

# 2026 global lifestyle benefits benchmark report

How 300 employers and nearly 1 million employees are  
redefining LSAs for the next era of work and life



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# Introduction

## Key takeaways:

- + **LSAs aren't just perks—they're infrastructure.** When strategically deployed, LSAs deliver benefits more efficiently than traditional models by consolidating vendors, streamlining admin, and aligning spending to actual employee needs.
- + **The shift is from broad to targeted.** Leading organizations have moved away from all-inclusive "spend on anything" LSAs toward dedicated lifestyle benefit programs that solve specific workforce challenges.
- + **When budgets are tight, LSAs become more valuable — not less.** With notional funding, LSAs let you launch high-impact programs without carrying the expense of underutilized traditional benefits. This makes them a strategic way to deliver benefits when every dollar counts.

# Is it time to reimagine what lifestyle benefits can be?

It's the question benefits leaders are asking as they face intensified pressure to justify every program dollar. As the leader in the lifestyle benefits and LSA space, we're the first ones to say this is the right question to ask.

Forma's 2026 global lifestyle benefits benchmark report answers this question with comprehensive data from hundreds of organizations and a million employees across industries and geographies.

What we found challenges the assumption that lifestyle benefits like LSAs are nice-to-haves.

The issue isn't whether they deliver value. Rather, it's that organizations can get trapped in thinking about them too narrowly.

Our research this year shows how sophisticated organizations have moved beyond viewing lifestyle benefits as flexible perks. They recognize that customizable spending accounts—whether through LSAs, HRAs, or a tailored combination of program types—provide critical infrastructure for how high-impact benefits get delivered.



# The current reality

In 2026, a collision of forces are coming to a head:

- + Health premium increases, at a 15-year high, have outpaced inflation more than usual.
- + The labor market has shifted leverage back to employers.
- + Employees face financial pressures from persistent inflation and economic uncertainty.

Everyone is feeling the squeeze.

The gap between what employees need and what organizations can afford feels wider than it has in years.

When budgets tighten, the default is to cut what's perceived as "extra." For LSAs especially, this has meant landing on the discretionary side of the ledger, viewed as a "nice to have" rather than essential.

But this kind of thinking leads to missed opportunities.



## What is a Lifestyle Spending Account?

A Lifestyle Spending Account (LSA) is an employer-funded account designed to address specific workforce needs through targeted benefits programs. Employers define program parameters—including eligibility, budget allocation, and eligible expense categories—to support strategic objectives like well-being, professional development, or caregiver support. Employees use their allocated funds to cover expenses that fall within the program's scope.



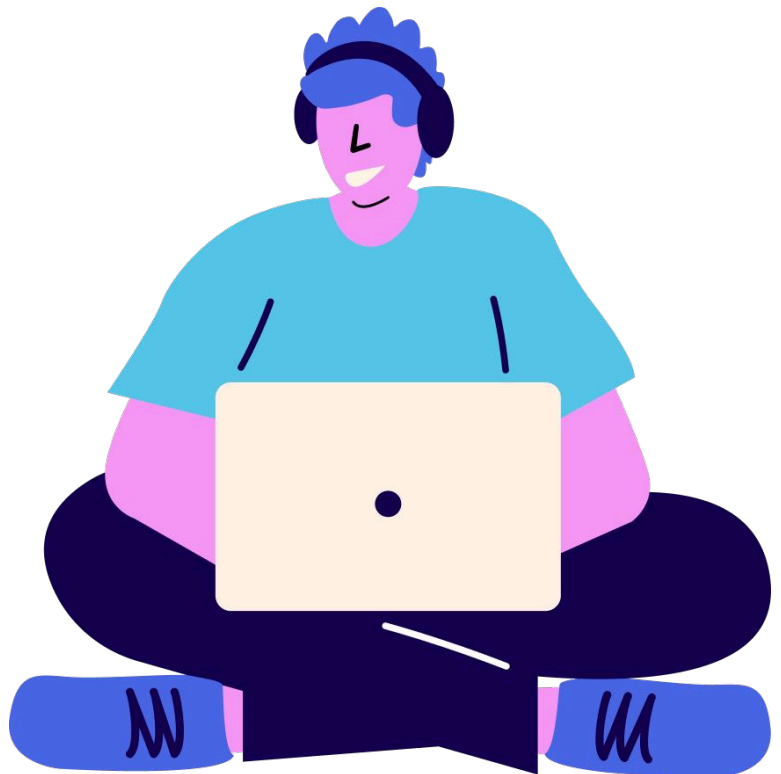
# Rethinking what LSAs can be

Historically, an LSA has been defined as an employer-sponsored spending account for a set amount and broad purpose to give employees the most flexibility. Think: a \$600 annual account for gym memberships, hobbies, or home office equipment.

Last year marked an inflection point: benefits leaders recognized that the LSA model—flexible, employee-directed, and notionally funded—isn't just a delivery mechanism for broad lifestyle perks. It's a better way to deliver benefits of all kinds like well-being, financial wellness, education, caregiving, and more.

Whether deployed as LSAs, HRAs, or other customizable accounts, this approach solves problems that traditional benefit models can't. Employers have discovered that customizable spending accounts, when strategically designed, offer a simpler, more flexible model that drives impact by:

- + Improving the employee experience
- + Minimizing administrative burden
- + Aligning benefits dollars to outcomes
- + Delivering on budget efficiency
- + Emerging as a truly scalable, global solution





# The conventional approach to LSAs solves the wrong problem.

The conventional approach to LSAs focused on how employers can give employees more flexibility and choice. This is a worthwhile objective, but can lack the strategic rigor needed in today's reality.

It's time for a 'yes, and' mindset with this type of benefits strategy question.

In addition to focusing on employee choice, the critical question to ask in 2026 is:

**"How do we eliminate ineffective benefits spend while improving employee outcomes?"**

That's the question LSAs are uniquely positioned to answer. Forward-thinking, strategic, and global employers deploy LSAs as cost-efficient infrastructure rather than just cultural perks.

This is the difference between a program that gets cut when budgets tighten and one that becomes more valuable precisely because budgets are tight.



# Lifestyle benefits as a strategic solution – not a perk

It's no secret that the traditional benefits model is inefficient. Organizations offer a suite of programs and carry the full cost regardless of utilization. The fragmentation goes beyond low utilization. Benefits leaders are managing dozens of vendor relationships, each with separate logins, administrative burdens, and disconnected data. The result is duplication of services and a disjointed employee experience causing engagement to suffer across all programs.

And unfortunately, many benefits and total rewards teams feel trapped in this state of inefficiency.

The customizable spending account model flips this on its head:

1. Launch accounts that align with your benefits strategy
2. Employees direct allocated dollars toward what they actually value and use – importantly, this is based on how you define support for your organization
3. Notional funding means you're not carrying costs for benefits that sit untouched so you realize higher employee engagement and lower net costs simultaneously

The best-in-class platforms add operational benefits that even the most conservative CFOs can get behind:

- + Global scale without administrative burden
- + Consolidated experience that drives engagement
- + Speed to deploy new initiatives in days or weeks, not months – whether a crisis emerges, your strategy changes, or you acquire a new group, you can respond in real time

This is what positions LSAs as critical benefits infrastructure, not add-on perks.



# What this year's benchmark data reveals

This year's findings show a decisive move away from broad, all-inclusive lifestyle accounts toward strategic, dedicated LSA and HRA programs targeting prioritized use cases, such as well-being, education, caregiving, and discrete workforce needs. Organizations are using the spending account model to solve unique and specific challenges, not as a catch-all.

The most sophisticated programs use responsive tools and technologies that enable teams to quickly stand up initiatives aligned to business priorities and iterate based on real utilization data. They're testing, learning, and scaling based on what actually works.

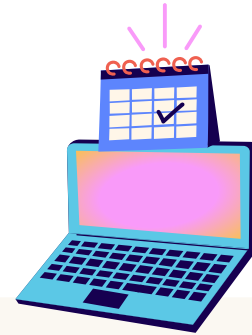
The data shows that companies use customizable spending accounts for targeted impact, structural efficiency, and operational agility on a global level.

In the pages that follow, you'll find detailed benchmarks on how organizations structure customizable spending account programs, which categories are driving engagement, how funding strategies are evolving, and how leading benefits teams are making the business case to executive stakeholders who demand clear ROI.

## So what place do lifestyle benefits have in today's benefits environment?

The answer is clear: when deployed strategically, LSAs are essential. The organizations that have recognized this are building benefits programs that are more efficient, more impactful, and more responsive than what came before.

The data in our 2026 benchmark report show you exactly how they're doing it.



## Timing is everything

Customizable spending accounts can be launched at points other than the traditional January 1st rollout. Organizations can optimize program timing to align with specific cultural rhythms and strategic initiatives.

[Learn about the 6 ways companies gain from an off-cycle LSA launch →](#)





# About the report

Benchmarking allows benefit leaders to make informed decisions about their benefits design, ensuring competitive and impactful perks.

Our 2026 global lifestyle benefits benchmark report dives into recent benefit trends from Lifestyle Spending Accounts (LSAs) and Health Reimbursement Arrangements (HRAs). The report leverages Forma data of nearly 1 million employees from 300 companies and 110 countries. The report is an aggregation of insights from all countries Forma supports.

In our 2026 report, you'll find:

- + How targeted LSA programs deliver more impact than all-inclusive accounts, especially when budgets are tight
- + Global benchmark data from 300+ organizations to reveal which account types are growing, typical funding levels, and actual employee spending patterns
- + How leading employers are moving from broad flexibility to strategic LSA programs that address specific workforce needs
- + Tips and tricks for how to use benchmark data to build business cases, set competitive funding levels, and design programs that solve real problems

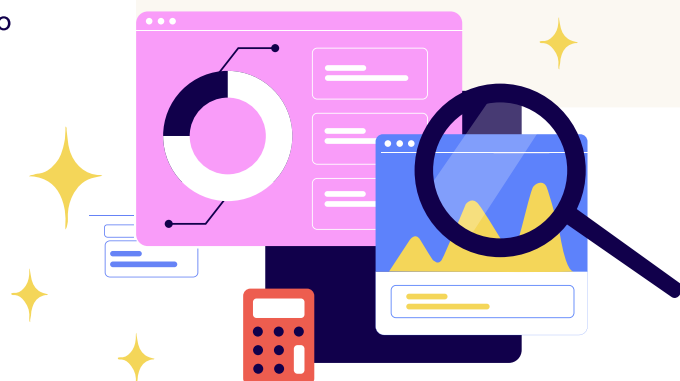
## Research methodology

The Forma platform has data-gathering capabilities that provide insights into customizable spending accounts from:

- + 300 companies with active spending accounts
- + Nearly 1 million unique users of the Forma platform

For this report, the Forma Research team analyzed data across all companies on the Forma platform to collect insights regarding spending account trends, funding amounts, and usage patterns.

This data is a snapshot of observations made at a specific point in time in January 2026. Results are subject to change upon company and user changes.



# Companies that offer customizable spending accounts

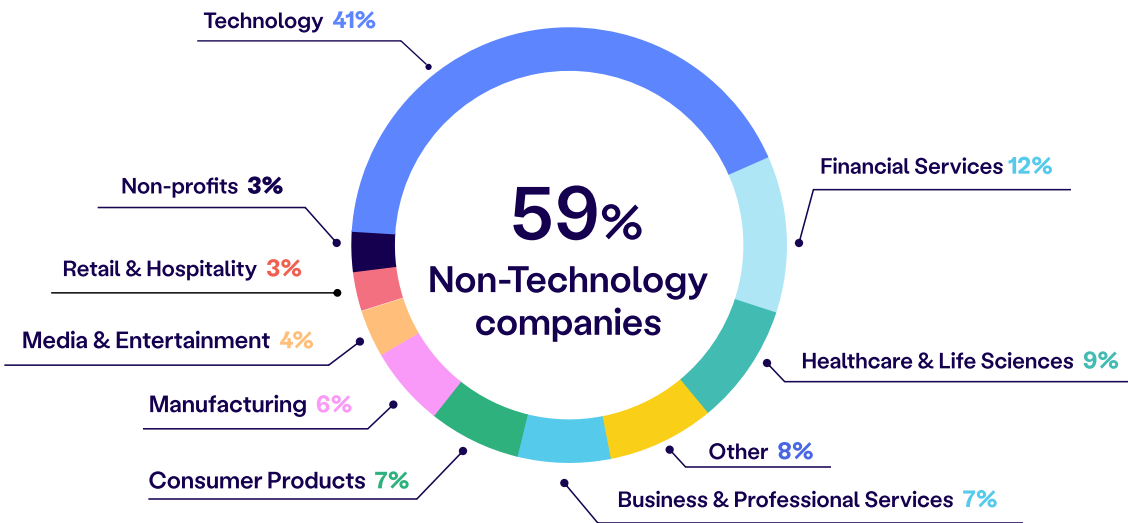
## Key takeaways:

- + **Customizable spending accounts have moved far beyond their tech origins.** While technology companies still lead at 41%, accounts are now used in financial services, healthcare, manufacturing, and beyond proving the model is a cross-industry solution.
- + **Used at scale from startups to enterprises.** Organizations from 100 employees to 10,000+ use LSAs and HRAs. Small companies maximize limited budgets while large multinationals deploy them globally.
- + **Customizable spending accounts are becoming a global benefits standard.** Half of companies now offer accounts across multiple countries, with some reaching 30+ markets, solving the benefits equity challenge for distributed workforces better than traditional localized programs.

# Companies that offer customizable spending accounts

Organizations across industries, sizes, and geographies offer LSAs and HRAs. This year's benchmarking exercise includes insights from 300 companies, capturing a broad spectrum of employers to ensure findings remain comprehensive and relevant across different business contexts.

## Breakdown of companies by industry



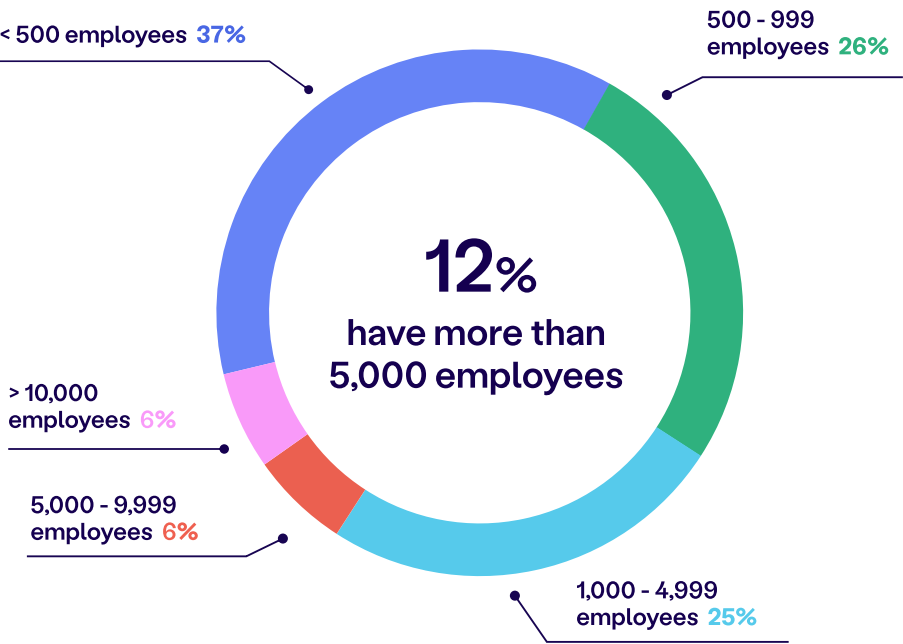
### A new standard across sectors

Customizable spending accounts have firmly established themselves beyond their tech company origins. While technology companies were early adopters, the spending account model is now used in diverse industries: financial services, healthcare & life sciences, business & professional services, consumer products, and manufacturing lead adoption alongside tech.

*Other sectors represented include automotive, education, energy & utilities, government & public services, infrastructure & construction, and transportation & logistics.*



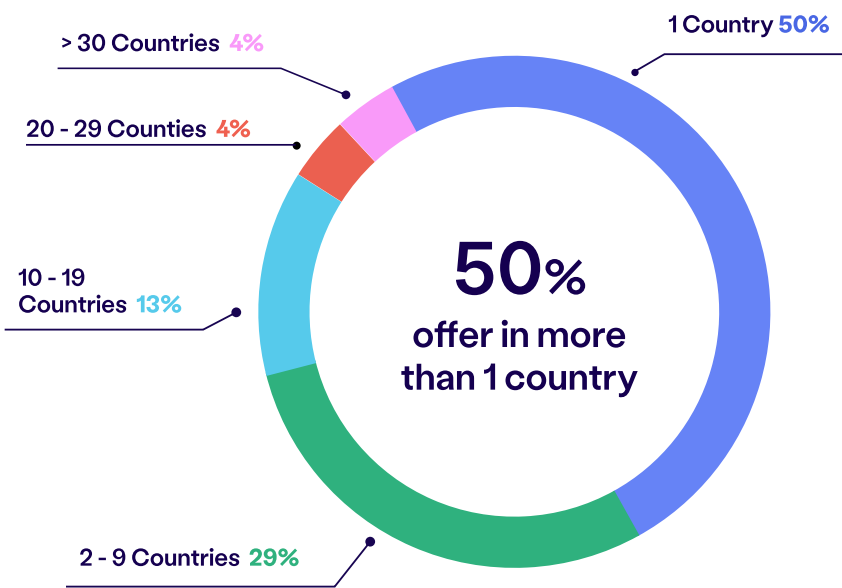
Breakdown of companies by size



For businesses of every scale

Organizations of all sizes use customizable spending accounts. Small startups with a few hundred employees leverage LSAs and HRAs to maximize support with limited resources, while large multinational enterprises use them to extend benefits globally.

Breakdown of companies with global presence



The benefit with worldwide reach

Global employers increasingly turned to customizable spending accounts to deliver benefits equity across borders. Half of companies now extend spending accounts to employees in multiple countries, a reflection of how the benefit can be purposefully designed for distributed workforces.



# Employer strategy: Designing lifestyle benefit programs

## Key takeaways:

- + **Employers are deploying more targeted accounts rather than broad all-inclusive LSAs.** Companies are moving from broad "spend on anything" accounts to targeted portfolios solving specific problems, with use cases like well-being, caregiving, education, and family formation leading the shift.
- + **Total Well-being emerged as its own dedicated account type.** 10% of customizable spending accounts are now Total Well-being accounts (physical, mental, financial, social) as employers consolidate fragmented wellness programs into a strategic account with notional funding.
- + **Funding reflects strategic intent.** Mental health support jumped 525% to \$5,000 median, while Meals & Nutrition rose 458% to \$1,340. Employers are backing critical needs with meaningful investments and tracking ROI is more important than ever.

# From theory to practice: Program design

Program design has become more strategic as companies shift from catch-all LSAs to targeted customizable spending account portfolios. Leaders recognize that design decisions directly impact cost efficiency, employee satisfaction, and ROI.

The most effective programs aren't designed in a vacuum. They're shaped by employee feedback, budgetary needs, cross-functional input, and competitive realities. Each decision determines whether an account becomes strategic infrastructure or winds up as underutilized spend.

Industry benchmarks provide essential context. This section offers data to inform program design, including:

- + **The breadth of accounts** employers are building with the spending account model.
- + **Trends in account types** showing where employers are investing more and where they're pulling back.
- + **New accounts** leading employers launched this year to address emerging priorities.
- + **Funding strategies** to guide how much to allocate.





# How strategic priorities translate to account setup

The breadth of account types reflects the model's flexibility. The spending account model can be applied to virtually any benefit area, not just restricted to the account types outlined here.

However, leading organizations don't start with account types; they start with strategic priorities and the specific employee needs within them.

The table in the next page organizes account types by strategic priority. It shows how employers map workforce needs to specific spending account solutions. Organizations seeing the best outcomes design benefit portfolios around 2-5 core priorities rather than using one catch-all account like an All-inclusive LSA.

Your program should reflect what is a strategic priority for your organization. The accounts below represent today's reality – later on in this section we'll share more about new account types that have cropped up in just the past year.



## A few notes on taxability

Customizable spending accounts can be set up in various ways to help companies maximize their tax savings and lower their compliance risk.

Throughout this report, keep in mind the following tax strategies that companies have implemented.

Health Reimbursement Arrangements (HRAs) are tax-advantaged accounts that can be used to close critical healthcare gaps and provide holistic coverage. In the U.S., HRA funds are tax-free to both the employee and employer.

For tax and legal considerations, companies may configure certain accounts to be tax-advantaged in the U.S. Typically, these reimbursements are tax-free for the employee and employer.
















Caregiving and Commuter Assistance accounts referenced in this report are not specific to Dependent Care FSAs or Pre-tax Commuter benefits, respectively.

*Forma is not engaged in the practice of law. Nothing contained herein is intended as tax or legal advice nor is it intended to replace tax or legal advice from counsel. If you need tax or legal advice, please consult with counsel or a certified tax professional.*





# Types of customizable spending accounts

Strategic priority	Spending account type	Purpose	Possible tax treatment in the U.S.
<b>Well-being</b>	 Total Well-being	Holistic coverage in support of physical, mental, financial, and social well-being pillars.	
<b>Physical Well-being</b>	 Fitness & Wellness	Support health and well-being needs – typically with focus on physical and emotional health.	
	 Meals & Nutrition	Motivate nutritious, healthy eating.	
<b>Mental Well-being</b>	 Mental Health	Increase access to behavioral health, counseling, and therapy resources.	Tax-advantaged HRA
<b>Financial Well-being</b>	 Financial Wellness Health	Improve your employees' financial health and outlook.	
	 Insurance Assistance	Cover expenses associated with private health insurance, life insurance, and more.	
<b>Social Well-being</b>	 Belonging & Connection	Promote belonging and company culture.	
	 Donation Assistance	Support non-profits that matter to your people.	
<b>Flexible Benefits</b>	 All-inclusive LSA	Enable choice across any personal or professional dimension of employee well-being.	
<b>Education &amp; Professional Development</b>	 Educational Assistance	Offset tuition or cover student loan payments.	Tax-advantaged account
	 Professional Development	Encourage career growth and opportunities for professional development.	Tax-advantaged account
<b>Supplemental Health</b>	 Family Formation	Cover the cost of starting a family whether that be fertility, adoption, or surrogacy-related costs.	Tax-advantaged HRA <small>Note: Surrogacy expenses are generally not tax-advantaged, although other Family Forming expenses.</small>
	 Gender Affirming Care	Support counseling, therapy, and medical procedures.	Tax-advantaged HRA
	 Medical Travel	Cover travel to centers of excellence.	Tax-advantaged HRA
	 Supplemental Health	Pay for preventative health or non-medical (e.g. vision) expenses.	Tax-advantaged HRA
<b>Caregiving</b>	 Caregiving	Offer care for employees and their families.	
	 Pet Care	Ensure employees' pets thrive with optimal care.	
<b>Work &amp; Productivity</b>	 Work From Home	Cover ongoing expenses to work productively from home.	Tax-advantaged account <small>Note: Work From Home expenses can be tax-advantaged under some specific limitations.</small>
	 Commuter Assistance	Ease the burden of the workforces commute, and create global parity in your commuter programs.	
	 Home Office Setup	Help workers set up an at-home office – offered as a one-time use only account.	
<b>Rewards &amp; Recognition</b>	 Rewards & Recognition	Reward and recognize achievements and milestones.	
<b>Responsive Support</b>	 Emergency Relief	Be there for emergent needs.	



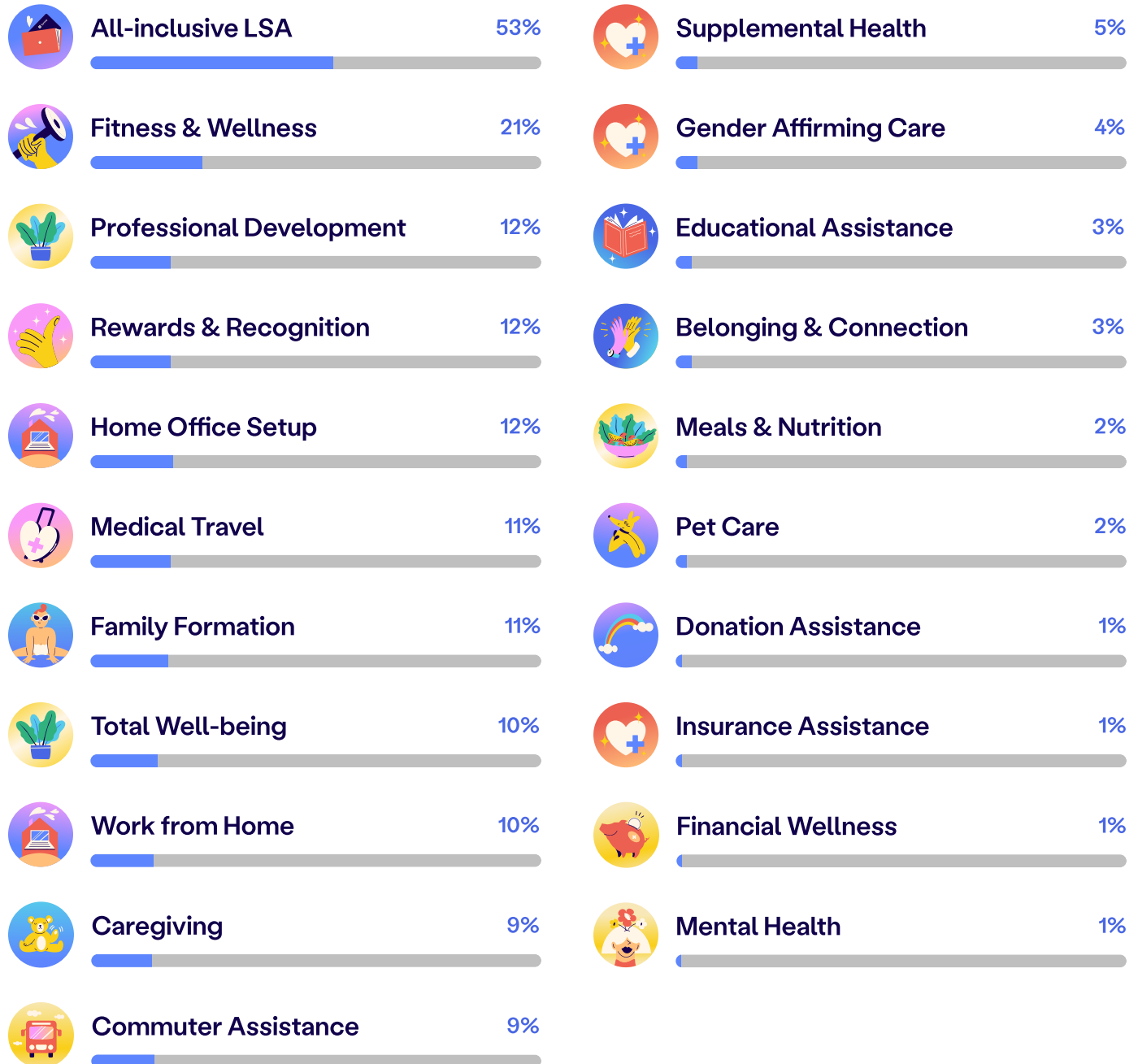
- 1. Identify your strategic priorities:** What organizational objectives and benefit challenges matter most right now?
  - Examples: Supporting mental health, enabling hybrid work, reducing financial stress, retaining talent through upskilling.
- 2. Understand your use cases:** What specific employee problems are you solving?
  - Examples: "Employees need therapy but can't afford copays" or "Some populations of workers need motivation to come into the office 3 times per week".
- 3. Select your solutions:** Which spending account types address those specific needs?
  - Example: Mental Health HRA for therapy access, Return to Office incentive, Caregiving, and more.



# Popular and trending accounts

## Spending account type

Percent of companies that offered account type



# Trends in account types

## An inflection point for LSAs

To understand account popularity, we measure what percentage of companies with customizable spending accounts offer each account type. What reveals true strategic trends is how these numbers shift year over year, indicating where employers are adopting new account types or phasing others out.

This year's trends validate that organizations are moving decisively from broad, all-purpose accounts to targeted programs designed to solve specific challenges.

2025 was a tipping point. Historically, companies created "spend on almost anything" All-inclusive LSAs that skewed toward lifestyle support,

covering personal and professional expenses across the board. This was the first year we found that All-inclusive LSA adoption contracted compared to the prior year: fewer companies offered this broad LSA type this year than last year.

**More companies than ever offer customizable spending accounts, which prompted us to dig deeper. How are companies adapting their spending account strategies? What new accounts are launching?**

The data tells a clear story.



## Total Well-being: The strategic breakout

The most telling shift is in well-being. As healthcare costs rise and burnout intensifies, well-being is no longer a differentiator—it's table stakes. Years of layering in point solutions have left many employers with fragmented programs that employees struggle to understand and use.

Instead of cutting benefits, leading employers are starting to use the customizable spending account model as the ideal delivery infrastructure. More and more, employers have launched dedicated accounts for holistic well-being programs that are distinct from physical wellness or all-inclusive programs.

These accounts are structured to cover the 4 pillars of well-being: physical, emotional, financial and social, with coverage and emphasis on certain pillars of well-being based on how an employer wants their workforce to pursue their individual well-being.

For companies with physically demanding jobs, that means prioritizing functional fitness. For organizations battling burnout, it's meditation and mental health support. For employers looking to support caregivers, it's a mix of directive well-being support and funds for eldercare and childcare resources.

As a result, this year's benchmark report introduces a new spending account type: Well-being. We found that **10% of all customizable spending accounts are for Total Well-being.**



### Employer spotlight



"I run in-house podcasts where people are invited to share their stories. One of our engineers shared about how he got a fitness tracker through the LSA; it motivates him to move, which he says has drastically improved his health. Another employee shared that he had never found a way to prioritize exercise, but he was able to purchase a workout app through the Forma store, and now he is exercising four times a week."

**Whitney Ayers**

Wellness Program Manager at Garver

[Read more about Garver's  
Wellness Program →](#)



# Why the spending account model works for well-being

When you use the spending account model for well-being, you'll find that employees are healthier and more engaged, with data to prove it. Here are three ways this novel approach to well-being works.

## 1. You find cost efficiency through strategic design.

- Notional funding means you only pay when employees use their funds.
- You can consolidate multiple well-being programs – think gym reimbursements, wellness incentives, mindfulness apps, and more – into one platform and give all employees access to create equity across your workforce.
- You define eligible categories aligned with your priorities and desired outcomes.

## 2. You can deliver consistent, global well-being support with local relevance.

- Fitness and nutrition programs reflecting local dietary patterns and traditional activities.
- Mental health support considering regional stigma and preferred communication styles.
- Work essentials addressing cost-of-living realities that impact financial, physical, and mental health.

## 3. You realize measurable impact through engagement.

- Individual choice drives participation since employees can direct funds where they need support most.
- Higher engagement translates to better health outcomes, reduced absenteeism, and lower healthcare costs over time.



For your consideration:

### Account types vs. spending categories

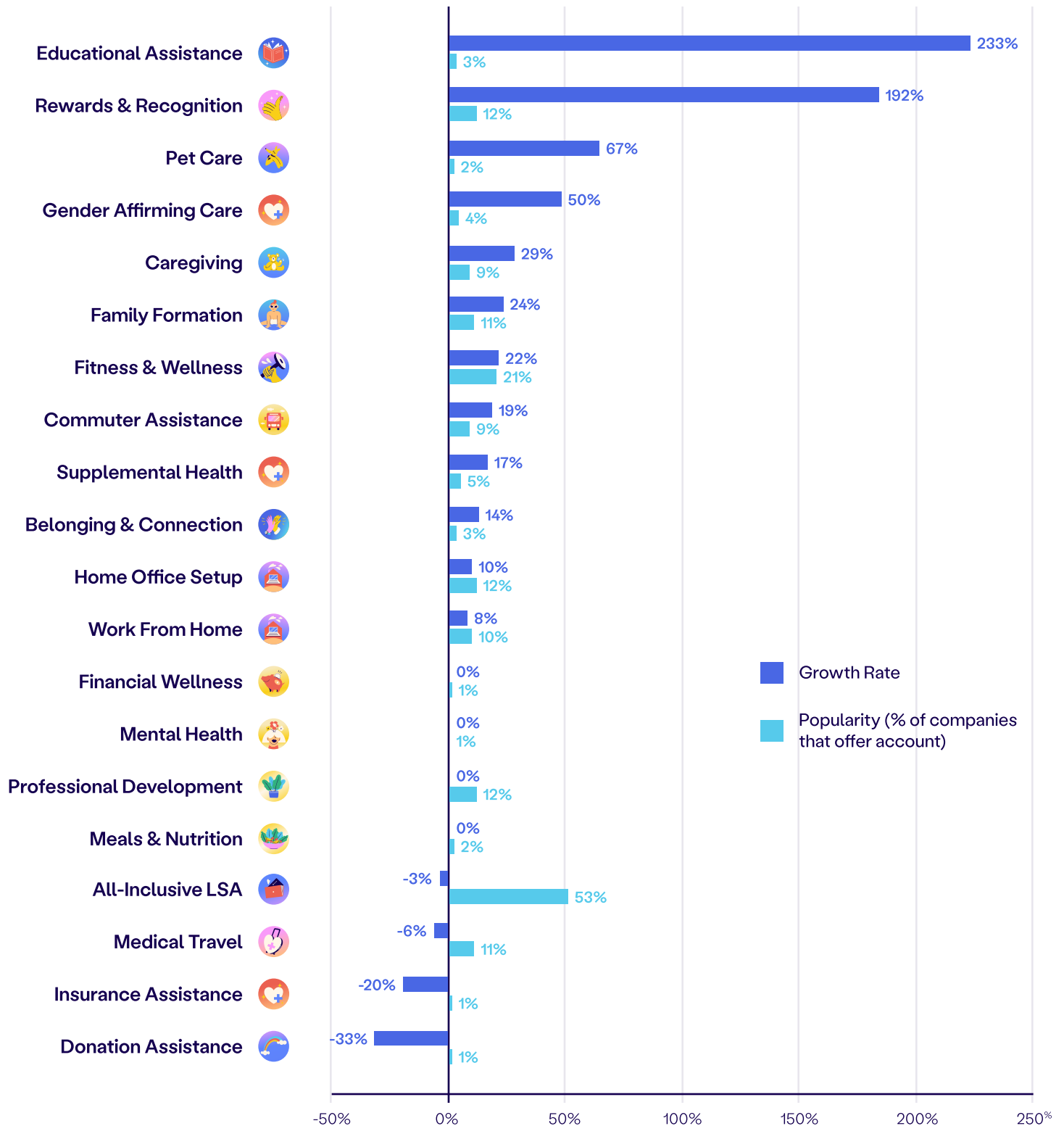
Account types and spending categories aren't the same thing. For example, while only 1% of employers offer a standalone Financial Wellness account, financial wellness may be eligible under a Total Well-being account.

Employers decide whether to create dedicated accounts or bundle categories—design flexibility that supports diverse needs without administrative complexity.





## Accounts with highest growth rates compared to account popularity



Note: Year-over-year comparisons exclude new Total Well-being account type to maintain consistency with the 2025 dataset.





## Use case specific spending accounts

Today, employers are using customizable spending with refined precision. Throughout 2025, companies launched more spending accounts than ever—and with more strategic intent than ever. Rather than offering broad LSAs, many benefits teams designed targeted and customizable support to address specific workforce needs. The highest year-over-year growth came from these account types:

### Educational Assistance



**Educational Assistance** more than doubled at 233% growth year over year. While adoption remains relatively modest, this velocity signals that educational assistance programs are being reimaged through the spending account model. These employers find efficiencies by administering tuition reimbursement and student loan repayment rather than complicated internal processes, and employees direct dollars to the support they need with proper guardrails in place.

### Pet Care



**Pet Care** accounts gained traction at 67% growth year over year as employers look for simpler ways to support pet-related expenses without adding additional point solutions.

### Caregiving



**Caregiving** accounts grew 29% year-over-year as employers used LSAs to retain employees who navigate and manage care responsibilities. The spending account model provides maximum flexibility where employees direct funds to their trusted and chosen caregivers and care facilities, while employers offer a single Caregiving account that adapts to diverse needs across their workforce.

### Family Formation



**Family Formation** accounts saw 24% growth year over year. Organizations recognize that supporting employees through fertility treatments, adoption, and surrogacy isn't a perk but rather a critical retention strategy for employees at pivotal life stages.

### Supplemental Health



**Supplemental Health** accounts are also expanding, growing 17% year over year. Employers use such accounts to manage rising medical costs while still enabling access to high-cost medications like GLP-1s or helping employees offset the cost of mental health care where provider access can be limited and expensive. This approach allows them to provide support without expanding the core insurance budget.



# In practice: New accounts

Account trends reveal where the market is heading. To stay competitive and draw inspiration from peers, benefits teams need visibility into what other companies are doing at a more granular level.

The customizable spending account model lets you respond to employee and business needs quickly. You can define programs that solve specific workforce challenges—from healthcare cost savings to compliance requirements to return-to-office strategies—and launch them in days or weeks, not months.

The examples on the next page show how leading organizations are using LSAs and HRAs to address strategic priorities. Each account type targets a specific outcome, whether that's incentivizing behavior, removing barriers, or ensuring equitable access.

This is what strategic deployment that the C-Suite can get behind looks like in practice.



## Program design: Types of customizable spending accounts

Strategic priority <i>What is the business need?</i>	Account <i>What account did they launch?</i>	Targeted outcome <i>What result are they aiming for?</i>
Healthcare cost savings	<b>Spousal LSA Incentive</b> Funds for employees who drop their spouse from the health plan.	Incentivize employees to use alternative health plans to cover their spouse.
	<b>Medical Travel HRA</b> Funds to steer employees to centers of excellence for high cost high frequency conditions like oncology, orthopedics, and cardiovascular.	Incentivize CoE participation to reduce overall healthcare spend.
	<b>International Commuter</b> Funds for parking and transit into the office in non-US locations where additional commuter support is needed.	Alleviate commuting barriers for a global workforce.
Equitable benefits	<b>International Health Insurance</b> Funds for private health insurance in countries where employer-sponsored health plans are not offered.	Ensure every employee has health insurance. Give benefit teams alternative to establishing insurance provider contracts in every country.
	<b>International Health Screening</b> Funds for employees in specific countries to spend on health screenings.	Reduce healthcare costs by motivating employees to invest in preventative health.
Upskilling	<b>AI Stipend</b> Funds for employees to spend on AI tools.	Accelerate AI skill development while enabling safe, responsible use. Support employees to explore and experiment with AI tools.
Compliance & regulation	<b>India Creche Benefit</b> Funds for employees to reimburse childcare costs.	Meet childcare regulatory requirements outside the US. Provide funds for employees to use toward approved childcare expenses.
Return to office	<b>Headphone Reimbursement</b> Funds for employees to spend on headphones.	Motivate employees to participate in in-person workdays and remain productive in the office.
Work safety	<b>Safety Boots Allowance</b> Funds for employees of a mining company to meet safety footwear standards.	Ensure every employee has access to approved safety gear and equipment by offsetting personal costs for required protective gear.
Voice of the Customer	<b>In-app Purchases</b> Funds for employees of a tech company that serves mobile app developers to use their customers' products.	Drive engagement with customers' products for better servicing.





# Understanding account funding

Funding amounts are where strategy meets budget reality. To ensure your allocations are competitive, financially sustainable, and aligned with program goals, benefits teams need visibility into what peers are investing.

The customizable spending model gives you flexibility here. You can adjust funding amounts as your strategy evolves, such as testing higher allocations for high-priority initiatives. Because accounts are notionally funded, you're only paying for what employees actually use.


## A note on minimums, medians, and maximums

Medians are best used when there are clear outliers and the data is not symmetrical, as is the case with spending account funding amounts. Forma consults using medians since medians paint a picture of the most frequent amounts that companies offer.

The minimums and maximums are shown to emphasize the sometimes wide range of funds offered. More often than not, the minimums are set by accounts offered one-time only or funded just once per year.



## Annual amounts that companies provided by account type

Spending account type ordered by account popularity	Minimum annual funding per employee	Median annual funding per employee	Maximum annual funding per employee	% change in median annual funding per EE from '25 to '26
 All-inclusive LSA	\$40	\$980	\$7,200	↑ 5%
 Fitness & Wellness	\$50	\$590	\$8,000	↓ -2%
 Professional Development	\$70	\$1,090	\$9,980	↑ 9%
 Rewards & Recognition	\$20	\$1,020	\$7,100	↑ 104%
 Home Office Setup	\$60	\$540	\$2,500	↑ 6%
 Medical Travel	\$500	\$3,000	\$6,000	↓ -18%
 Family Formation	\$1,000	\$10,530	\$42,000	↑ 5%
 Total Well-being	\$120	\$850	\$2,400	n/a (new account)
 Work from Home	\$90	\$640	\$2,500	↑ 5%
 Caregiving	\$140	\$3,630	\$44,930	↑ 44%
 Commuter Assistance	\$150	\$1,500	\$13,870	↑ 19%
 Supplemental Health	\$30	\$300	\$7,810	↓ -49%
 Gender Affirming Care	\$1,320	\$17,600	\$63,900	↑ 17%
 Educational Assistance	\$1,500	\$5,250	\$25,000	0%
 Belonging & Connection	\$10	\$230	\$5,400	↓ -58%
 Meals & Nutrition	\$300	\$1,340	\$4,680	↑ 458%
 Pet Care	\$20	\$180	\$2,800	↑ 13%
 Donation Assistance	\$60	\$670	\$1,260	↑ 43%
 Insurance Assistance	\$50	\$2,640	\$15,180	↑ 76%
 Financial Wellness	\$150	\$150	\$150	0%
 Mental Health	\$5,000	\$5,000	\$5,000	↑ 525%



# Employer funding amounts

Investment patterns reveal where organizations see the highest impact. Mental Health support surged 525% to \$5,000 in median annual funding, while Meals & Nutrition jumped 458% to \$1,340. These are both clear signals that employers are using lifestyle benefit platforms to address holistic, comprehensive well-being.

Likewise, Insurance Assistance funding increased 76% and Caregiving support increased 44%, demonstrating that spending accounts have become the go-to vehicle for supporting employees' critical, evolving, and financially stressful needs.

The emergence of standalone Total Well-being accounts at \$850 in median annual funding reflects a deliberate unbundling from All-Inclusive and Fitness & Wellness LSAs. Rather than diluting funds across broad LSAs, employers have created targeted accounts that give employees clear guidance on how to invest in their well-being and health while maintaining the flexibility that makes LSAs effective.



## Getting employees to know and use their benefits

Benefit leaders agree that employees often need help becoming aware of and understanding their benefits in a timely manner.

While there is no magic solution that works for every employee, a creative, consistent communication strategy can turn a benefits program from good to great, boosting engagement and utilization.

[Read about our communication recommendations →](#)



# In practice: Funding amounts

Annual funding amounts tell us what companies spend, but the real story is *why* they spend it. Behind every dollar allocated is a strategic decision about what matters most to an organization and its people.

## Fitness & Wellness



One employer uses wellness budgets to drive workplace engagement. They tie incentives to office attendance with quarterly tiers: employees coming in five days per week receive \$2,000 per quarter, which amounts to \$8,000 annually, while those coming in one day per week earn just \$300 per quarter.

## Commuter Assistance



An employer with a large urban population offers a \$150 bike allowance covering equipment so individuals can choose to commute actively and sustainably. At \$13,870, another organization covers daily commuting costs in metropolitan areas where monthly transit fees can be hefty.

## Total Well-being



A global company provides \$2,400 annually to its employees in Switzerland, maintaining consistent purchasing power for mental health and holistic care that accounts for the market's high cost of living.

## Supplemental Health



Companies fund global flu vaccines accounts to keep workforces healthy year-round. At \$7,810, one employer covers specialized treatment programs for HIV/AIDS care in Southeast Asia, demonstrating commitment to comprehensive health access.

## Caregiving



Many companies offer smaller, one-time accounts for new parents to help families navigate early childcare needs. At the high end, one organization provides \$44,930 to cover substantial private education costs in the UAE, where employer support often directly impacts family decisions.

## Educational Assistance



Most companies anchor to the \$5,250 IRS tax-free limit, covering books, tuition, and student loan payments. One organization offers up to \$25,000, signaling serious talent development investment that stretches beyond the tax-free threshold for generous employee education support.





# Account setup & design: How employers fund lifestyle benefits

Three decisions shape how employees experience and use their LSA funds: when they receive them, whether unused funds carry forward, and how much time they have to spend them. These choices directly impact engagement patterns and cost predictability.

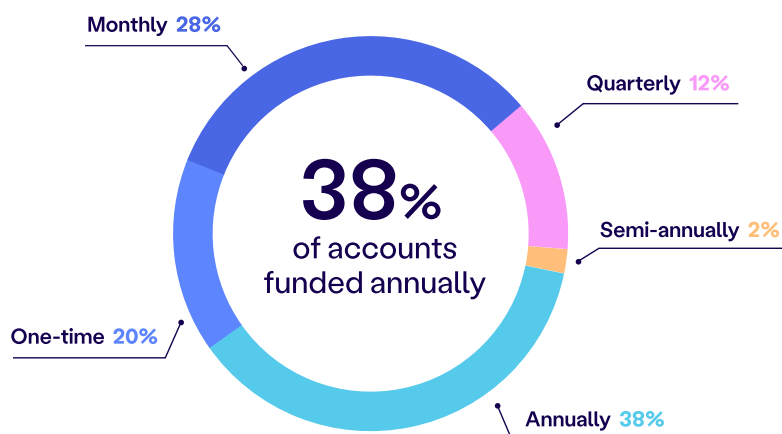
The most effective programs align these choices with what they're trying to accomplish whether that's driving regular behaviors or maintaining tight budget control.

The interplay between these three elements shapes program success:

- + Frequent funding with strict expiration result in consistent engagement, predictable costs
- + Annual funding with a rollover offer employees ultimate flexibility for large purchases and variable costs
- + Monthly funding without a rollover encourages routine use

## Funding frequency: When employees receive funds

### Percent of accounts by funding frequency



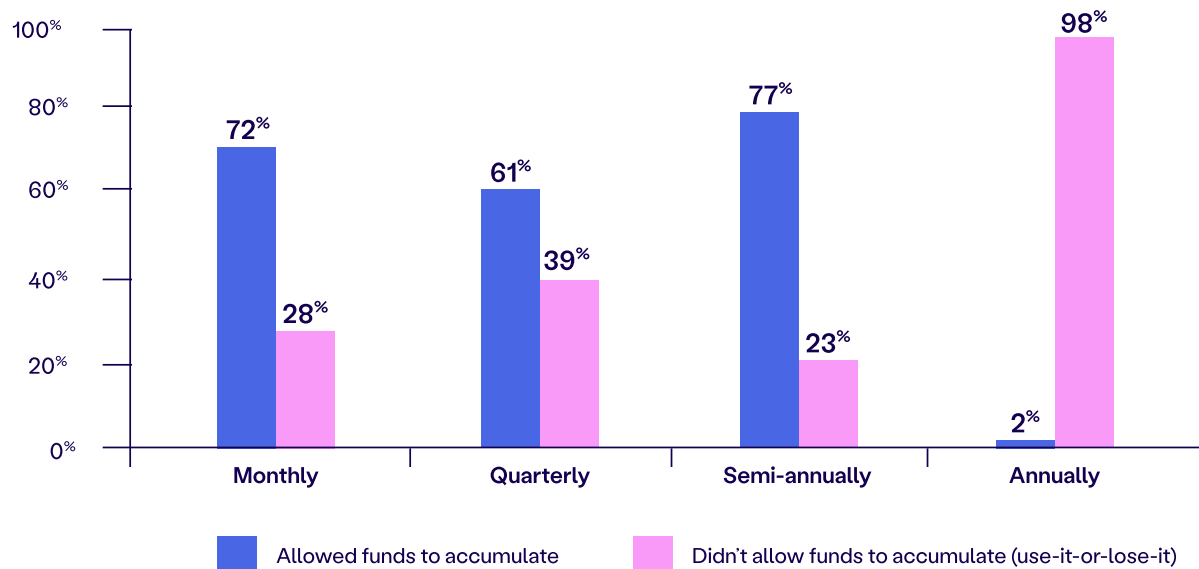
Most companies choose either annual (38%) or monthly (28%) funding cycles. The choice depends on what the account is meant to support:

- + **Monthly funding** works well for accounts where employees may have recurring expenses like fitness memberships, therapy sessions, or commuting costs. It creates consistent engagement and predictable forecasts.
- + **Annual funding** suits larger, less frequent purchases like professional development courses or family planning expenses.
- + **One-time funding** addresses specific moments—relocation costs, work-from-home setups, or emergency support during a crisis.



## Rollover rules: Whether unused funds carry forward

### Percent of accounts that did and didn't allow funds to accumulate by funding frequency



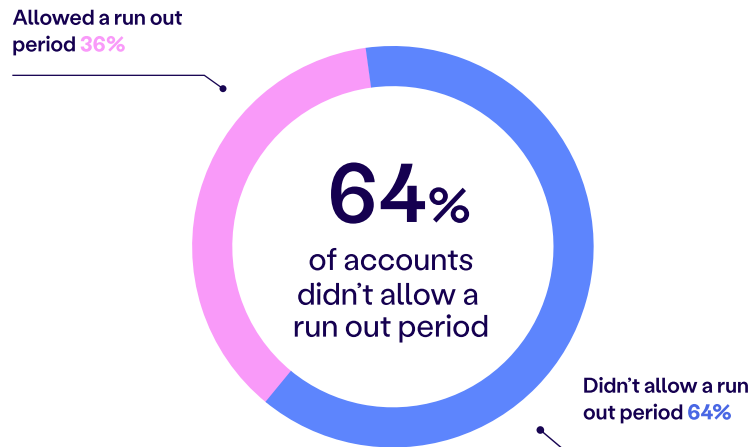
Companies take two approaches to unused funds:

- 1. Funds roll over:** Balances accumulate over time, giving employees flexibility to save for larger expenses. However, this creates less predictable spending patterns that could impact the budget. An employee might not spend anything for months, then make a big purchase. Because LSAs are notionally funded, companies only pay when funds are used, but rollover policies make it harder to forecast costs.
- 2. Funds expire (use-it-or-lose-it):** This is the most common approach. Of all accounts, 37% of all accounts fund annually with no carryover to the next year. This drives active engagement and creates cost predictability. Employees know what they'll lose if they don't use it.



## Run out periods: Extra time to submit expenses

### Percent of accounts with a run out period



Even when funds expire on a set date, 36% of companies offer a run out period (typically 30 days) where employees can still submit receipts for purchases made before the deadline. This grace period reduces frustration from missed deadlines while maintaining cost control.

Most accounts (64%) don't include a run out period, creating clearer budget boundaries and encouraging employees to stay engaged throughout the funding cycle.



# Employee spending: Using funds intentionally

## Key takeaways:

- + **Employees tap into benefit dollars readily.** Budget utilization rates reached as high as 89%, showcasing that employees readily use funds when eligibility is clear and accessible.
- + **Employees are shifting their spending from products to services.** Fitness equipment dropped while connectivity, well-being services, and skills development rose. Workers now prioritize ongoing support like wellness apps and cell phone bills over one-time purchases.
- + **Low coverage meets high spend in key categories.** Comparing employee spending patterns to employer coverage can help uncover unmet demand where employers can add support without launching entirely new programs.

# Using funds intentionally

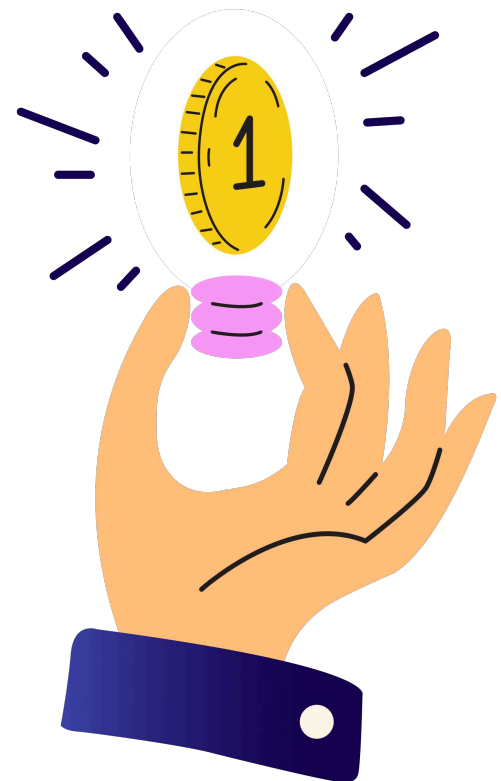
Your benefits program should ladder up to your broader people objectives. Customizable spending accounts are a means to help benefits leaders offer directive support: you choose which categories to cover based on your strategic priorities, and employees get flexibility in how they spend within those parameters.

Effective LSA design doesn't stop at launch. Benchmarking against employee spending and budget utilization patterns helps you validate if your program is working as intended with questions such as:

- + Which categories are gaining traction across the market?
- + Where are employees actually allocating funds?
- + How does utilization in your priority areas compare to similar companies?

The answers tell you if your LSA structure aligns with both your strategic goals and genuine employee needs or if it's time to adjust.

The benchmark data in this section show how employees across industries have used their LSA funds. Use it as one critical input to shape your program design, refine your category mix, and ensure your LSA delivers on your people strategy.



## Budget utilization: How employees utilized their account funds

Ordered by account popularity





# Understanding budget utilization

Budget utilization—the percentage of allocated funds employees actually spend—directly impacts forecasted costs. High utilization means active engagement, whereas low utilization can indicate an account where support may not be needed by each and every employee or a mismatch between offering and need.

Broad-use accounts see the strongest engagement: Rewards & Recognition hit 89%, All-inclusive LSAs reached 85%, and Meals & Nutrition came in at 80%.

Compared to last year's analysis, Work From Home (76%), Home Office Setup (74%), and Fitness & Wellness (71%) all maintained steady utilization.

Mental Health usage climbed to 62%, suggesting a clear need and growing awareness of benefits offered: Insurance Assistance (63%) and Commuter Assistance (53%), which serve specific populations, show moderate rates, indicating there's interest when employees have a need for this type of support.

Budget utilization for accounts like Professional Development and Educational Assistance dropped compared to years past. Digging into employee spending patterns revealed an insight: while the median funding amount stayed relatively the same, a number of companies increased allocations while fewer employees actually spent. This points to a communication opportunity where employers can curate the benefits experience with greater intention, because many employees may not understand what's available or how to access it.

Finally, Family Formation, Gender Affirming Care, and Medical Travel all registered at less than 5% utilization, which makes sense as these highly specialized accounts address critical needs for specific employees.

Our analysis and research find that budget utilization isn't a function of funding amount. Instead, it's driven by program design. Flexible eligibility and broader merchant lists increase utilization. Restrictive policies suppress it regardless of allocation.



## Tying it all together: Using benchmarks to make the business case

The formula for notional funding is simple:  
$$\text{Median funding per employee} \times \text{utilization rate} \times \text{headcount} = \text{forecasted program cost.}$$

Here's an example: A \$600 Fitness & Wellness allocation with 71% utilization means \$426 actual spend per employee. For 5,000 employees, that's \$2.13M in projected spend, a savings of nearly \$900k on what could have been assumed was \$3M.

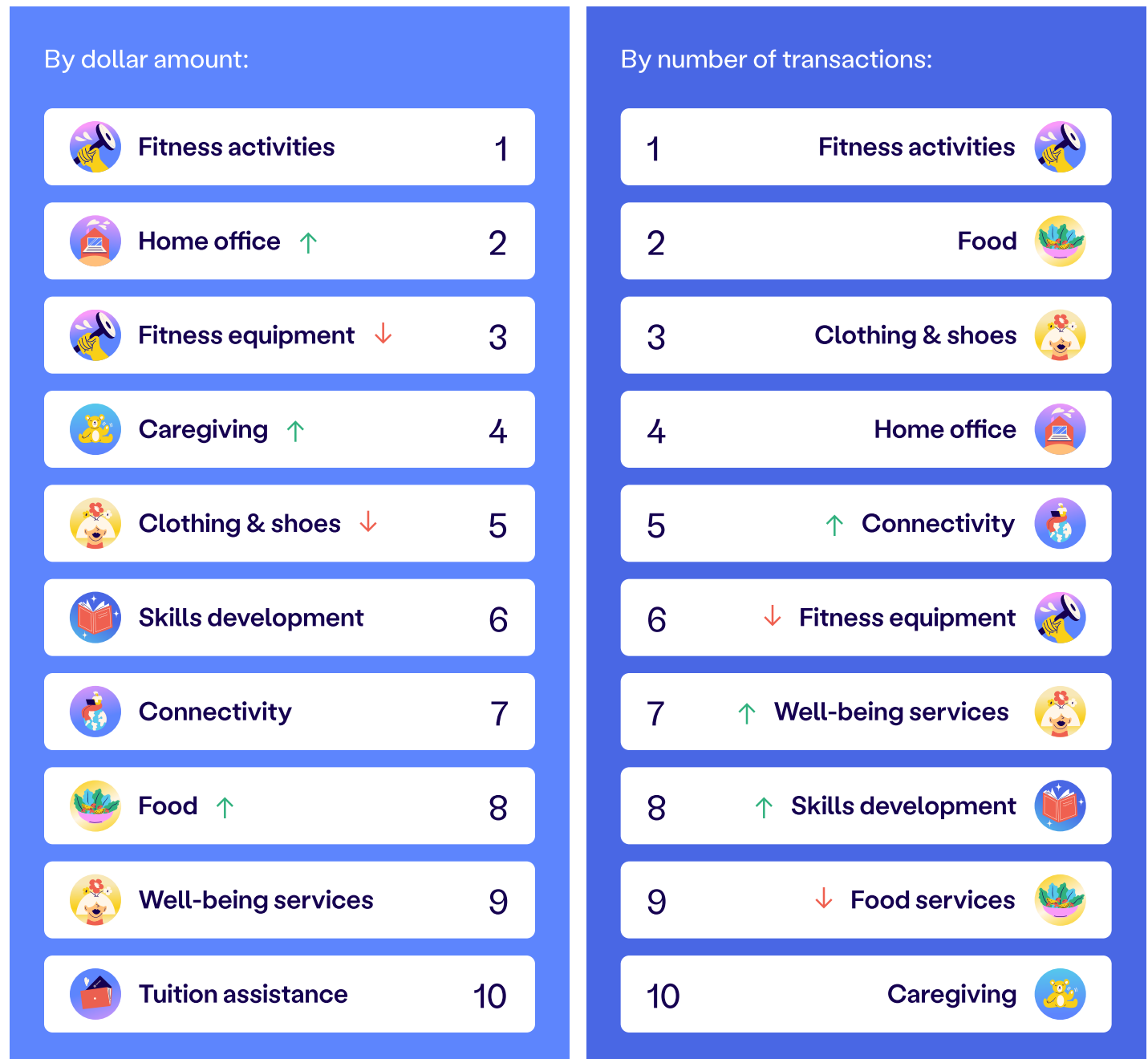
Understanding these patterns lets you balance benefits equity with budget reality.



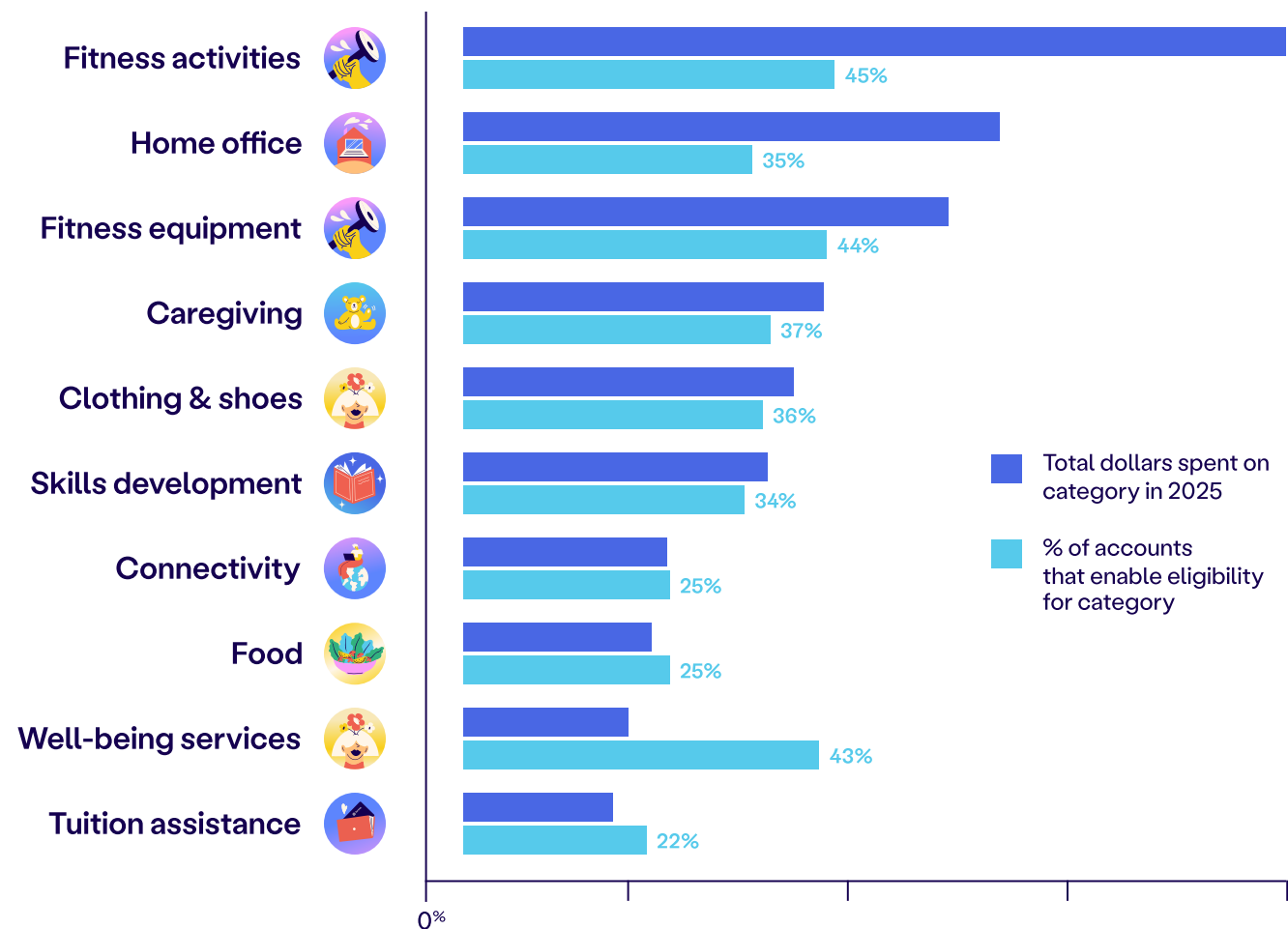
# Purchasing trends across all types of spending accounts

## Top 10 spending categories

Arrows indicate change in position from last year

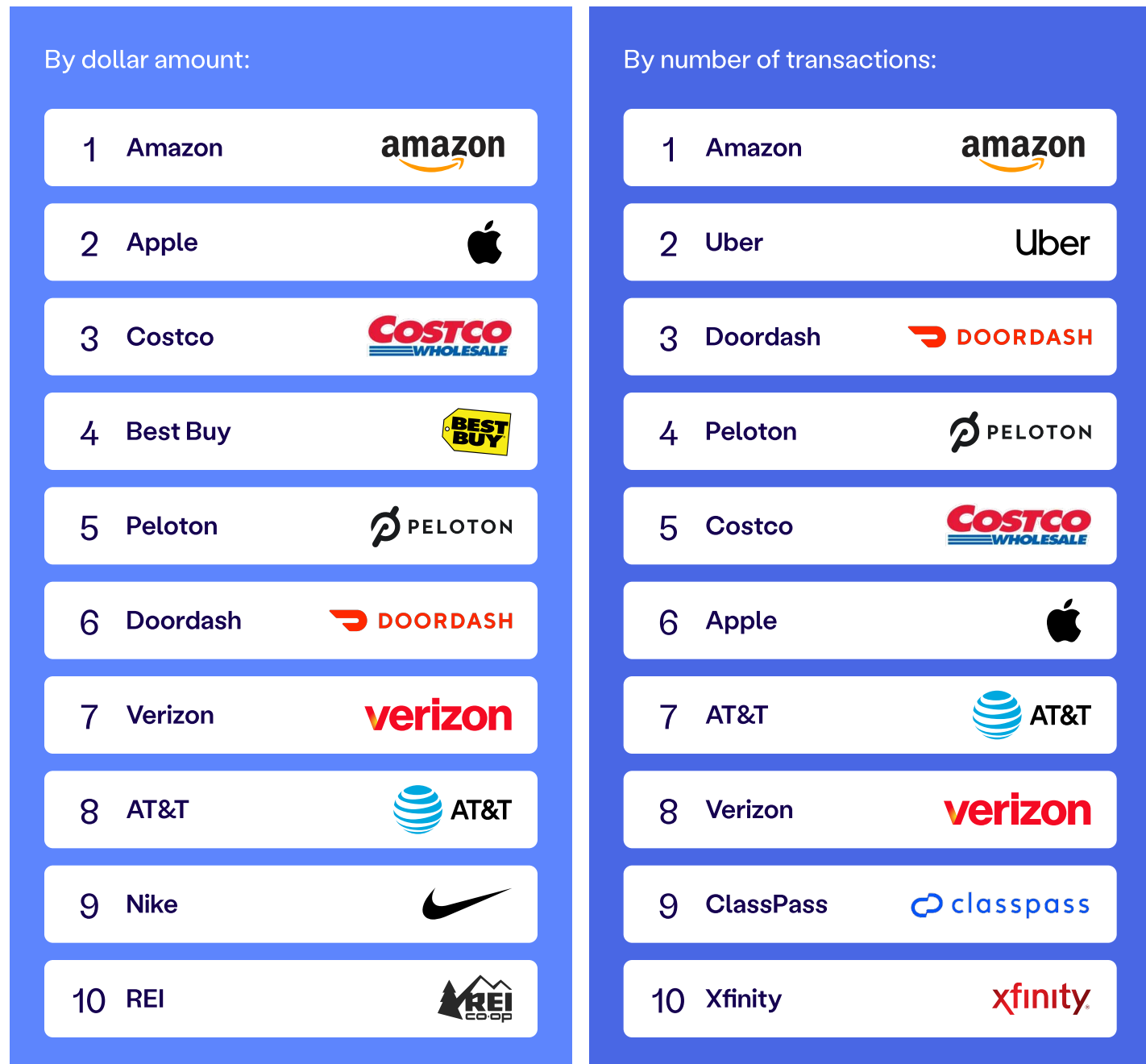


Top spending categories by dollar amount vs. employer coverage



# Purchasing trends across all types of spending accounts

## Top 10 merchants



# How employees spent their benefit funds

Employee spending evolves with macroeconomic pressures and changing work models. One main driver of purchasing trends: the continued emphasis on in-person work.

What we observed in the data this year compared to last reflected this reality:

- + Fitness activities held the #1 spot, but fitness equipment dropped from #2 to #3 as employees shifted from home gym setups back to gym memberships and classes
- + Home office jumped to #2 by dollar amount, confirming that hybrid work is permanent and employees continue investing in quality home setups
- + Caregiving moved up to #4, reflecting rising childcare and eldercare costs in an inflationary environment
- + Inflation also drove food support into the top 10 at #8

The broader trend of note is a shift from products to services: clothing & shoes dropped while connectivity, well-being services, and skills development climbed in transaction volume. Employees are prioritizing ongoing support like wellness apps, cell phone bills, and online courses over one-time physical purchases.





# What employers covered compared to spending trends

Benefit leaders can expect meaningful budget utilization in high-spend categories like fitness activities, home office, and caregiving.

Low-coverage, high-spend categories like food or tuition may signal unmet employee demand worth exploring. And high-coverage, lower-spend categories like well-being services may need stronger communication to drive utilization or are simply valuable yet lower-cost offerings.

## Adding coverage: As easy as 1, 2, 3

Traditionally, adding employee support means going to RFP for a new vendor. However when you use LSAs as benefits infrastructure, you simply add a new category under your existing spending accounts.

That means that instead of contracting with a pet care vendor for caregiving support, you add pet care as an eligible expense in your Caregiving account.

[Listen to how Lindsey Sosin, Global Benefits Leader at Figma, did exactly this →](#)



# Spending trends within the Forma Store

## Top 10 Forma Store merchants

### By dollar amount:

1 Doordash 

2 Uber 

3 ClassPass 

4 Garmin 

5 VIVO 

6 Massage Envy 

7 Sony 


8 Hyperice 

9 Fitbit 

10 Airbnb 

### By number of transactions:

1 Doordash 

2 Uber 

3 ClassPass 

4 Massage Envy 

5 VIVO 

6 24 Hour Fitness 

7 Instacart 

8 Garmin 

9 Bracoo 

10 Withings 



## Beyond static spending with a marketplace solution

LSAs provide the infrastructure for flexible benefits, and a marketplace solution like the Forma Store makes that infrastructure dynamic. Benefits leaders can deploy targeted programs within their existing LSA spend yet without budget increases to drive measurable business outcomes.

The Forma Store balances choice with guidance. Employees get flexibility, while curation of marketplace offerings drives higher engagement and usage than open-ended reimbursement alone.

That curation translates to spending with merchants that align to both employee needs and employer strategy:

- + DoorDash and Uber for easier family meal planning
- + ClassPass for flexible fitness and mindfulness options
- + Massage Envy for physical wellness
- + Headspace for mental resilience

It's intentional benefit design combined with an integrated shopping experience that turns passive LSA dollars into active support for your workforce priorities.

### The Forma Store: Your global lifestyle benefits marketplace solution

Forma gives employees three ways to use their benefits: claims reimbursement, the Forma Card, or direct purchases through the Forma Store. The Forma Store operates as a true marketplace with global and local vendors. Employees shop with no out-of-pocket costs and get exclusive discounts of 10-30% on premium products and services.

For benefits leaders, this means no additional contracts. No new vendors to manage. Employees get direct access to what they need, and you get relief from point solution fatigue.

[Learn more about the Forma Store today →](#)



# Insights by use case

## Key takeaways:

- + **Well-being leads adoption with proven engagement.** Total Well-being LSAs allow employers to use the spending account model to drive measurable benefits outcomes while consolidating fragmented vendor ecosystems.
- + **Education and caregiving benefits work when employees can access them easily.** Simplifying complex programs like tuition reimbursement and consolidating care support removes friction at moments that matter most for retention.
- + **Work & Productivity accounts eliminate waste through notional funding.** Companies only pay when employees use funds while supporting hybrid work realities.

# Insights by use case

Customizable spending accounts can be used for a variety of purposes. In this section, we'll dive into a few of the most popular and impactful use cases that highlight how employers are using LSAs and HRAs to deliver well-rounded support to employees while driving measurable business outcomes.





# Why invest in Well-being benefits

Healthcare costs continue to climb while employee burnout remains persistently high, making well-being no longer a differentiator but a baseline expectation for employers.

The business case is clear: [96% of employers](#) view well-being as central to their workforce strategy. When well-being improves, organizations see healthier, more resilient employees, which helps to moderate healthcare spend and reduce productivity losses tied to burnout and disengagement.



## Why the Well-being model is changing

Over time, many employers have layered in well-being programs and point solutions to address gaps and offer support to a broader range of employee needs. We call this the 'more is more' paradox, which is what happens when an organization invests in more vendors, tools, platforms, or programs with the positive intention of meeting diverse employees. However, the approach has created more challenges in terms of employee perception and engagement.

The result is a fragmented ecosystem that is difficult for employees to navigate and time consuming and costly for benefits teams to administer. Utilization remains uneven, data is scattered across vendors, and it is difficult to demonstrate impact or ROI. This complexity has prompted employers to rethink not whether to invest in well-being, but how to deliver meaningful well-being benefits in a simpler, more effective way.



# The spending account model for Well-being

Leading employers are turning to the LSA model as an optimal delivery infrastructure for well-being benefits.

Here's why it works:

- + **Cost efficiency through strategic design:** Pay only when employees use funds, consolidate programs like gym reimbursements, wellness incentives, and mindfulness apps into a unified platform, and define categories aligned with strategic well-being priorities like mental health, fitness, and financial wellness.
- + **Global consistency with local relevance:** Deploy a consistent global benefits strategy while tailoring offerings to what is appropriate and effective within each country – from locally relevant fitness options to culturally responsive mental health support and caregiving assistance.
- + **Measurable impact through engagement:** Individual choice drives participation, with employers achieving >80% engagement in their well-being LSAs. A centralized platform for data collection and insights makes it easier to measure impact and outcomes.

The result is healthier, better supported, and more engaged employees, with data to prove it.



# Well-being benchmarking insights

Given the necessity of supporting employee well-being, more employers are launching Total Well-being programs distinct from LSAs only focused on physical wellness or all-inclusive LSAs with coverage spanning well-being, growth, convenience, and everyday essentials. The rise of comprehensive well-being spending accounts is so significant that it has emerged as its own distinct spending account type.

In addition to or in lieu of having one account dedicated to all aspects of well-being, employers can launch spending accounts dedicated to specific pillars of well-being: think a Mental Health HRA to support emotional wellness or a Meals & Nutrition account to promote physical well-being via access to healthy eating options.



# Total Well-being account benchmarks

### Popularity

% of companies that offer account type

10%

### Funding

Minimum annual funding per employee	Median annual funding per employee	Maximum annual funding per employee
\$120	\$850	\$2,400

### Average budget utilization

34%

## Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



### Digital Health - 97%

- Fitness Apps
- Meditation Apps
- Nutrition Apps
- Sleep Aid Apps



### Fitness Activities - 97%

- Fitness Classes
- Gym
- Meditation
- Personal Training



### Fitness Equipment - 97%

- Fitness Equipment
- Fitness Tracker
- Home Gym Equipment
- Sports Equipment



### Fitness Accessories - 90%

- Sleep Tracker
- Smart Watch



### Well-being Services - 90%

- Health Check
- Massage Therapy
- Weight Management Aids



### Fitness Others - 83%

- Bike Rental
- Video-based Fitness







### Financial Well-being - 80%

- Digital Financial Wellness Services
- Financial Consulting Services
- Financial Workshops
- Student Loan Consulting Services
- Tax Prep



### Clothing and Shoes - 73%

- Athletic Clothing
- Athletic Shoes



### Food Services - 67%

- Grocery Delivery Expenses
- Nutrition Program



### Caregiving - 57%

- Adult/Eldercare Services
- Childcare Services
- Parental Coaching

## Employer spotlight

A large employer in the real estate industry uses Forma for its Well-being account, a physical wellness focused fund available to thousands of employees across North America.

2700+ hours of  
managing well-  
being expenses  
saved per year

"With Forma, we're saving employees and managers so much time, and that's creating value for us. It's something employees talk about with their friends and families, and they're proud of it. **This kind of emotional connection to benefits is rare — and LSAs make it possible.**"

— Senior Benefits Program Manager





## Fitness & Wellness account benchmarks

### Popularity

% of companies that offer account type

**21%**

### Funding

Minimum annual funding per employee

**\$50**

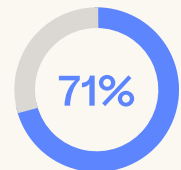
Median annual funding per employee

**\$590**

Maximum annual funding per employee

**\$8,000**

Average budget utilization



### Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



#### Fitness Activities - 98%

- Fitness Classes
- Gym
- Meditation
- Personal Training



#### Digital Health - 90%

- Fitness Apps
- Meditation Apps
- Nutrition Apps
- Sleep Aid Apps



#### Fitness Equipment - 83%

- Fitness Equipment
- Fitness Tracker
- Home Gym Equipment
- Sports Equipment



#### Well-being Service - 78%

- Health Check
- Massage Therapy
- Weight Management Aids



#### Fitness Accessories - 73%

- Sleep Tracker
- Smart Watch



#### Fitness Others - 61%

- Bike Rental
- Video-based Fitness



### Clothing and Shoes - 58%

- Athletic Clothing
- Athletic Shoes



### Food Services - 42%

- Grocery Delivery Expenses
- Nutrition Program



### Home Equipment - 39%

- Ergonomic Equipment
- Wellness Equipment (e.g. Air Purifier)

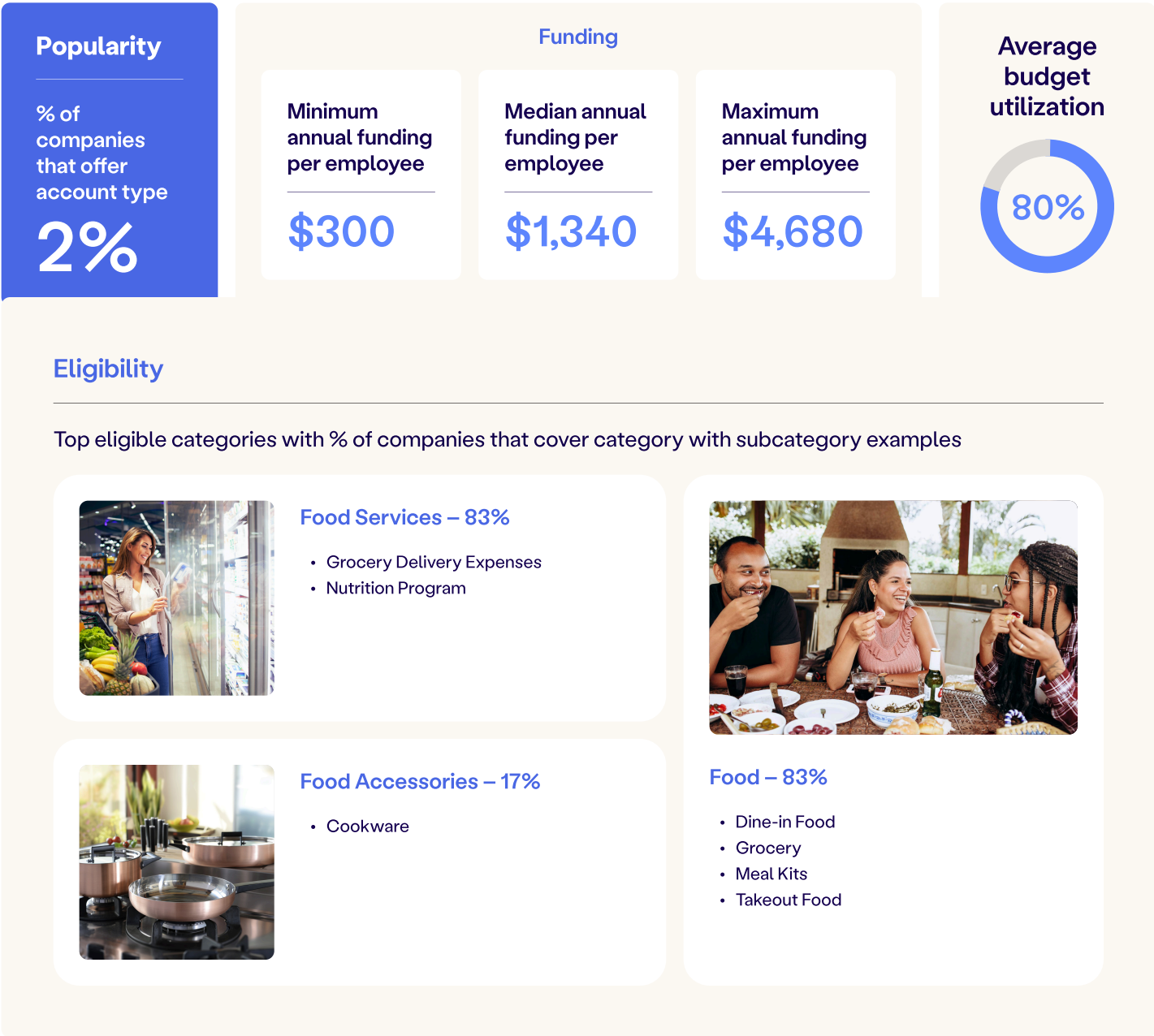


### Supplements - 39%

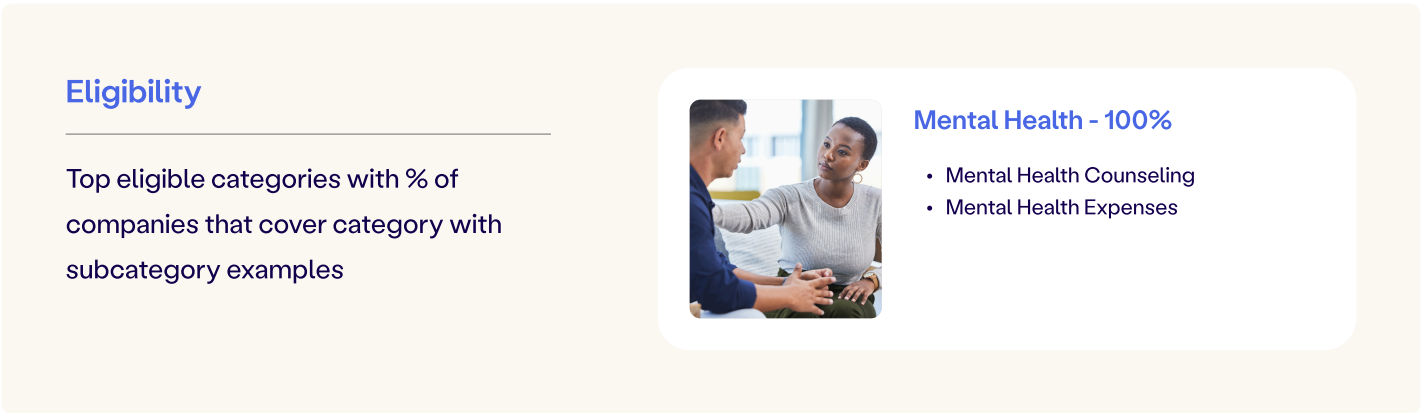
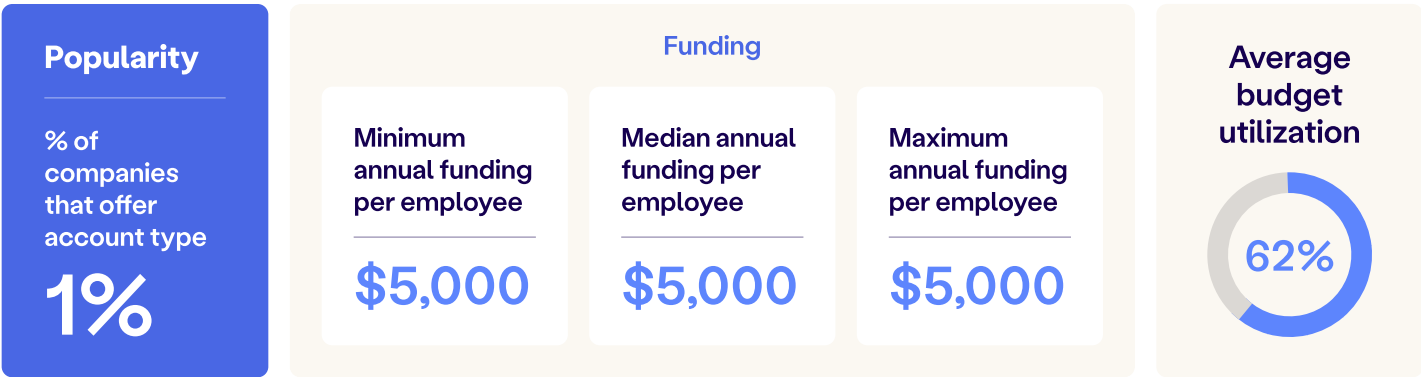
- Probiotics
- Vitamins



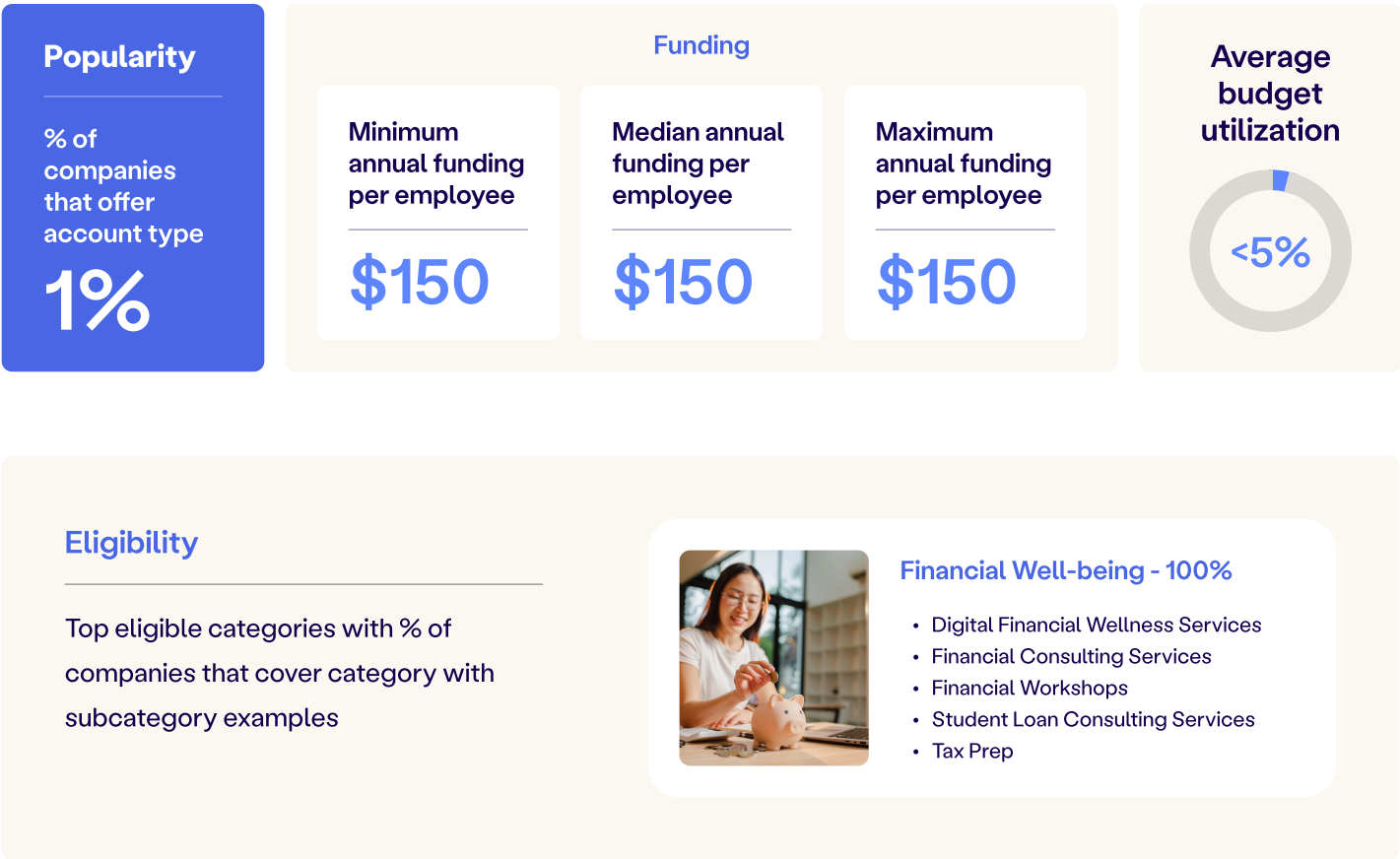
# Meals & Nutrition account benchmarks



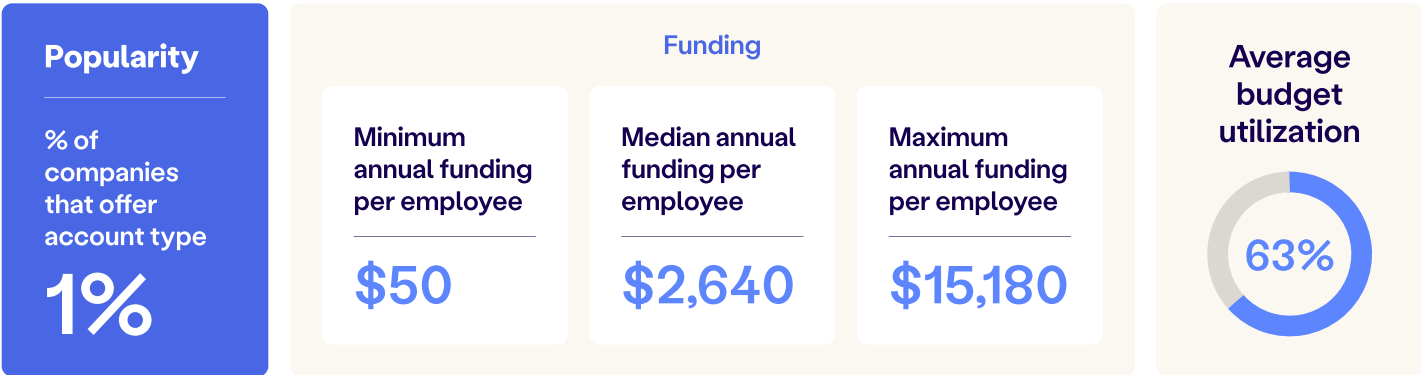
# Mental Health account benchmarks



# Financial Wellness account benchmarks

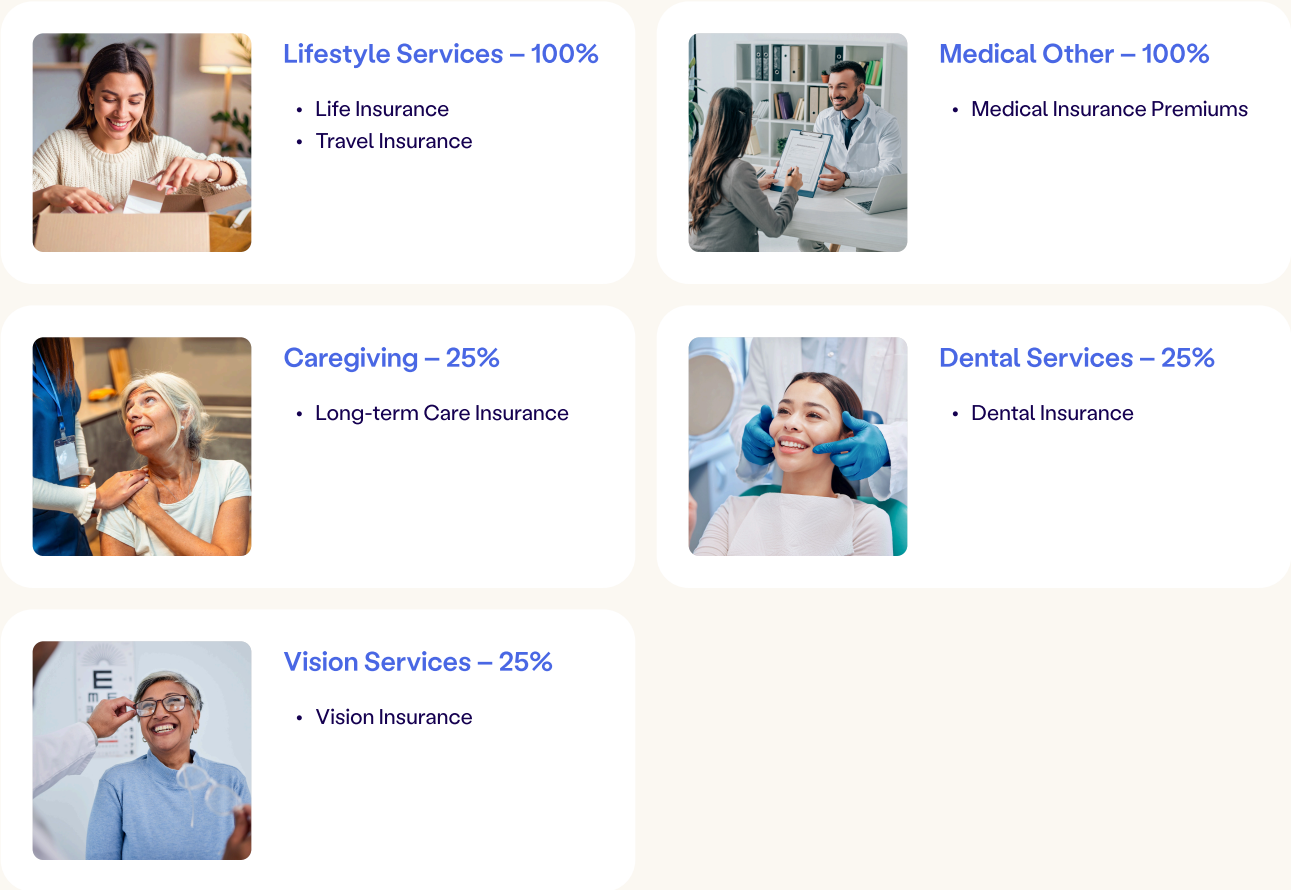


# Insurance Assistance account benchmarks



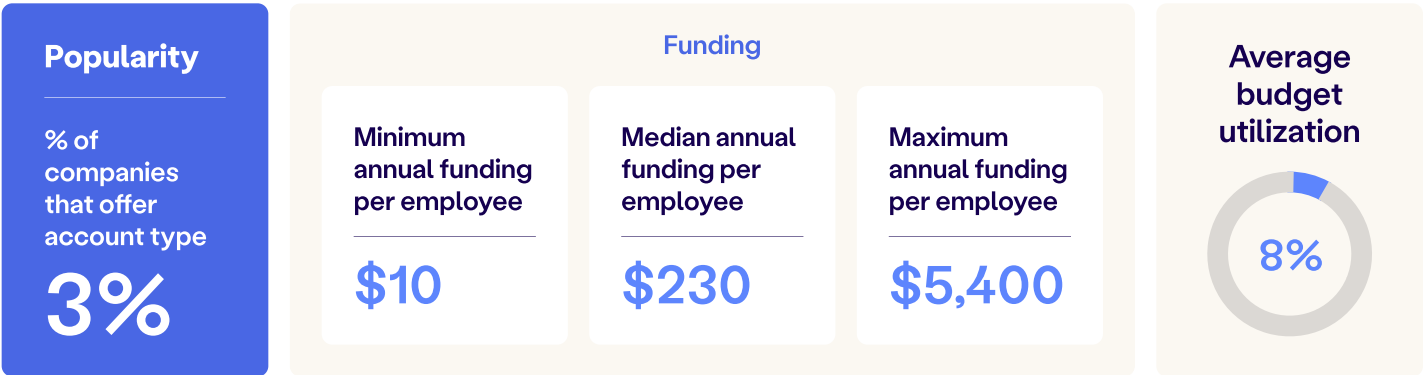
## Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



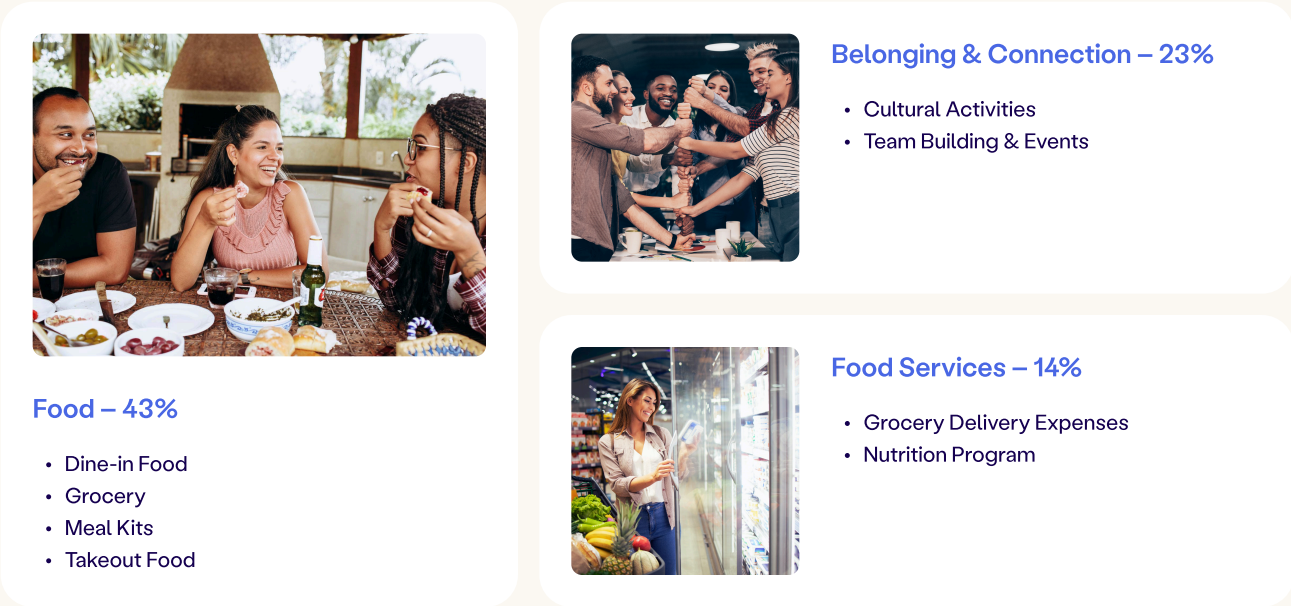


# Belonging & Connection account benchmarks

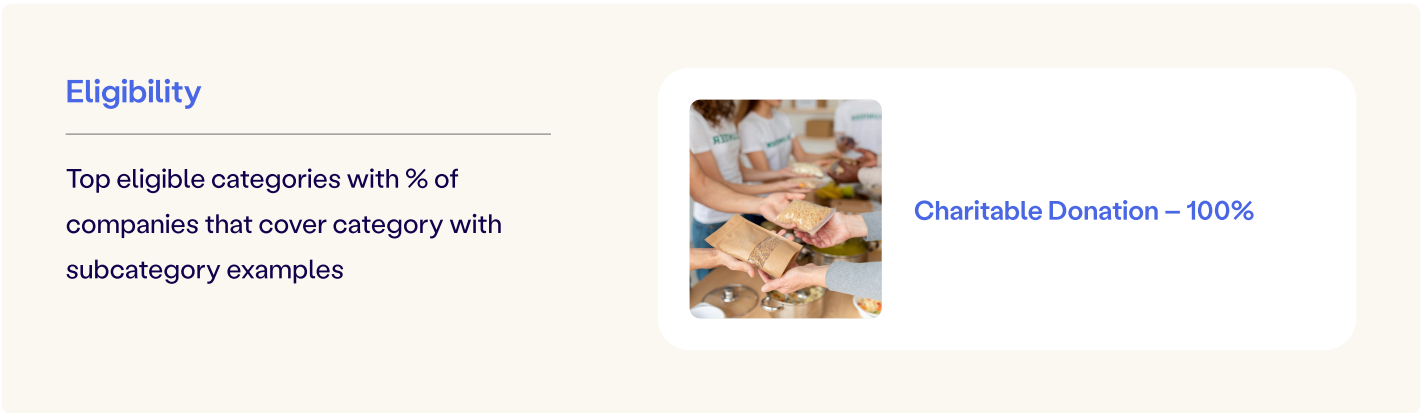
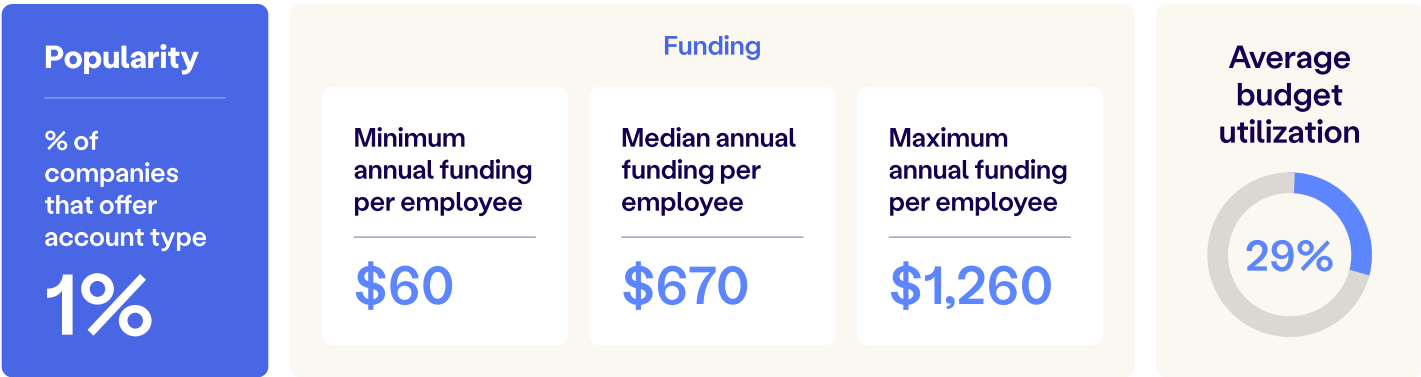


## Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



# Donation Assistance account benchmarks



# Why invest in Education benefits

When employers put real support behind skills development, ongoing learning, training, tuition reimbursement, and student loan repayment, they remove friction that can quietly drain focus every day. Employees with purposeful, easy-to-navigate education benefits spend less time worrying about stagnation or financial pressure and more time learning and applying new skills, solving harder problems, and showing up with energy.

The value shows up fast: sharper performance, stronger retention, and teams that keep pace as roles and technologies change.



## Why the traditional approach to Education benefits is changing

One-size-fits-all training programs miss individual needs while going underutilized. Tuition reimbursement processes often require lengthy approvals, burdensome documentation, and delayed repayment that ultimately discourage participation. Student loan assistance reaches [9% of workers in the top income quartile](#) and even fewer in lower income brackets, despite its potential impact for those who need it most.

What ends up happening is that learning budgets sit unused, employees feel unsupported, and benefits teams get buried in paperwork and hidden costs.



# The spending account model for Education benefits

Education and learning benefits can be managed with ease for admins and clarity for employees using the spending account model.

Here's why it works:

- + **Strategic investment, not wasted spend:** Pay only when employees use funds, consolidate scattered manual programs into one platform, and define categories that align with workforce priorities from debt relief to certifications to leadership development.
- + **Tax optimization without compliance headaches:** Offer up to \$5,250 per employee in tax-free education and student loan support under IRC Section 127 in the U.S. Automate approvals, apply the right guardrails, and make it easy to extend learning support beyond the tax cap, all without creating extra compliance work.
- + **Usage that drives business results:** Clear guidelines and simple submission flows drive participation. With a unified platform, you can track which skills employees are building, how they align to current and future business needs, measure ROI on learning investment, and tie development directly to retention and performance outcomes.

With education benefits powered by a modern approach, you get a workforce equipped with relevant skills and gain visibility into outcomes that matter. That includes increased participation in aligned tuition programs, new certifications and skills acquisition, improved internal mobility, stronger early-career retention, and higher retirement plan enrollment as loan payments free up employee income.



# Education benchmarking insights

Savvy employers are adopting targeted education programs that address different education and learning needs. Dedicated Educational Assistance and Professional Development accounts support employee learning and development that cover tuition assistance, certifications, conferences, coaching, and skill-building.

## Educational Assistance account benchmarks



## Professional Development account benchmarks

### Popularity

% of companies that offer account type

12%

### Funding

Minimum annual funding per employee

\$70

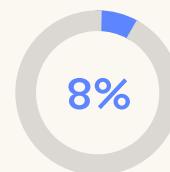
Median annual funding per employee

\$1,090

Maximum annual funding per employee

\$9,980

Average budget utilization



### Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



### Skills development – 100%

- Career coaching
- Class materials, supplies, equipment
- In-person learning
- Industry event
- Online learning
- Professional subscription
- Testing fees

### Employer spotlight

logitech

Logitech uses Forma for a variety of lifestyle benefits and has several use case-specific spending accounts available to employees, including a Tuition Reimbursement wallet in the U.S. and Canada.

150% increase in tuition reimbursement utilization

“We prioritized transitioning our tuition reimbursement program to Forma to improve visibility and standardize the management. Forma allowed us to have a centralized place for the offerings, which increased transparency and drove higher engagement with all of our programs.”



Julia McCarrel

Head of Benefits for the Americas and Global Programs

[Read Logitech's story →](#)





# Why invest in Supplemental Health benefits

Heightened medical costs combined with higher deductibles means employers and employees are paying more for healthcare than ever before. In the U.S., for example, employees often face significant out-of-pocket costs for deductibles, medications, or limited in-network provider access. In other countries, such as Mexico, preventive care may not be covered at all.

When those gaps go unsupported, employees delay or avoid care. They carry financial stress that spills into their workday. Supplemental health benefits help close the distance between coverage and care, keeping employees healthier, more focused, and more likely to see high value in their benefits.

The payoff for employers shows up in big ways. Employees experience fewer disruptions and better utilization of preventive care, and you'll have a workforce that feels genuinely supported, not just insured.



## Why siloed Supplemental Health benefits leave some employees unsupported

Most supplemental health programs have grown in silos with separate reimbursement processes or vendors for fertility, weight management, mental health, family forming, and prescription drugs. Each comes with its own rules, claims processes, and data sets.

For employees, it tends to mean confusion and friction at the exact moment they need support most. For benefits teams, the 'more is more' paradox manifests as vendor sprawl, complex, often manual administration, and limited visibility into data.

Despite all good intentions, the result is underutilized benefits, higher administrative burden, and little insight into whether these programs are improving health outcomes or just adding complexity.



# The spending account model for Supplemental Health

Customizable spending accounts serve as a flexible infrastructure to support supplemental health benefits.

Here's why it works:

- + **Fill coverage gaps with intention:** Use supplemental health benefits to close gaps in care and extend coverage without requiring permanent changes to the core medical plan. This approach allows employers to support areas such as fertility, weight management, medical travel to Centers of Excellence, and mental health.
- + **Flexible design with built-in compliance:** Offer tax-advantaged options like HRAs where applicable, alongside taxable LSAs for broader health-related support, all managed in a unified experience. You maintain oversight over eligibility and stay compliant while giving employees clarity and ease of access.
- + **Better care through better engagement:** Simple, intuitive experiences drive higher engagement and more positive employee perception. When employees can use benefits when and how they need them, support is more timely and effective. In turn, employers gain centralized data that highlights the most pressing health needs and where benefit investments are delivering measurable impact and better outcomes.

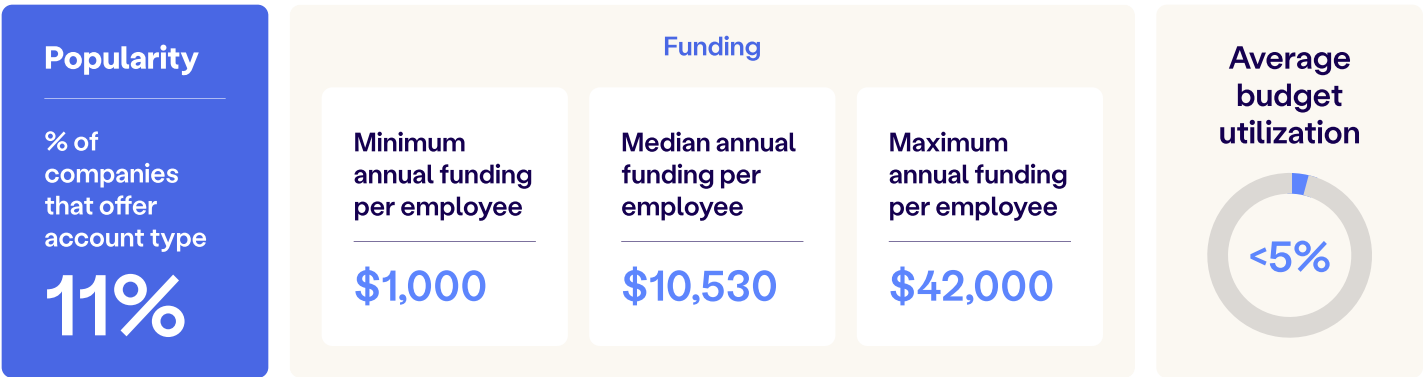
Purposeful supplemental health benefits lead to better health outcomes. Benefit teams see fewer barriers in accessing care, improved chronic condition management, and measurable reductions in the financial anxiety that keeps employees from seeking care in the first place.



# Supplemental Health benchmarking insights

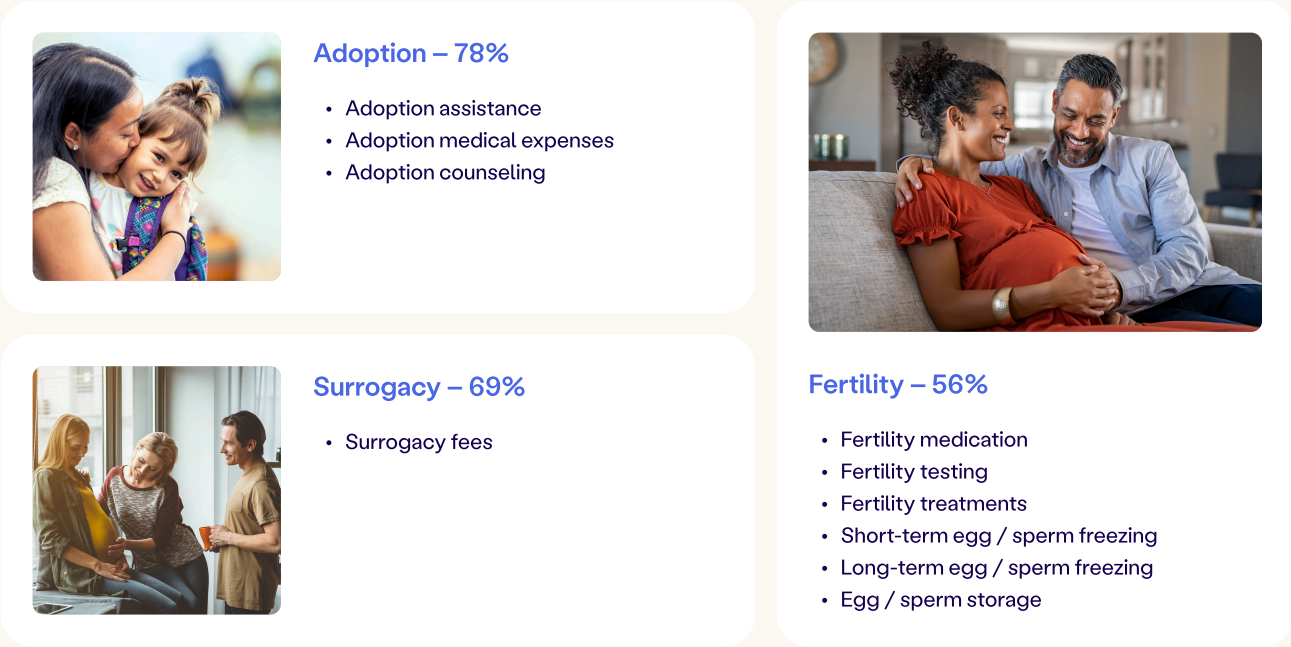
Supplemental health support via customizable spending accounts help employers close care gaps without overhauling core plans. They improve access, engagement, and visibility into what’s actually working.

## Family Formation account benchmarks



### Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



## Gender-Affirming Care account benchmarks

### Popularity

% of companies that offer account type

4%

### Funding

Minimum annual funding per employee

\$1,320

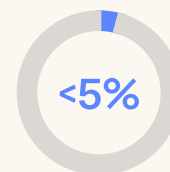
Median annual funding per employee

\$17,600

Maximum annual funding per employee

\$63,900

Average budget utilization



### Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



#### Medical services – 100%

- Gender-affirming services
- Gender-affirming surgery
- Gender-affirming therapy

### Employer spotlight

One enterprise global employer in the HCM industry has implemented LSAs with Forma across multiple use cases, including Supplemental Health, with a commitment to supporting fertility and gender-affirming care.

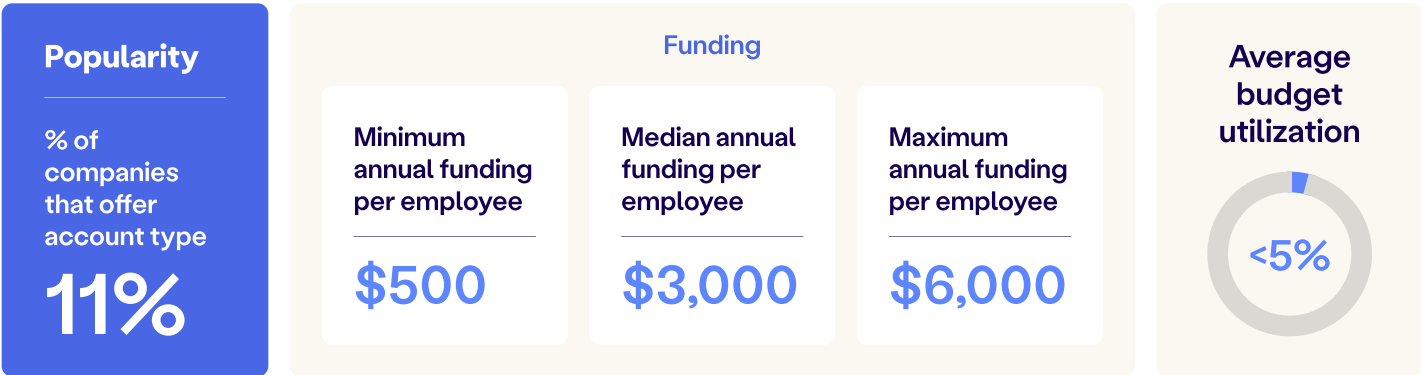
46 fertility and gender-affirming care claims approved in H1 2025 alone

“Forma gave us a tool to be able to offer these benefits that we might not have rolled out before because of the sensitive nature of both fertility support and gender-affirming care. Forma is a safe haven for managing sensitive claims.”

– Benefits Program Manager

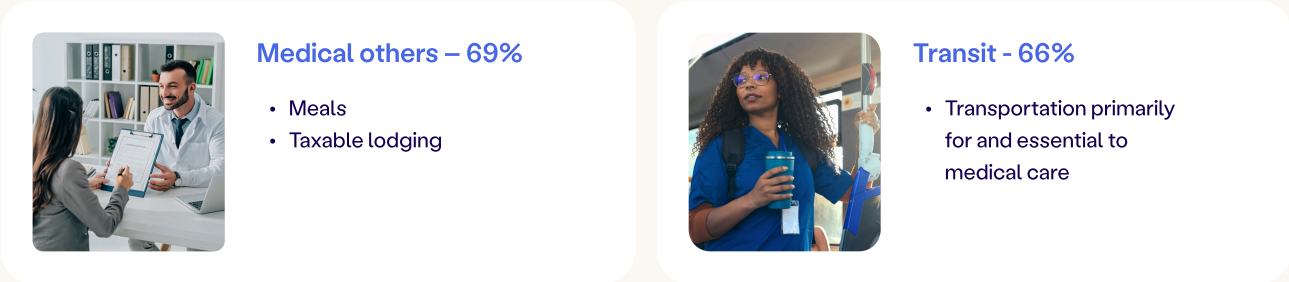


# Medical Travel account benchmarks



## Eligibility

Top eligible categories with % of companies that cover category with subcategory examples





# Supplemental Health account benchmarks

### Popularity

% of companies that offer account type

5%

### Funding


Minimum annual funding per employee	Median annual funding per employee	Maximum annual funding per employee
\$30	\$300	\$7,810

### Average budget utilization

31%


### Eligibility

Top eligible categories with % of companies that cover category with subcategory examples




#### Vision services – 43%

- Eye exam
- Eye surgery
- Vision office visit




#### Vision accessories – 36%

- Eyewear and accessories
- Lens or glasses insurance




#### Medical others – 29%

- Medical insurance premiums
- Medical insurance



#### Medical services – 21%

- Medical office visit
- Telehealth



#### Dental services – 21%

- Dental expenses
- Dental treatment

# Why invest in Caregiving benefits

Caregiving is no longer a fringe issue. Globally, nearly [three in four employees are caregivers](#), supporting children, aging parents, or loved ones with specialized needs, with an average of [26% of total income](#) spent on caregiving costs.

When caregiving needs go unsupported, it can show up at work. Employees may have to miss time unexpectedly or carry additional stress, distraction, and financial strain into their day. Over time, productivity suffers and employees may have to make the hard choice to leave the workforce.

Employers that invest in caregiving support help employees stay present, focused, and engaged during critical life moments that might otherwise lead them to step away from the workforce.



## Why disconnected Caregiving programs don't work

Most caregiving benefits have been built as disconnected stipends or point solutions for day to day childcare, backup childcare, eldercare, special needs support, and more. Each comes with its own rules, vendors, workflows, and costs.

For employees dealing with what is often a high-cost and highly important area of need, that fragmentation creates friction and confusion instead of support and clarity. Some employees don't even know what's available and miss out on benefits that would make a meaningful difference in their lives.

For benefits teams, the result is misallocated spend, high cost with low utilization, and heavy administrative lift with little insight into what's actually helping caregivers.



# The spending account model for Caregiving

Caregiving LSAs provide the ultimate accessibility and flexibility for employees while establishing appropriate guardrails for delivering the caregiving benefit. They work as a benefit on their own or alongside pre-tax Dependent Care FSAs to go beyond IRS limitations.

Here's why it works:

- + **Support diverse caregiving needs:** You can consolidate childcare, backup care, eldercare, pet care, and special needs support into one platform. Define categories that reflect how caregiving actually shows up across needs and life stages.
- + **Flexible and efficient:** Eliminate unused costly point solutions and move to notional funding. Budgets stretch further because spend aligns directly with employee needs.
- + **Simpler access, higher engagement:** Clear guidelines and easy payments remove friction. Employees can access caregiving solutions easily, without navigating multiple systems. Simultaneously, you gain centralized data that shows utilization trends and helps you refine your strategy over time.

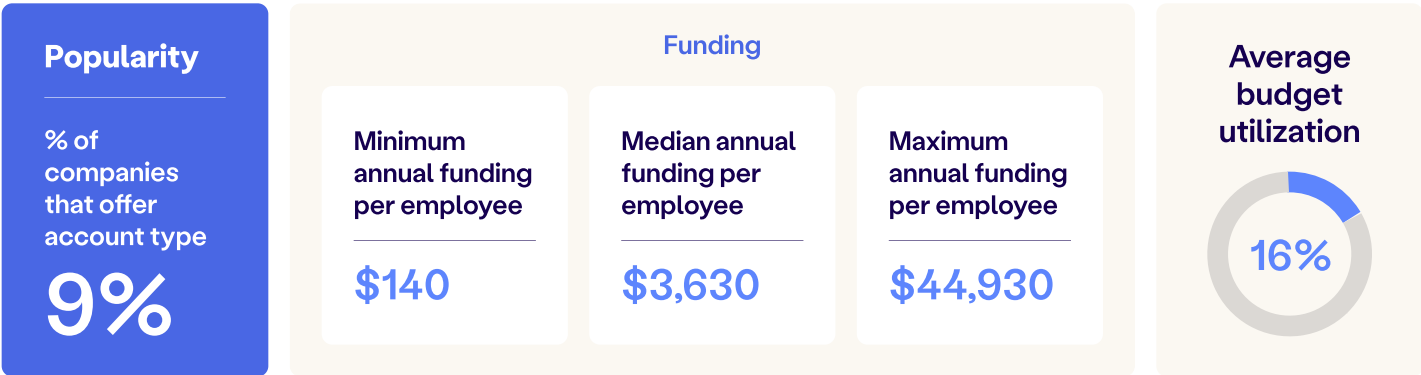
When caregiving benefits are simple and flexible, employees have the support they need to care for their loved ones. Reduced absenteeism, lower stress levels, higher engagement scores, and stronger eNPS are just some of the results as employees feel genuinely supported through life's most demanding moments.



# Caregiving benchmarking insights

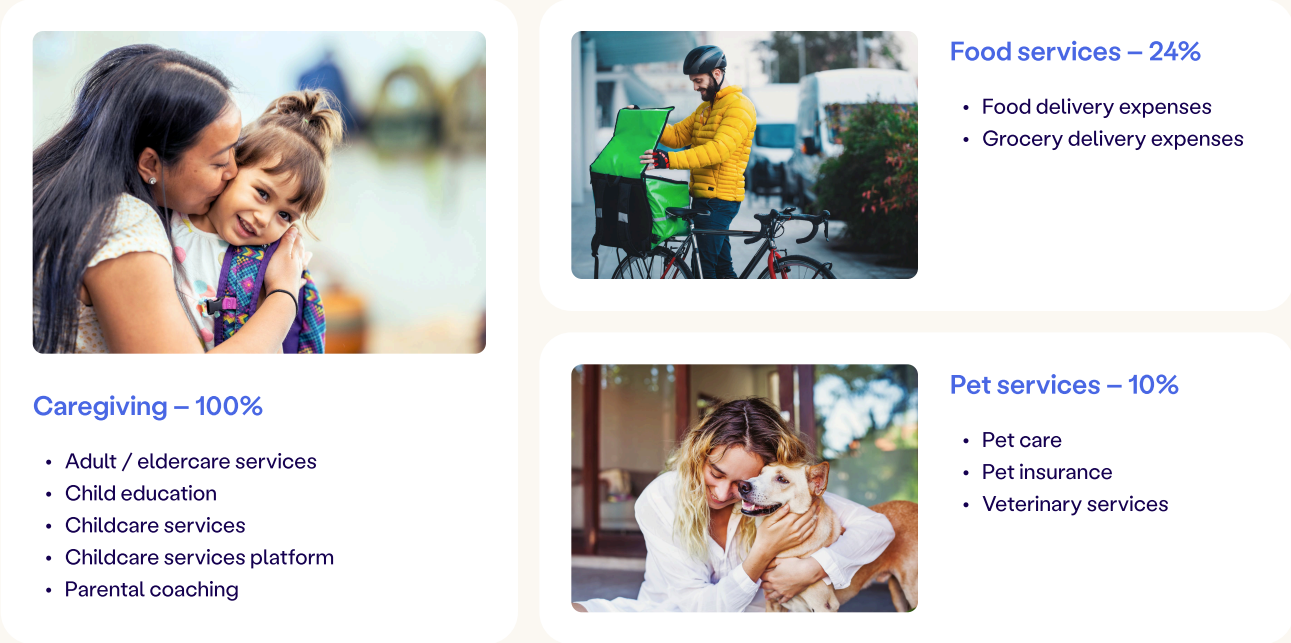
Employers are moving away from disconnected stipends and single-purpose vendors toward spending accounts that support the full spectrum of caregiving needs from childcare and eldercare to backup care and pet services.

## Caregiving account benchmarks



### Eligibility

Top eligible categories with % of companies that cover category with subcategory examples



## Pet Care account benchmarks

### Popularity

% of companies that offer account type

2%

### Funding

Minimum annual funding per employee

\$20

Median annual funding per employee

\$180

Maximum annual funding per employee

\$2,800

Average budget utilization

10%



#### Pet services – 100%

- Pet care
- Pet insurance
- Veterinary services



#### Pet products – 25%

- Pet food
- Pet supplies

### Employer spotlight

A Fortune 500 employer in the media industry switched from a point solution to Forma for a curated and intentional approach to Caregiving and Pet Caregiving.

4500+ caregiving & pet caregiving transactions in H1 2025 alone

“Our problems within the caregiving space were not going to be solved by switching from one caregiving point solution to another. And that’s how we landed on a post-tax LSA type of program and came to Forma specifically for our Caregiving wallets.”

– Benefits Manager





# Why invest in Work & Productivity benefits

Hybrid, in-office, and global work models now exist side by side, but many benefits programs were built for one style of working. In many cases, employees are expected to be flexible while staying productive across different work environments and often have to absorb the related costs themselves.

When workspace support falls short, productivity erodes quietly through poor setups (which can lead to worker's compensation issues), uneven access to tools, and growing compliance risk tied to reimbursement rules.

Work & productivity benefits create a more equitable, scalable way to support performance without adding admin burden.



## Why Work & Productivity benefits fell behind evolving work models

As work trends continue to evolve, traditional stipends and reimbursements aren't effective. On-site employees take on new costs for commuting, caregiving, and more. Remote workers need to cover costs for home internet and office setup. And often, work-from-home stipends faded into payroll where they are not appreciated, and complex reimbursement workflows discourage use.

At the same time, inconsistent policies increase compliance risk across states and countries.

The result is low engagement, budget inefficiency, and little insight into whether productivity support is actually working.



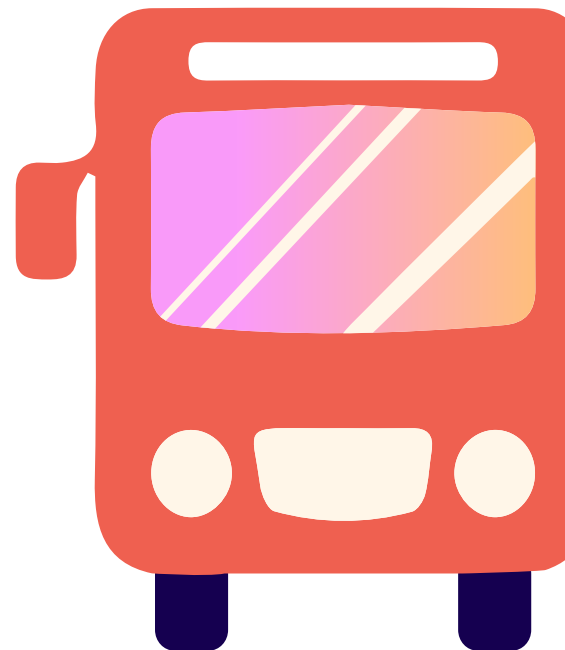
# The spending account model for Work & Productivity

As work models changed, customizable spending accounts have emerged as a smart way to support productivity without added complexity.

Here's why it works:

- + **Support how work actually happens:** Cover real needs like commuting, home office setup, internet and phone costs, or coworking space. Employees choose what helps them stay productive within clear guidelines.
- + **Reduce waste and compliance risk:** Move away from payroll stipends and one-off reimbursements. Notional funding eliminates unused spend, while consistent eligibility rules help manage reimbursement requirements across states and countries.
- + **More equitable support across roles and regions:** Spending accounts create a consistent framework for supporting productivity while allowing flexibility for local realities. Employees receive access to the same benefit structure, whether they work onsite, remotely, or across geographies, and can use funds in ways that reflect their work setup. This helps benefits teams deliver fair, global support at scale without designing and administering unique programs for a distributed workforce.

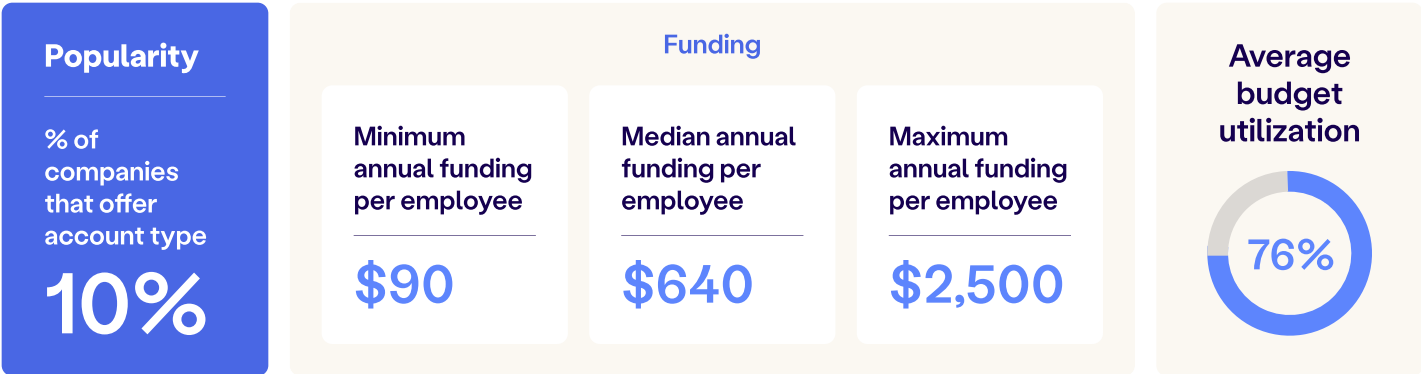
The right tools drive measurable results. Financial obstacles to being on-site decrease and in-office attendance rises. Engagement and collaboration improve. Employees report higher satisfaction with their ability to do their jobs effectively, and voluntary turnover among hybrid and remote workers declines.



# Work & Productivity benchmarking insights

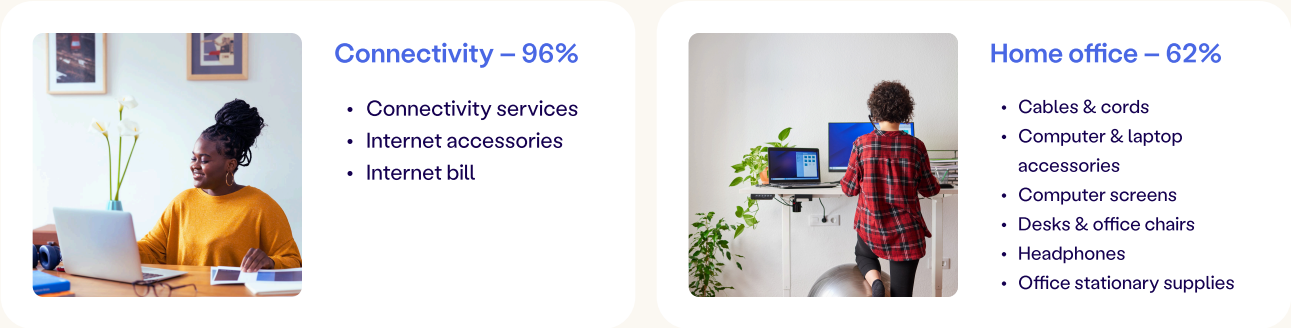
The evolution of where and how employees work has exposed gaps in traditional benefits related. Spending accounts that provide equitable productivity support across work models not only reduce administrative complexity but also provide much needed financial relief to employees.

## Work from Home account benchmarks

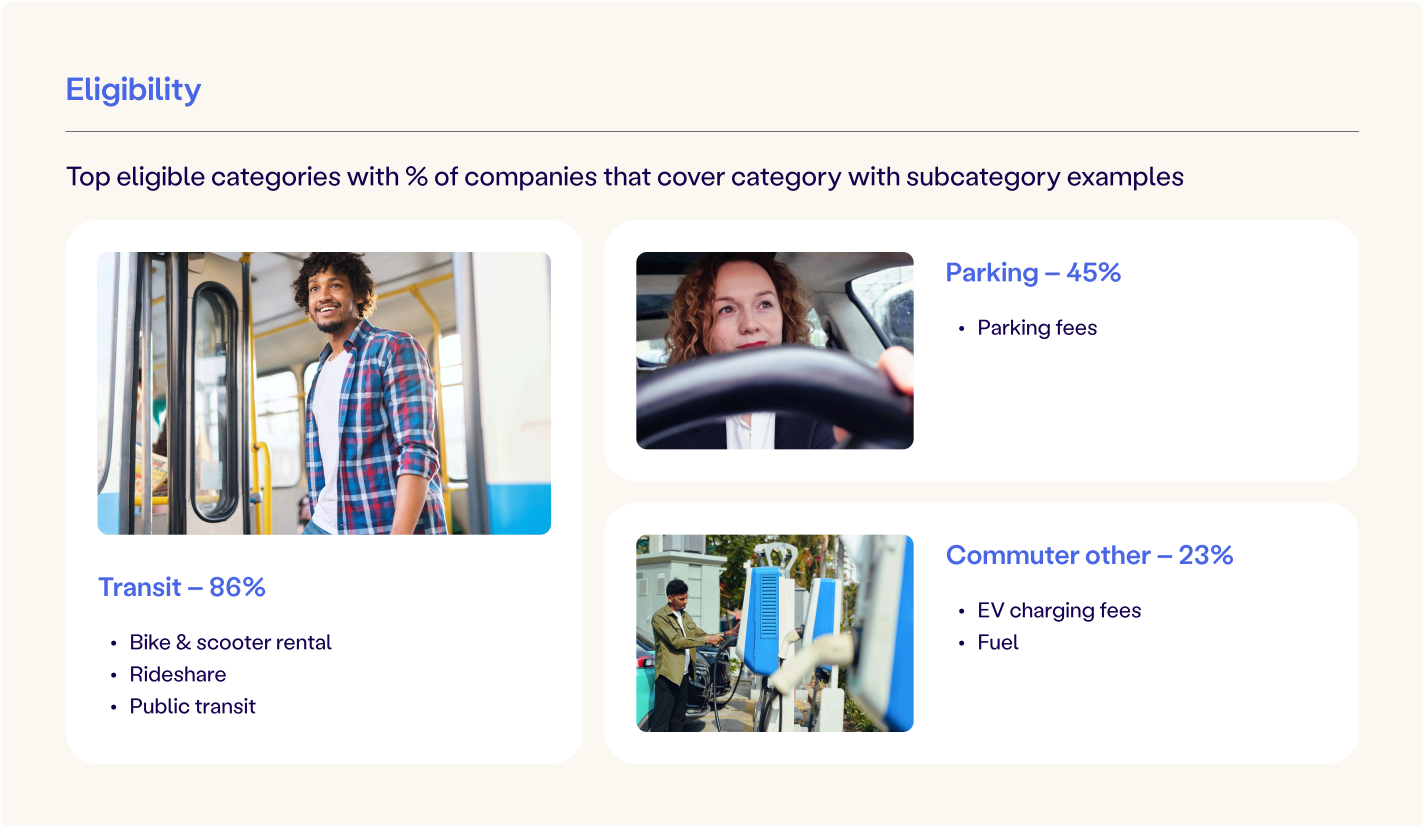
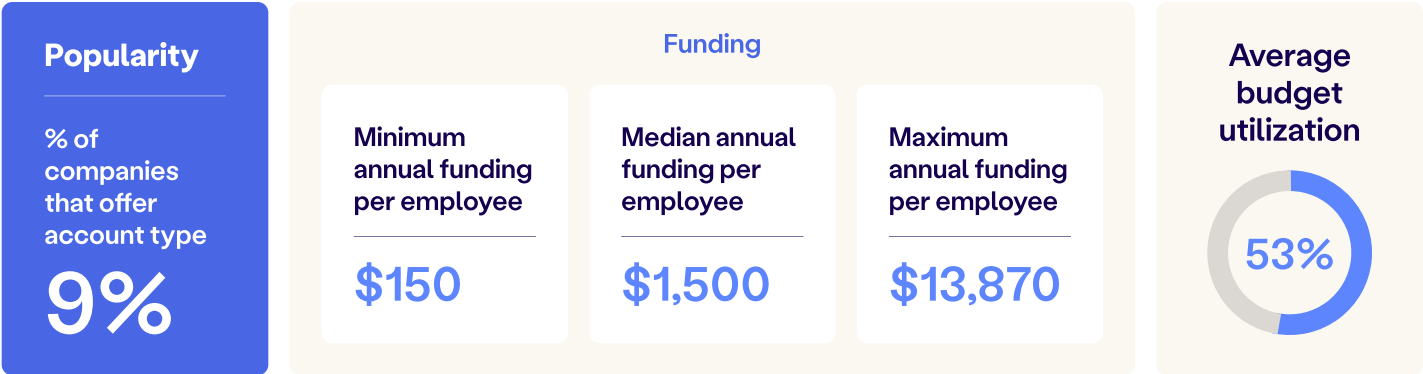


### Eligibility

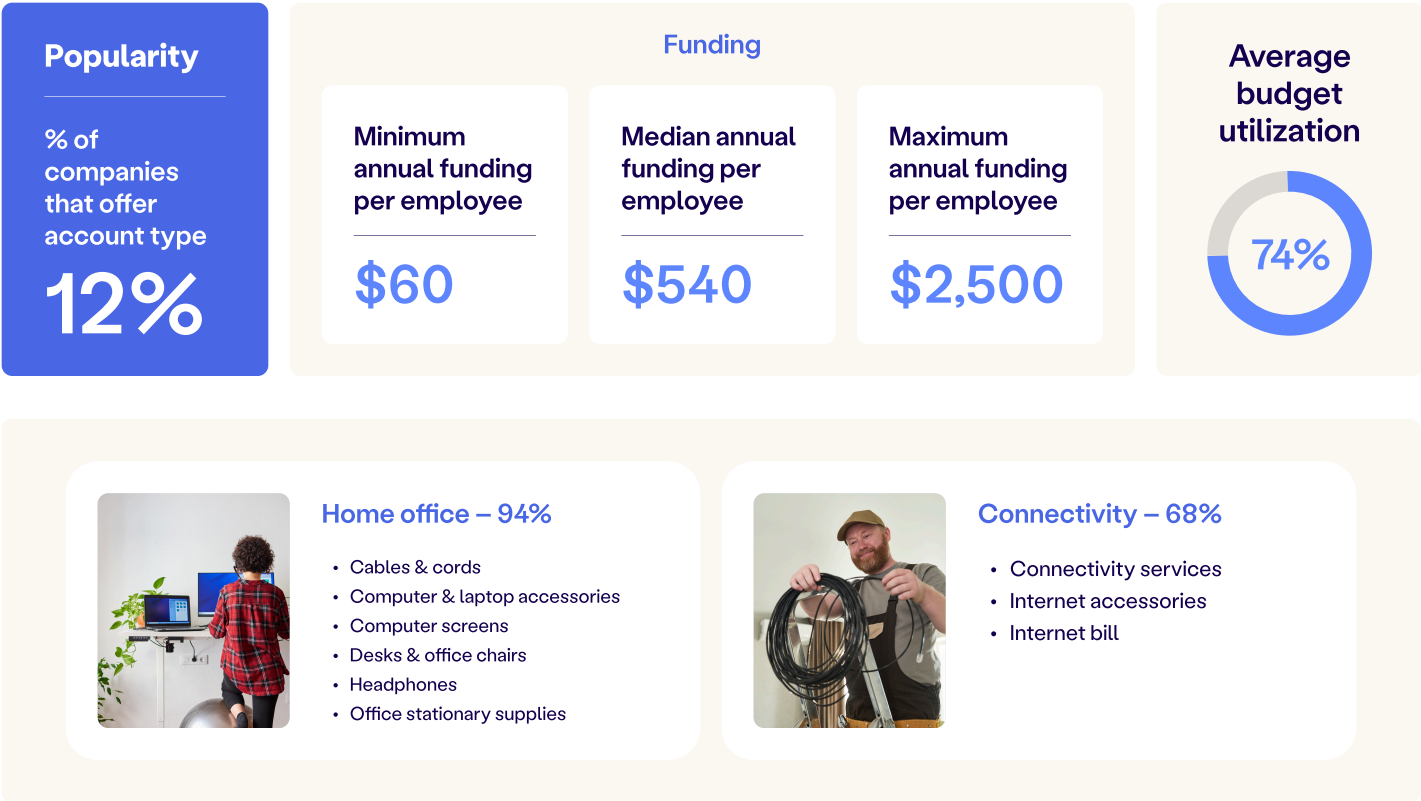
Top eligible categories with % of companies that cover category with subcategory examples



# Commuter Assistance account benchmarks



# Home Office Setup account benchmarks



## Employer spotlight

In 2025, a large employer in the fintech space added an AI fluency LSA to its various wallets available to employees on the Forma platform. The company covers AI tools across a range of categories, including Productivity, Creativity, Accessibility, Habits, Wealth, and more.

473 transactions across 70+ eligible AI tools in the first month live

“We reviewed our total rewards and looked at how our offerings align to not only an employee's experience, but also tie back to things that are important from a business perspective. And AI is a key priority. So we asked ourselves, ‘If we’re encouraging our people to increase their AI fluency, how do we make sure that they also figure out ways that they’re able to better embed AI into their lives?’ And that’s where the AI stipend came from.”

– Senior Director of People & Benefits



# Why invest in Rewards & Recognition

Recognition plays a critical role in engagement, retention, and culture, especially as teams become more distributed and day-to-day wins are easier to miss.

Investing in rewards and recognition will help to reinforce the behaviors you want to see, enhance collaboration across teams, and make appreciation a regular part of work, not a once-a-year exercise.



## Why Rewards & Recognition benefits need a reset

Most recognition tools operate in silos separate from everyday benefits employees use. And many programs rely on pre-purchased rewards or rigid catalogs that don't reflect individual preferences and result in unused, but paid for balances.

The result is predictable. Low utilization, wasted budget from unused or expired rewards, and recognition that feels transactional instead of meaningful. For benefits teams, managing multiple systems adds complexity without delivering clear engagement gains.





# The spending account model for Rewards & Recognition

Employers are rethinking recognition by delivering it through the same spending account infrastructure employees already use for benefits.

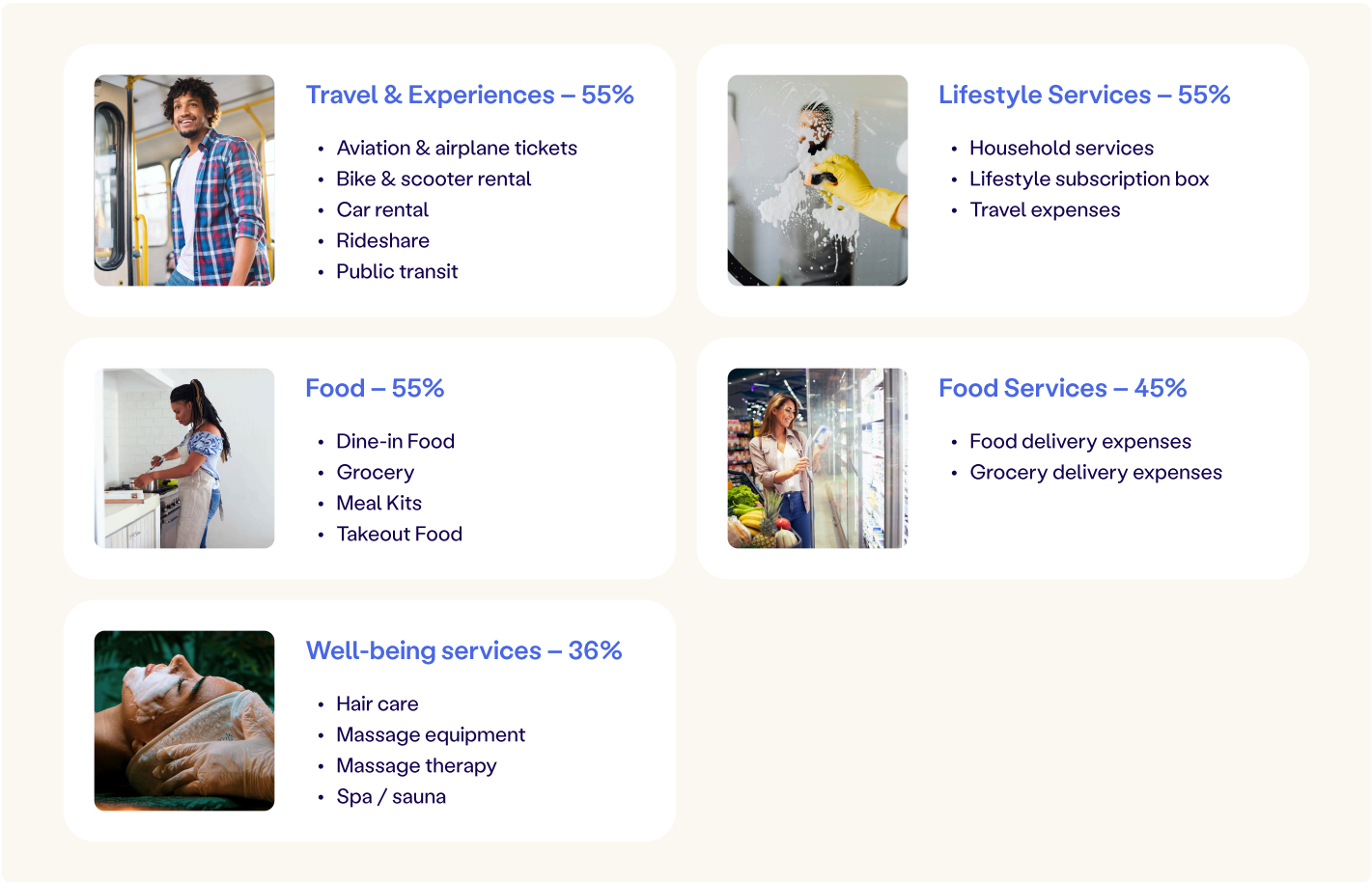
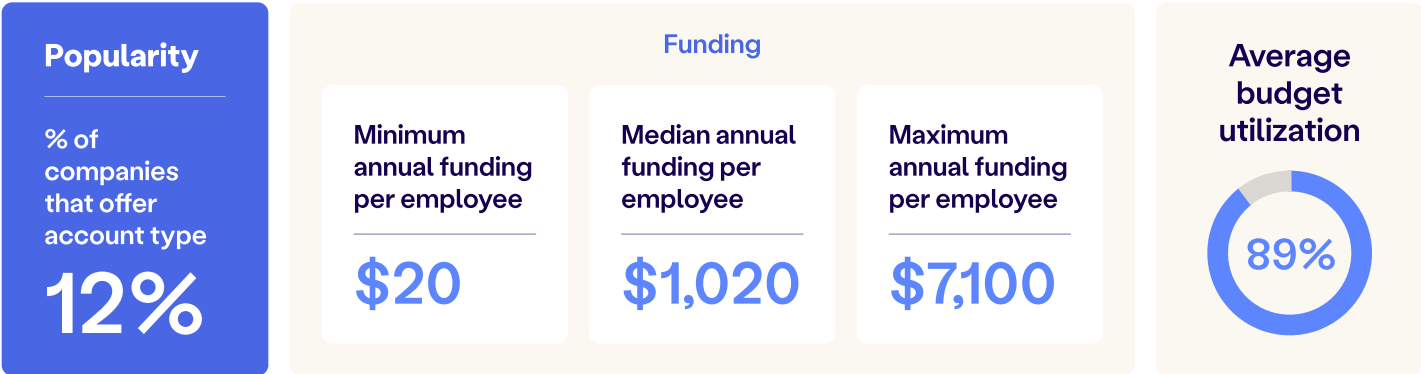
Here's why it works:

- + **More meaningful recognition through choice:** Employees choose rewards that matter to them, making appreciation feel personal and relevant instead of generic.
- + **Smarter spending with zero waste:** With notional funding, employers only pay when rewards are redeemed. This eliminates breakage, unused gift cards, and unexpected fees tied to traditional recognition programs.
- + **Simple to manage, easy to scale globally:** Recognition lives in one unified platform alongside existing benefits. HR teams avoid managing another tool, while global teams benefit from multi-currency, multi-language support that works across regions.

When recognition is easy to give and meaningful to receive, employees engage with it and see the value of it more. Employees feel appreciated in real time, and recognition becomes woven into daily work rather than saved for annual reviews.



# Rewards & Recognition account benchmarks



## Employer spotlight



Tripadvisor offers multiple Forma wallets to employees, including an Anniversary Rewards that recognizes 10, 15, and 20 years of service, covering personal travel expenses as an on-brand way to celebrate.

90% utilization  
across all Forma  
programs within the  
first year live

"It goes back to meeting people where they are. People just want to spend their reward on what matters to them. So last year we introduced an anniversary reward through the LSA, and it's been a big hit."



**Patti Petrella**

Senior Director, Global Benefits

[Read Tripadvisor's story →](#)



# Insights by industry

## Key takeaways:

- + **Technology sector leads in high-value, specialized accounts.** Some industries use LSAs to fuel competitive advantage, while other sectors prioritize wellness and flexibility benefits.
- + **Financial Services allocates 2x more to Family Formation (\$10,000 per employee) than any other industry.** This reveals a strategic bet on fertility and parental benefits as retention tools in talent-scarce markets, even if the current uptake remains low.
- + **Manufacturing leads all industries in median funding per employee for the All-inclusive LSA.** Traditionally benefits-light sectors are using this method to rapidly close competitive gaps without building category-by-category infrastructure.

# Insights by industry

Customizable spending account adoption and utilization patterns vary across industries and understanding where your organization stands matters. Knowing how peer organizations structure and fund their benefits gives you the data you need to make informed budget decisions and set realistic utilization targets for your own lifestyle benefits.

The following analysis breaks down customizable spending account programs by industry, revealing insights in account types, funding amounts, and budget utilization. Use these benchmarks to gauge whether your current program aligns with industry standards, identify opportunities to differentiate your benefits package, or build the business case for expanding your investments.



# Technology

Sub-industries:

- Computer gaming
- Computer networking
- Internet
- Network security
- Software

## Top spending accounts:





# Manufacturing

Sub-industries:

Aviation & Aerospace

Computer hardware

Semiconductors

Sporting goods

Textiles

Electrical manufacturing

Mechanical or industrial engineering

Medical devices

## Top spending accounts:



### 1. All-inclusive LSA

---

60%

of companies offer account type

\$1,200

median annual funding per employee

66%

budget utilization



### 2. Fitness & Wellness

---

20%

of companies offer account type

\$470

median annual funding per employee

80%

budget utilization



### 3. Professional Development

---

13%

of companies offer account type

\$3,600

median annual funding per employee

<5%

budget utilization



### 4. Commuter Assistance

---

13%

of companies offer account type

\$640

median annual funding per employee

37%

budget utilization



### 5. Medical Travel

---

13%

of companies offer account type

\$3,000

median annual funding per employee

<5%

budget utilization

### Honorable mentions

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 Well-being

 Family Formation

 Supplemental Health

 Insurance Assistance

 Meals & Nutrition

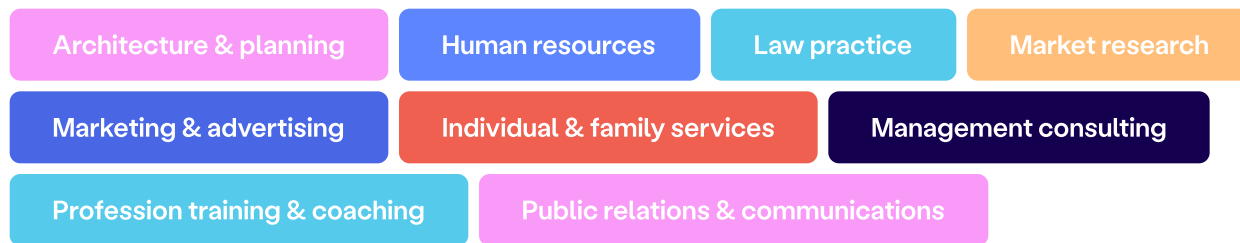


Forma Research: 2026 global lifestyle benefits benchmark report

86

# Business & Professional Services

Sub-industries:



## 1. All-inclusive LSA

**83%** of companies offer account type  
**\$1,000** median annual funding per employee  
**66%** budget utilization



## 2. Professional Development

**17%** of companies offer account type  
**\$940** median annual funding per employee  
**14%** budget utilization



## 3. Commuter Assistance

**11%** of companies offer account type  
**\$1,680** median annual funding per employee  
**34%** budget utilization



## 4. Fitness & Wellness

**11%** of companies offer account type  
**\$600** median annual funding per employee  
**57%** budget utilization



## 5. Work from Home

**11%** of companies offer account type  
**\$900** median annual funding per employee  
**47%** budget utilization



## 6. Rewards & Recognition

**11%** of companies offer account type  
**\$5,380** median annual funding per employee  
**94%** budget utilization

Honorable mentions



Well-being



Caregiving



Family Formation



Gender Affirming Care



# Healthcare & Life Sciences

Sub-industries:

Biotechnology & research

Hospital & healthcare

Medical practice

Mental health care

Pharmaceuticals

## Top spending accounts:



### 1. All-inclusive LSA

---

41%

of companies offer account type

\$500

median annual funding per employee

75%

budget utilization



### 2. Fitness & Wellness

---

36%

of companies offer account type

\$532

median annual funding per employee

65%

budget utilization

## Honorable mentions

-  Well-being
-  Home Office Setup
-  Educational Assistance
-  Work from Home
-  Gender Affirming Care



### 3. Professional Development

---

18%

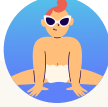
of companies offer account type

\$1,700

median annual funding per employee

<5%

budget utilization



### 4. Family Formation

---

14%

of companies offer account type

\$5,000

median annual funding per employee

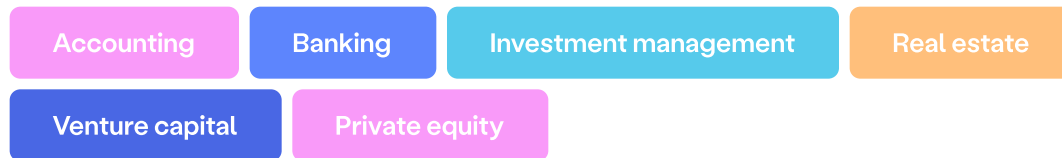
<5%

budget utilization

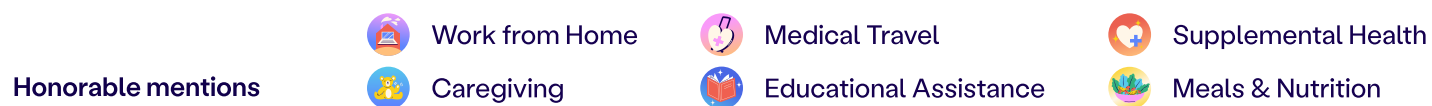


# Financial Services

Sub-industries:



## Top spending accounts:



# Retail & Hospitality

Sub-industries:

- Retail brands
- Food & beverage
- Tourism & hotels

## Top spending accounts:



### 1. All-inclusive LSA

50%

of companies offer account type

\$600

median annual funding per employee

76%

budget utilization



### 2. Fitness & Wellness

50%

of companies offer account type

\$2,800

median annual funding per employee

54%

budget utilization



### 3. Work from Home

38%

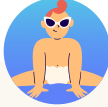
of companies offer account type

\$590

median annual funding per employee

87%

budget utilization



### 4. Family Formation

25%

of companies offer account type






\$210

median annual funding per employee

<5%

budget utilization

## Honorable mentions

-  Well-being
-  Medical Travel
-  Caregiving
-  Supplemental Health
-  Commuter Assistance
-  Meals & Nutrition



# Insights by employer size

## Key takeaways:

- + **Small companies bet big on all-inclusive accounts.** Organizations under 500 employees lead in All-inclusive LSA adoption at 65%, choosing simplicity and broad employee choice over specialized program administration as their primary benefits strategy.
- + **Mid-market employers shift to specialized wellness programs.** Companies with 5,000-9,999 employees deprioritize All-inclusive LSAs (dropping to #4 at 17%) in favor of targeted Fitness & Wellness (#1) and Total Well-being (#2) accounts, signaling a strategic move toward addressing specific workforce health outcomes rather than generic flexibility.
- + **Enterprise organizations find value in offering multiple accounts.** The largest employers (10,000+) show the most distributed investment pattern, funding distinct account types in double-digit adoption rates, reflecting sophisticated benefits teams that can manage administrative complexity and tailor programs to diverse employee populations.



# Insights by employer size

Employer size plays a big role in how customizable spending accounts are designed, funded, and used. What works for a 1,000-person company often looks very different at 10,000 or 50,000 employees. Understanding how similar-sized organizations approach their programs helps set clearer expectations for budgets, participation, and impact.

The insights that follow compare customizable spending account programs across employer size, showing how account mix, funding levels, and utilization shift as organizations scale. Use this data to sanity-check your current approach and spot where adjustments could deliver more value as your workforce grows.



# Companies with fewer than 500 employees

## Top spending accounts:



### 1. All-inclusive LSA

**65%** of companies offer account type  
**\$900** median annual funding per employee  
**76%** budget utilization



### 2. Fitness & Wellness

**18%** of companies offer account type  
**\$250** median annual funding per employee  
**69%** budget utilization



### 3. Rewards & Recognition

**15%** of companies offer account type  
**\$100** median annual funding per employee  
**62%** budget utilization



### 4. Home Office Setup

**13%** of companies offer account type  
**\$970** median annual funding per employee  
**86%** budget utilization



### 5. Medical Travel

**13%** of companies offer account type  
**\$3,000** median annual funding per employee  
**<5%** budget utilization



### 5. Professional Development

**11%** of companies offer account type  
**\$1,000** median annual funding per employee  
**28%** budget utilization

## Honorable mentions



Well-being



Work from Home



Family Formation



Caregiving



Commuter Assistance



Meals & Nutrition



# Companies with 500 - 999 employees

## Top spending accounts:



### 1. All-inclusive LSA

**54%** of companies offer account type  
**\$980** median annual funding per employee  
**85%** budget utilization



### 2. Fitness & Wellness

**22%** of companies offer account type  
**\$600** median annual funding per employee  
**85%** budget utilization



### 3. Home Office Setup

**15%** of companies offer account type  
**\$500** median annual funding per employee  
**66%** budget utilization



### 4. Professional Development

**14%** of companies offer account type  
**\$1,100** median annual funding per employee  
**26%** budget utilization



### 5. Family Formation

**14%** of companies offer account type  
**\$10,940** median annual funding per employee  
**<5%** budget utilization



### 6. Rewards & Recognition

**14%** of companies offer account type  
**\$5,200** median annual funding per employee  
**63%** budget utilization

## Honorable mentions



Total Well-being



Medical Travel



Commuter Assistance



Work from Home



Educational Assistance



Supplemental Health



# Companies with 1,000 - 4,999 employees

## Top spending accounts:



### 1. All-inclusive LSA

**57%** of companies offer account type  
**\$950** median annual funding per employee  
**84%** budget utilization



### 2. Fitness & Wellness

**32%** of companies offer account type  
**\$730** median annual funding per employee  
**69%** budget utilization



### 3. Caregiving

**17%** of companies offer account type  
**\$4,160** median annual funding per employee  
**12%** budget utilization



### 4. Professional Development

**15%** of companies offer account type  
**\$1,050** median annual funding per employee  
**34%** budget utilization



### 5. Family Formation

**14%** of companies offer account type  
**\$10,920** median annual funding per employee  
**<5%** budget utilization



### 6. Commuter Assistance

**14%** of companies offer account type  
**\$950** median annual funding per employee  
**66%** budget utilization

## Honorable mentions



Medical Travel



Rewards & Recognition



Supplemental Health



Work from Home



Home Office Setup



Total Well-being



# Companies with 5,000 - 9,999 employees

## Top spending accounts:



### 1. Fitness & Wellness

**42%** of companies offer account type

**\$580** median annual funding per employee

**74%** budget utilization



### 2. Total Well-being

**33%** of companies offer account type

**\$380** median annual funding per employee

**7%** budget utilization

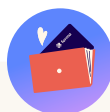


### 3. Caregiving

**33%** of companies offer account type

**\$4,540** median annual funding per employee

**<5%** budget utilization



### 4. All-inclusive LSA

**17%** of companies offer account type

**\$1,200** median annual funding per employee

**n/a\*** budget utilization



### 5. Professional Development

**17%** of companies offer account type

**2,500** median annual funding per employee

**<5%** budget utilization



### 6. Work from Home

**17%** of companies offer account type

**\$670** median annual funding per employee

**<5%** budget utilization

## Honorable mentions



Medical Travel



Home Office Setup



Pet Care



Supplemental Health



Family Formation



Gender Affirming Care

\* Companies offering account type are accounts that roll over from year-to-year and start midway through the year, therefore budget utilization is not measured.



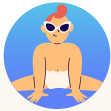
# Companies with more than 10,000 employees

## Top spending accounts:



### 1. All-inclusive LSA

**64%** of companies offer account type  
**\$990** median annual funding per employee  
**87%** budget utilization



### 2. Family Formation

**36%** of companies offer account type  
**\$10,050** median annual funding per employee  
**<5%** budget utilization



### 3. Total Well-being

**29%** of companies offer account type  
**\$820** median annual funding per employee  
**67%** budget utilization



### 4. Fitness & Wellness

**29%** of companies offer account type  
**\$420** median annual funding per employee  
**52%** budget utilization



### 5. Commuter Assistance

**21%** of companies offer account type  
**\$5,450** median annual funding per employee  
**22%** budget utilization



### 5. Professional Development

**21%** of companies offer account type  
**\$4,200** median annual funding per employee  
**<5%** budget utilization

## Honorable mentions



Supplemental Health



Caregiving



Educational Assistance



Work from Home



Rewards & Recognition



Gender Affirming Care





# Insights by country

## Key takeaways:

- + **Europe prioritizes family benefits over North America's flexibility-first approach.** Belgium, Italy, and Spain all rank Family Formation in their top accounts, while the US leads with all-inclusive LSAs at 58% adoption. This reflects Europe's stronger cultural emphasis on parental support versus American preferences for employee choice.
- + **Asia-Pacific markets show the highest budget utilization globally.** Australia (90%), India (92%), and Singapore (95%) lead all regions in all-inclusive LSA spending rates, suggesting APAC employees engage more actively with flexible benefits or face fewer alternative coverage options.
- + **Latin America mirrors US adoption patterns despite vastly different funding levels.** Some of Mexico's top accounts (All-inclusive LSA, Fitness & Wellness, Professional Development) match the US structure, but less funding—revealing how purchasing power shapes benefit design even when strategic priorities align across borders.

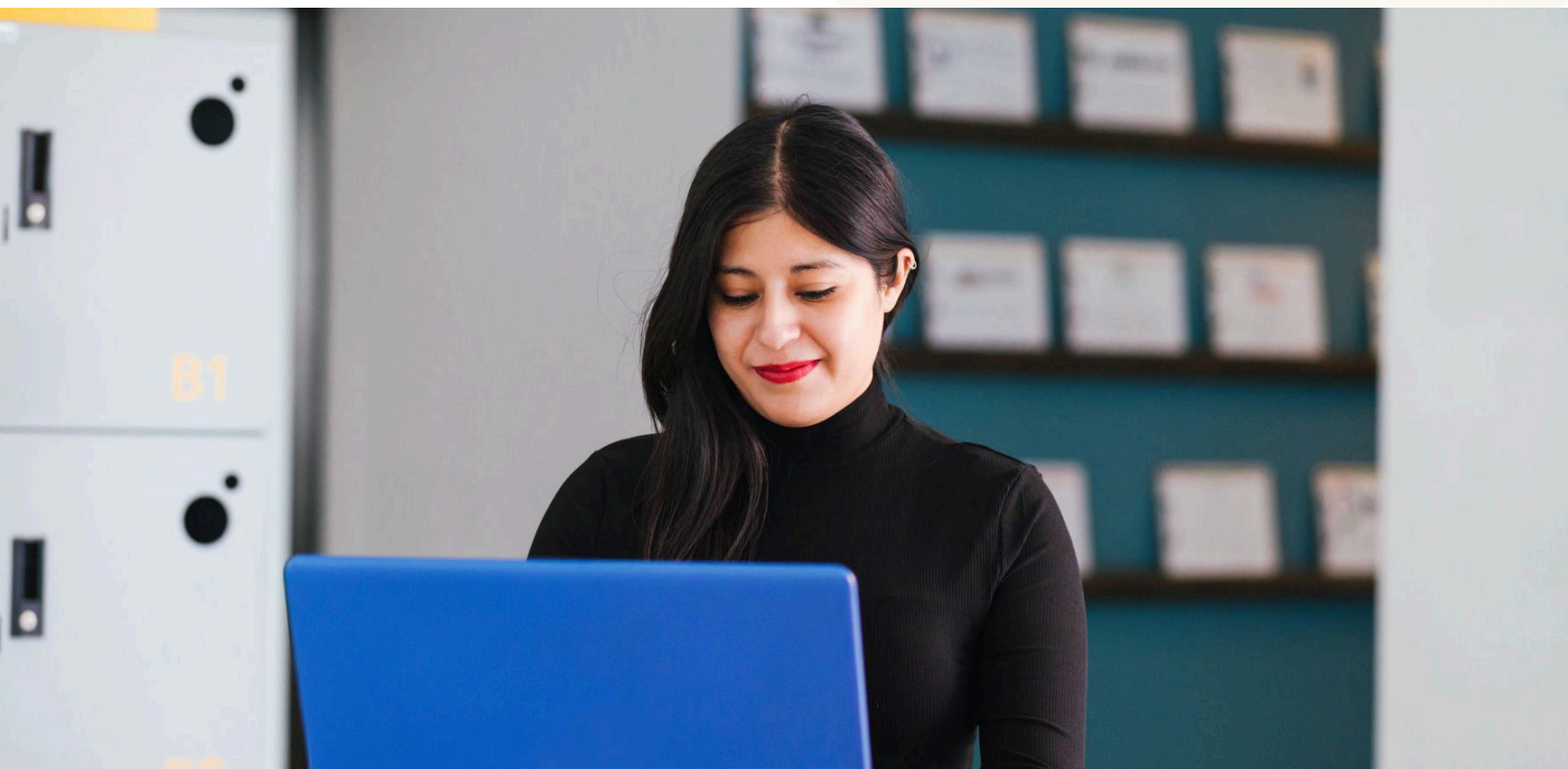
# Insights by country

Global benefit programs expose a core tension: how do you deliver benefits equity across countries without creating spending imbalances or administrative chaos? Identical USD allowances don't translate to equitable purchasing power—a \$1,000 well-being benefit buys vastly different things in Singapore versus São Paulo. Without intentional design, you end up with overspend in some markets, inequity in others, or both.

The following data shows how leading organizations structure LSA programs by country, revealing differences in allowance levels, cost-of-living adjustments, and localized benefit approaches. Use these insights to identify where your global program aligns with local expectations, where you might be over- or under-investing, and how to tailor your LSA strategy to meet the distinct needs of employees in each region.

## A note on currency conversions

Dollar amounts for any non-U.S. benefits are converted to USD with a direct currency conversion, with the local currency shown for your reference. Within the Forma platform, employees will see amounts in their local currency.



# Australia

## Top spending accounts:

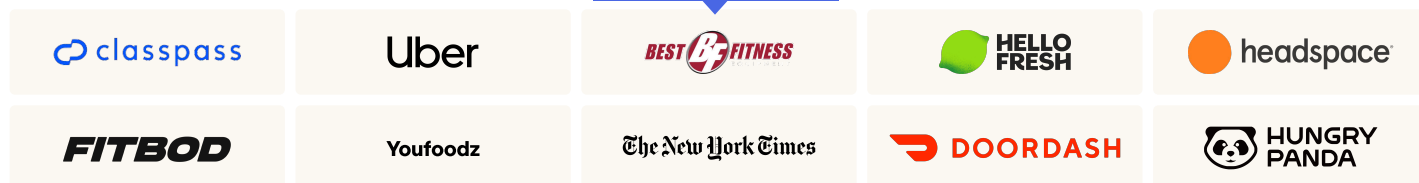


## Insights from the Forma Store

Employees can access **99 products** from **18 vendors**.

Employees commonly purchased from:

Australia-based strong and affordable fitness equipment



## Belgium



### Honorable mentions



Well-being



Rewards & Recognition



Work from Home

### Insights from the Forma Store



Employees can access **47 products** from **13 vendors**.

Employees commonly purchased from:



## Canada



**Honorable mentions**

- Caregiving
- Family Formation
- Rewards & Recognition
- Commuter Assistance
- Gender Affirming Care
- Belonging & Connection

### Insights from the Forma Store

Employees can access **103 products** from **19 vendors**.

Employees commonly purchased from:



British Columbia-based sustainable meal kit delivery service



# France

## Top spending accounts:



## Insights from the Forma Store

Employees can access **54 products** from **15 vendors**.

Employees commonly purchased from:





# Germany

## Top spending accounts:



### 1. All-inclusive LSA

**54%** of companies offer account type

**\$1,150** median annual funding per employee (€990)

**89%** budget utilization



### 2. Fitness & Wellness

**18%** of companies offer account type

**\$810** median annual funding per employee (€480)

**51%** budget utilization



### 3. Professional Development

**18%** of companies offer account type

**\$1,140** median annual funding per employee (€980)

**29%** budget utilization



### 4. Well-being

**18%** of companies offer account type

**\$1,100** median annual funding per employee (€840)

**80%** budget utilization



### 5. Home Office Setup

**15%** of companies offer account type

**\$520** median annual funding per employee (€430)

**86%** budget utilization

## Honorable mentions



Work from Home



Family Formation



Commuter Assistance



Caregiving



Gender Affirming Care



Rewards & Recognition

## Insights from the Forma Store



Employees can access **52 products** from **14 vendors**.

Employees commonly purchased from:

European-based food delivery platform

**Wolt**

**WITHINGS**

**FITBOD**

**headspace**

**+Babbel**

**classpass**

**wellnesscoach**

**HELLO FRESH**

**MasterClass**

**DOORDASH**



# India

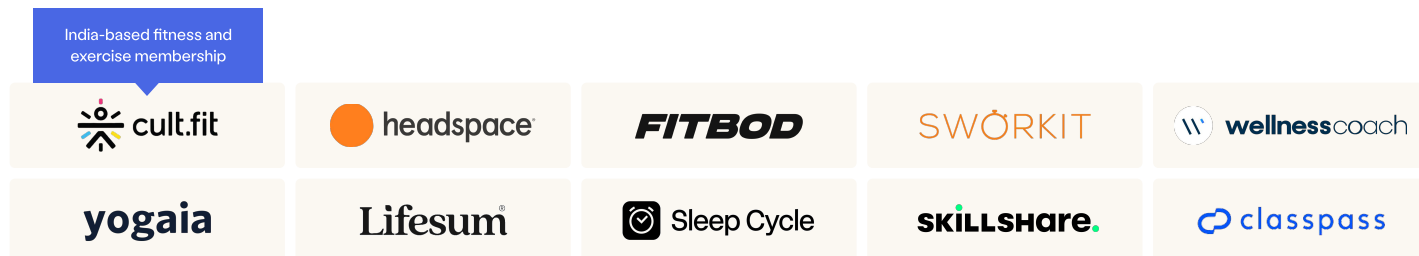
## Top spending accounts:



## Insights from the Forma Store

Employees can access **52 products** from **14 vendors**.

Employees commonly purchased from:



# Italy

## Top spending accounts:



## Insights from the Forma Store



Employees can access **50 products** from **14 vendors**.

Employees commonly purchased from:

WITHINGS	FITBOD	headspace	grammarly
yogaia	+Babbel	SWÖRKIT	Sleep Cycle



# Mexico

## Top spending accounts:



## Insights from the Forma Store

Employees can access **47 products** from **13 vendors**.

Employees commonly purchased from:



# Singapore

## Top spending accounts:



### 1. All-inclusive LSA

**53%** of companies offer account type

**\$1,180** median annual funding per employee (**\$S\$1,400 SGD**)

**95%** budget utilization



### 2. Fitness & Wellness

**18%** of companies offer account type

**\$740** median annual funding per employee (**\$S\$880 SGD**)

**56%** budget utilization

### Honorable mentions

- Work from Home
- Home Office Setup
- Family Formation
- Supplemental Health
- Gender Affirming Care
- Rewards & Recognition



### 3. Professional Development

**18%** of companies offer account type

**\$930** median annual funding per employee (**\$S\$1,200 SGD**)

**54%** budget utilization



### 4. Well-being

**16%** of companies offer account type

**\$1,260** median annual funding per employee (**\$S\$1,620 SGD**)

**93%** budget utilization

## Insights from the Forma Store



Employees can access **74 products** from **24 vendors**.

Employees commonly purchased from:

classpass

wellnesscoach

headspace

Singapore-based ergonomic equipment and furniture retailer

ergowork

**FITBOD**

MEDITOPIA

Fitness First

Lexly Health

**SHOKZ**

**SWÖRKIT**

Singapore-based fitness clubs



# Spain

## Top spending accounts:



## Insights from the Forma Store

Employees can access **50 products** from **14 vendors**.

Employees commonly purchased from:





## United Kingdom



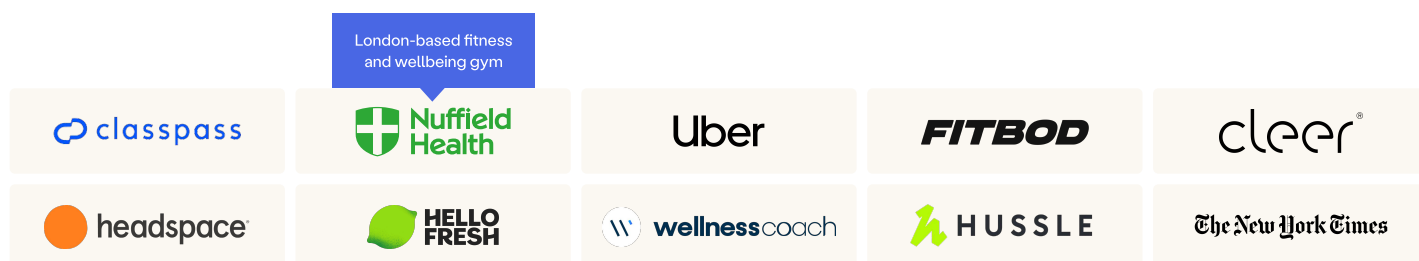
Honorable mentions

- Family Formation
- Caregiving
- Commuter Assistance
- Rewards & Recognition
- Supplemental Health

### Insights from the Forma Store

Employees can access **69 products** from **19 vendors**.

Employees commonly purchased from:



# United States

## Top spending accounts:



**Honorable mentions**

- Work from Home
- Rewards & Recognition
- Educational Assistance
- Family Formation
- Caregiving
- Commuter Assistance

## Insights from the Forma Store

Employees can access **538 products** from **79 vendors**.

Employees commonly purchased from:



Addendum

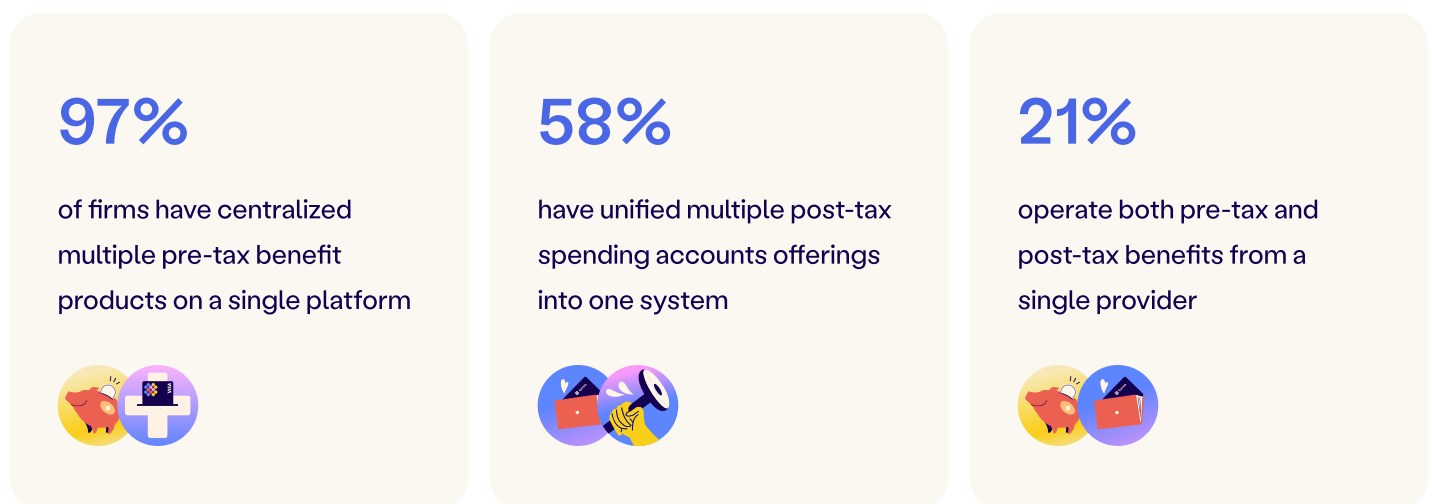
# Pre-tax accounts



# Pre-tax accounts

Our 2026 global lifestyle benefits benchmarking reveals that LSAs and HRAs represent just one piece of a broader compensation puzzle. Most U.S.-based companies leverage complementary tax-advantaged vehicles such as Health Savings Accounts (HSAs), Flexible Spending Accounts (FSAs), and commuter benefit programs to round out their benefits strategy. The cumulative tax efficiency of this approach creates meaningful financial relief for both employers and employees.

## The consolidation imperative:



## A shift toward consolidation:

Organizations are abandoning fragmented benefit stacks in favor of unified ecosystems.

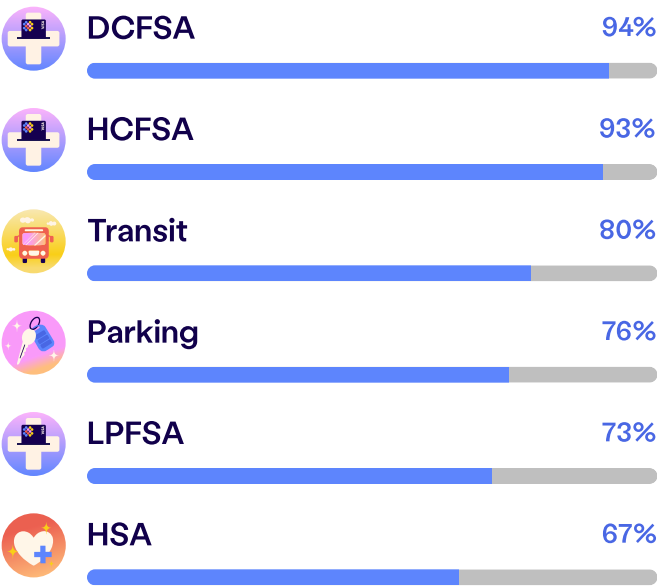
The operational reality for benefits teams is stark: managing dozens of disparate platforms creates complexity, delays, and employee confusion. The response has been decisive with companies consolidating at scale. A majority are running 2+ pre-tax accounts (94%) or post-tax programs (56%) through integrated platforms rather than piecemeal solutions.



Pre-tax benefit accounts remain a cornerstone of U.S. employee compensation structures. Organizations recognize the value of providing diverse account options, with adoption rates consistently high across all pre-tax benefits.

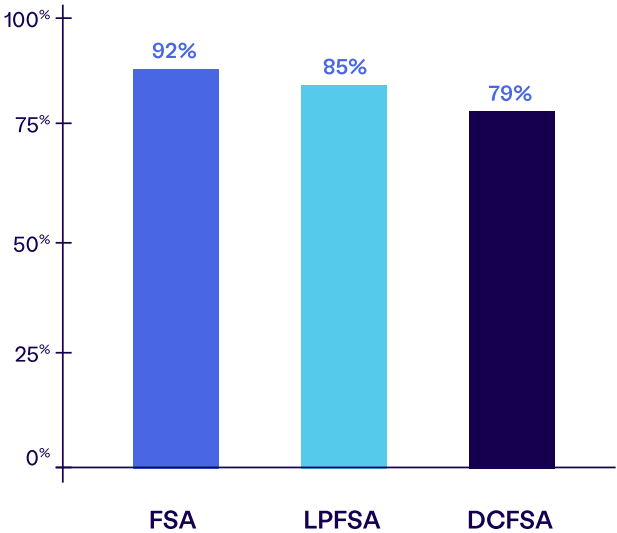
Popularity of pre-tax accounts

Percent of pre-tax customers that offer account type



How employees utilize FSA funds

Percent of FSA funds utilized by employees:



\*Data from January 2026, before 2025 FSA run out period ends.

Employer contributions for commuter benefits



Pre-Tax Transit Accounts

**27%** of employers contributed  
**\$700** median annual contribution



Pre-Tax Parking Accounts

**25%** of employers contributed  
**\$560** median annual contribution



## Conclusion

# Lifestyle benefits as strategic benefits infrastructure

The data from Forma's 2026 global lifestyle benefits benchmark report tells a clear story: LSAs have moved from flexible perks to strategic infrastructure.

The most effective benefits programs in 2026 are built using targeted customizable spending accounts that solve specific problems, notional funding that aligns cost with actual use, and platforms that give employees meaningful choice within smart guardrails.

Organizations that recognize this shift are already ahead. They're consolidating fragmented programs, responding to dynamic workforce needs in real time, and proving ROI through engagement data rather than vendor promises. They're using customizable spending accounts to close coverage healthcare gaps, support caregivers, invest in skills, and deliver equitable benefits globally without the administrative burden that traditionally comes with it.

The question isn't whether LSAs deliver value – it's whether your organization is using them strategically enough to realize it.

The employers in this report have shown what's possible when you do.



# Customizable spending accounts. Better benefits.

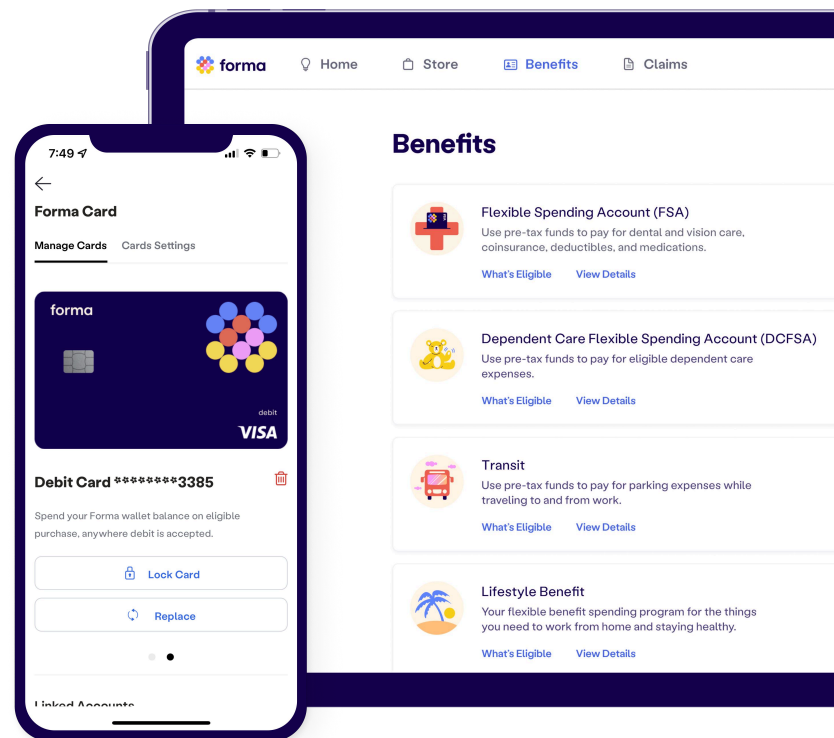
Forma has been redefining employee benefits with customizable spending accounts that let employees choose what's meaningful to them. We manage all types of benefits — from Lifestyle Spending Account programs to HSA, FSA, HRA, Commuter, and COBRA. This way, employees have a simple, unified experience regardless of using a pre-tax HSA or a post-tax wellness allowance.

Working with top brands, we help create flexible benefits programs at scale—all in an easy-to-use platform. Our approach has helped companies worldwide save costs, improve utilization, and spend time focusing moving the needle vs. managing countless vendors.

[Contact us](#) to learn more about what we can do for you.

The platform that does it all for you!

- + Three ways to pay**  
Employees spend funds on their terms with The Forma Store, The Forma Visa Card, and claims reimbursement.
- + Dedicated support**  
We'll handle procurement, administration, compliance, and claim review.
- + Award-winning UX**  
Give everyone a consumer-grade experience they'll love with live support 24/7.
- + Truly global**  
We're live in 100+ countries so you can deliver customizations and processes at scale.
- + Enterprise-grade tech**  
We're SOC 2 certified, GDPR compliant, and adhere to WCAG standards expected of global enterprises.
- + Incomparable tech-stack**  
With fully-managed backend tech, payment, integration, and taxation processes are easy and just work.





# Employee benefits that flex to fit everyone's life

