## **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

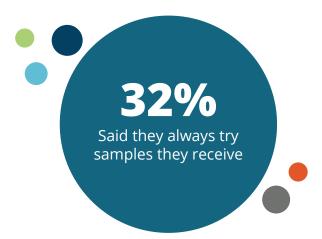


53%
Said they ended up buying a product that they sampled

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**





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



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

