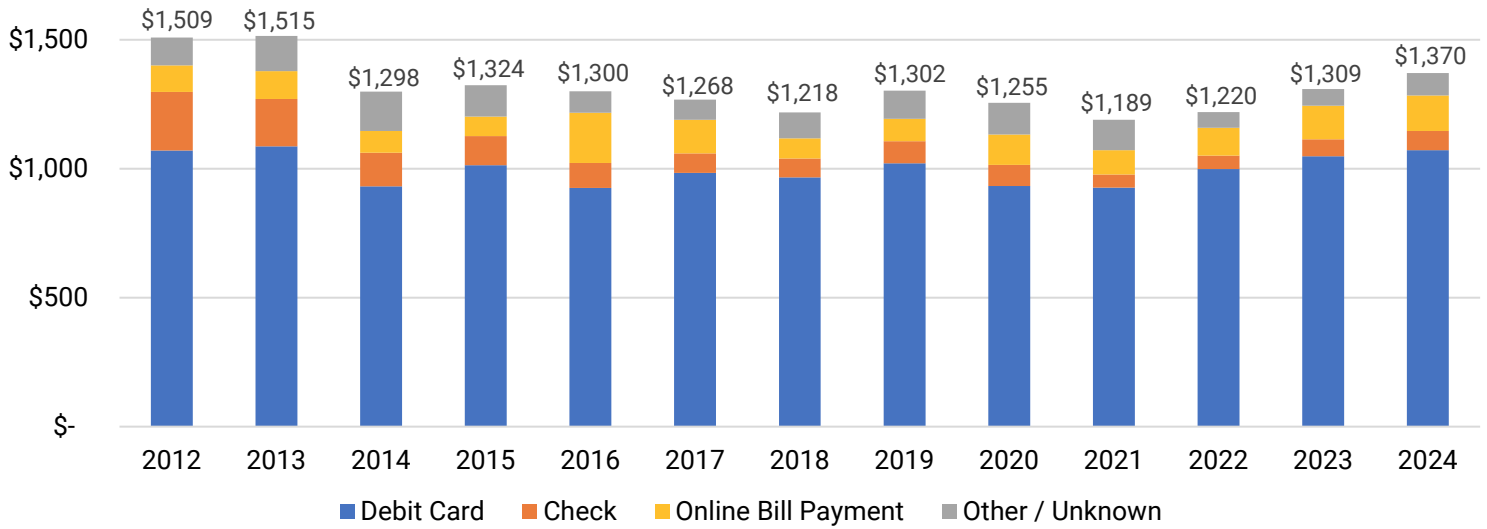
Industry Withdrawals

Withdrawals 2024 (\$)



Other / Unknown includes ATM withdrawals

Average Withdrawal Per Funded Account



A funded account is defined as an account with a balance greater than \$0 as of 12/31/2024.

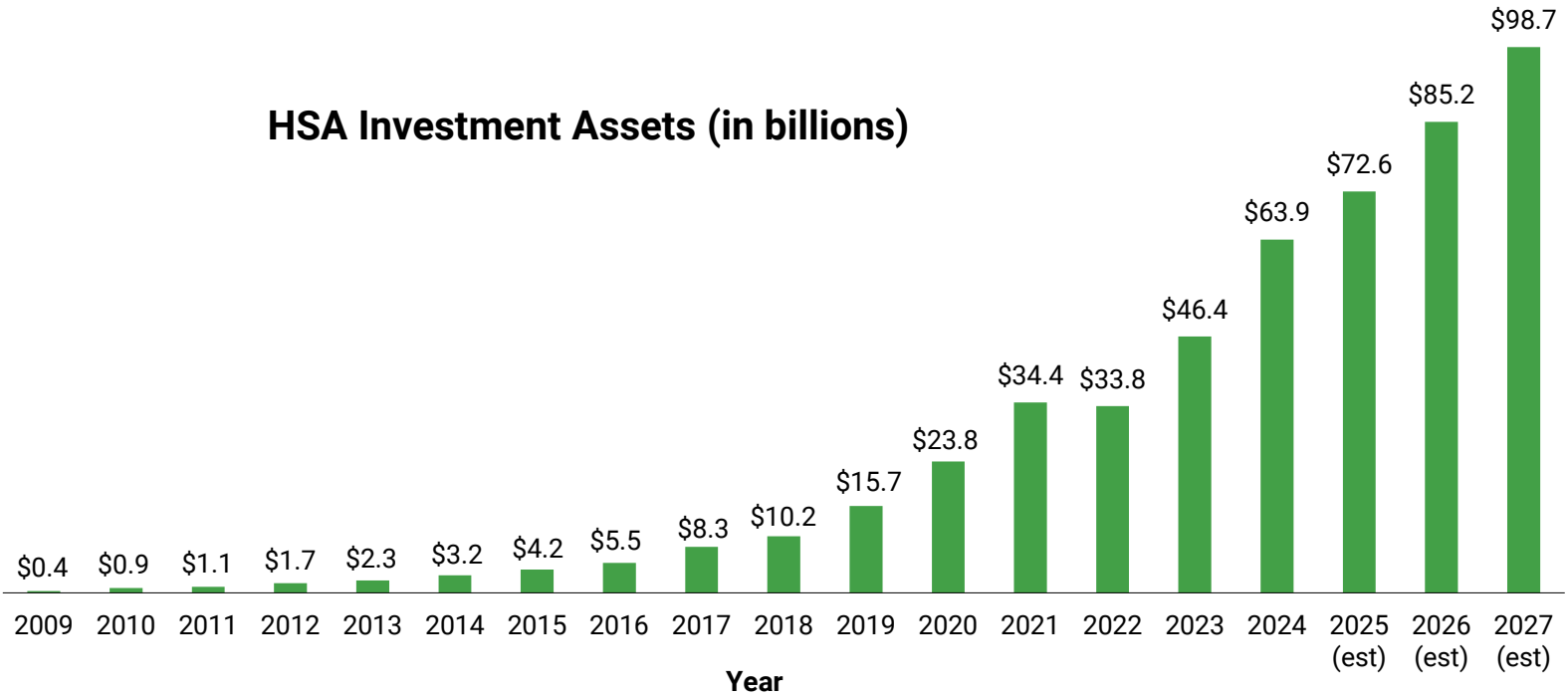
| 2024 | Average Number of Withdrawals Per Account | % Of Total Withdrawals (#) | Average Transaction Size |
|-----------------|---|----------------------------|--------------------------|
| Debit Card | 6.5 | 90% | \$138 |
| Check | 0.1 | 1% | \$894 |
| Online Bill Pay | 0.4 | 6% | \$258 |
| ATM | 0.1 | <1% | \$127 |
| Unknown | 0.2 | 3% | \$369 |

Note: Due to rounding, the above table may not total 100%.

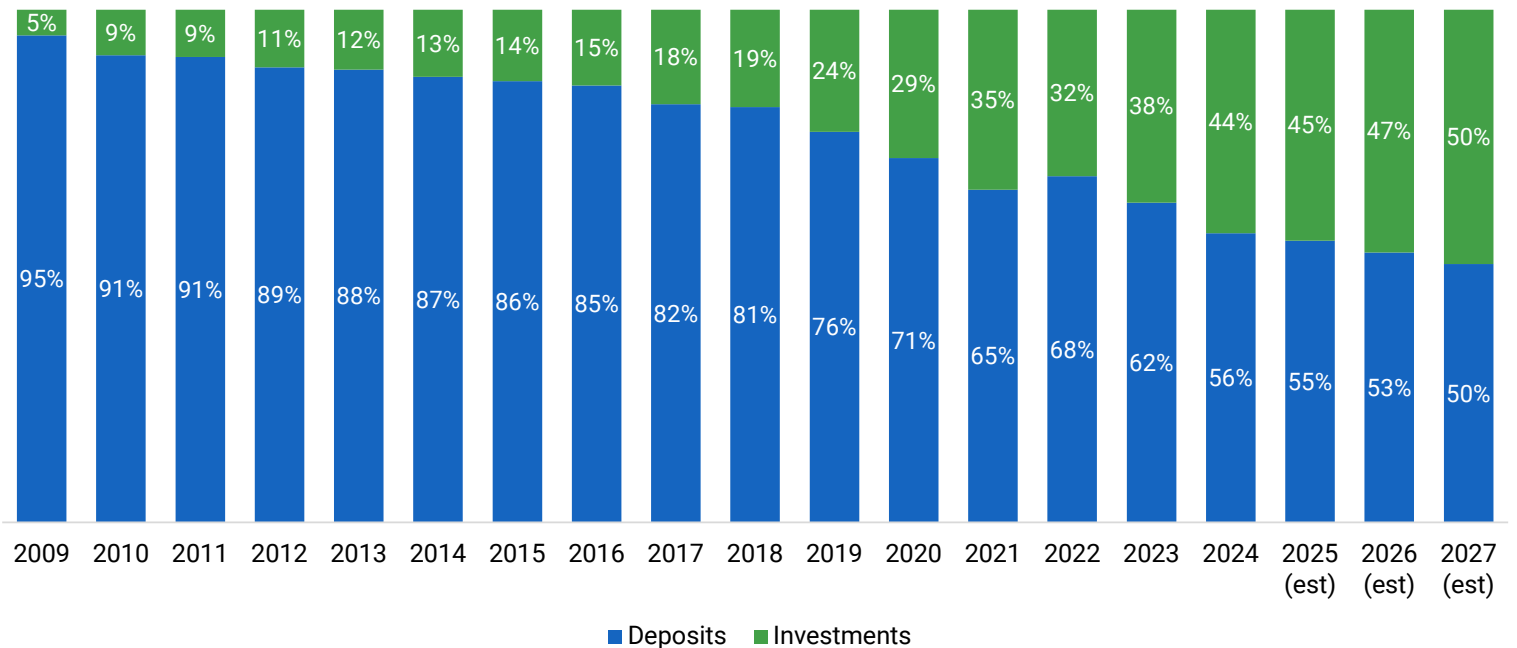
HSA Investments

- **\$63.9 billion** estimated in HSA investment assets as of December 31st, 2024, which is an increase of 38% year-over-year.
- **44%** of all HSA assets are in investments as of December 31st, 2024.
- **\$22,032** average total balance (deposits and investments combined) for HSA investment accounts, almost 9 times larger than an average funded non-investment holder’s account balance.

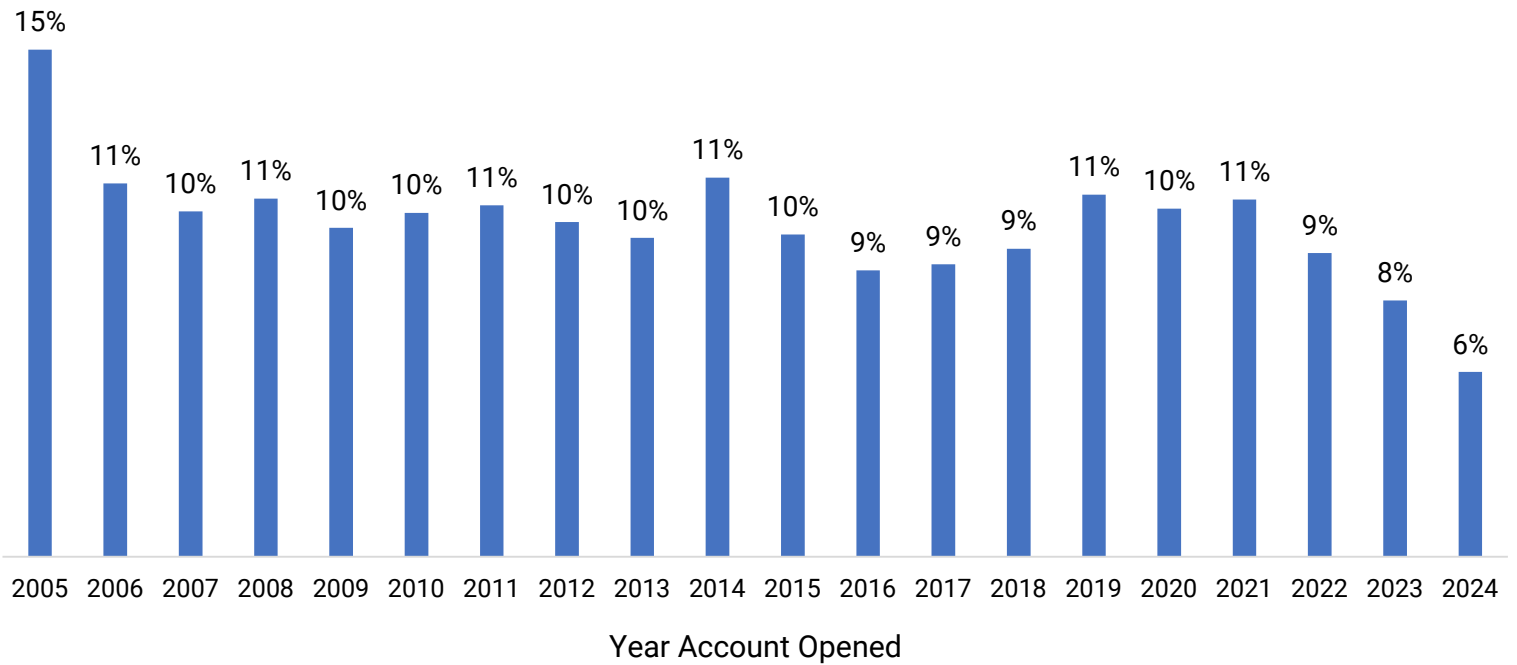
HSA Investment Assets (in billions)



Breakdown of HSA Assets by Type



% of Accounts Investing by Year Opened



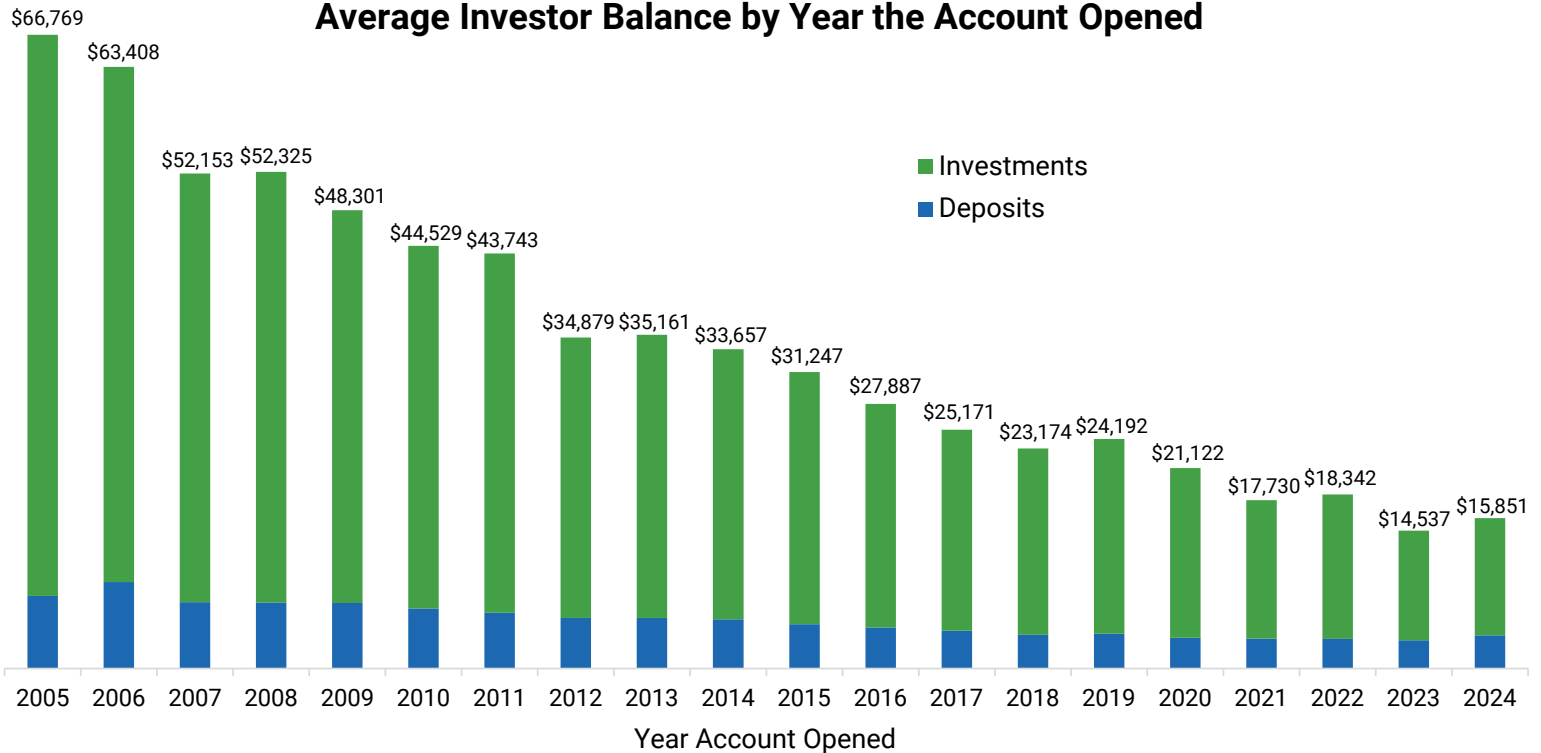
61%

of HSA investors have opened their account since the start of 2020

48%

of investment assets are held by accounts opened since the start of 2020

Average Investor Balance by Year the Account Opened



Looking Forward

HSA providers project HSA industry asset growth of 15% in 2025, while anticipating their own business will grow by 21% during the same period. Historically, HSA providers have been fairly accurate with their asset growth forecasts, demonstrating an impressive understanding of the outlook for their book of business. However, as a greater share of HSA assets are held in investments, market movement will make forward looking asset projections more difficult.

We recently began asking HSA providers to project industry account growth as well. At the end of 2024, HSA providers anticipated we will see industry HSA account growth of 6%.

Devenir currently projects that the HSA market will grow to exceed 45 million accounts by the end of 2027, holding \$199 billion in assets.

January 2025 Supplement

This section presents findings from the January 2025 Supplemental Survey, in which all participants from the year-end survey were invited to provide additional data focused specifically on January, covering the period ending January 31, 2025.

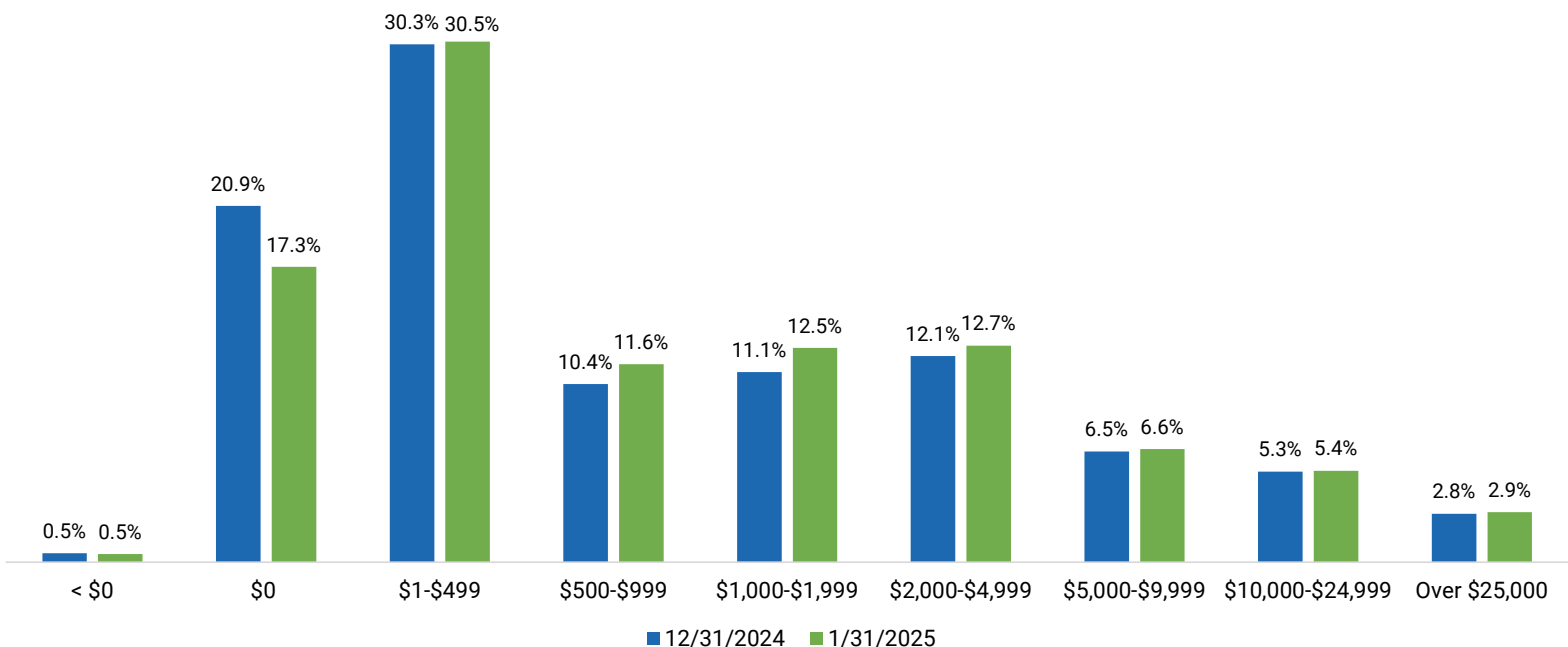
Robust HSA asset growth. Total HSA assets reached \$155 billion by January 31, 2025, driven by positive market performance and substantial January contributions. This represents a nearly 6% increase from the end of 2024. The total number of accounts also grew 2%, reaching approximately 40.3 million.

Employers drive January HSA contributions. Employer contributions were significant in January, with 33% of HSA accounts receiving employer funding. These contributions accounted for 40% of all January inflows, averaging \$362 per account.

Steady growth in HSA investments. HSA investment assets grew 5% to \$67 billion in January, partly supported by a 3% rise in the S&P 500 Index. Accounts with investment holdings also increased by 5%, surpassing 3.6 million.

Fewer unfunded accounts. The share of unfunded HSA accounts declined from approximately 21% at the end of 2024 to around 18% by January 31, 2025.

Health Savings Account Balance Distribution



About Devenir

Since the inception of Health Savings Accounts, Devenir has specialized in delivering robust, tailored investment solutions. Our pioneering research and innovative tools have established us as a trusted authority within the consumer-driven healthcare market.

Today, Devenir is the preferred investment solutions provider for financial institutions, administrators, banks, and healthcare technology providers. Our deep market expertise and commitment to innovation empower our partners and their account holders.

Learn more about our research and solutions at devenir.com.

Devenir Research Team

Jon Robb — Senior Vice President, Research & Technology

Eric Remjeske — President

Garrick Fults — Investment Analyst

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For further information, please contact Devenir Research at 952-446-7400 or research@devenir.com