

the gen z imperative

Capturing 2026's 4 Million New Accounts

Failing to taking account of Gen Z's unique needs and preferences could have devastating consequences for the long-term growth and viability of financial institutions.

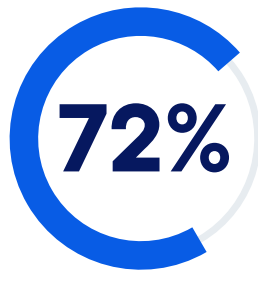
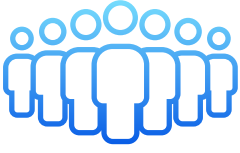
Born between 1996 and 2010, Gen Z – the first generation of “digital natives” – is driving the next three-to-five years of financial services. Studies indicate that nearly 4 million Gen Z consumers will open new bank accounts in 2026. Their expectations for mobile banking are challenging how financial institutions approach account opening, deposit growth, and ease of use.



gen z by the numbers

4 Million

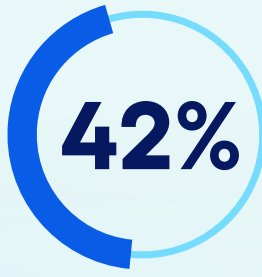
Gen Z consumers will open new accounts in 2026¹



of Gen Z prefer digital-only platforms for their financial activities²

69%

of Gen Z use their bank's mobile app weekly³



of Gen Z switched their primary banking relationships due to dissatisfaction with mobile banking options⁴



1 Dollar

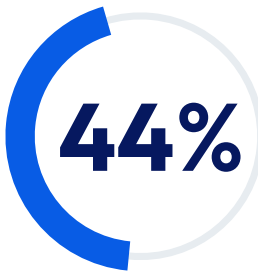
of every \$8 collected through third-party apps is all that ever finds its way back to the financial institution⁵



is the number of financial relationships Gen Z couples typically have⁶

54%

of Gen Z use Buy Now, Pay Later (BNPL) vs. 50% that use credit cards⁷



of Gen Z rely on social media for financial advice compared to 39% consulting a bank representative⁸

14%

of Gen Z trust traditional banks “a lot,” compared with 29% of Millennials⁹



2026 STRATEGY BENCHMARK

compete confidently in a changing financial landscape

You face pressure from every direction, from generational change and fintech disruptors to emerging models like tokenized money. Discover where opportunity is taking shape and how you can adapt faster, invest smarter, and compete with confidence.

[Unlock the Insights](#)

sources

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