

Consumers Love Samples {and So Should Brands}

77%

Said receiving a sample of a product would incentivize them to try another product from that brand



53%

Said they ended up buying a product that they sampled

42%

Said they have actually switched from a brand they normally buy to a new brand as a result of trying a sample

BUT NOT ALL BRANDS ARE TAKING ADVANTAGE OF SAMPLING

32%

Said they always try samples they receive

75%

Said they did not receive any full-size samples in the past year

60%

Said they did not receive any trial-size samples in the past year

57%

said they would likely go to a retailer they normally don't visit to receive a sample

