3 APRIL 2025 | REPORT

FINANCIAL SERVICES IN 2025 - US - 2025

Shifting priorities in 2025 highlight opportunities for financial services to support consumers balancing discretionary spending and long-term financial goals.

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Key issues covered in this Report

- Planned financial account openings for 2025
- Financial goals for 2025
- Most desired product features
- Desired forms of financial support from banks
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- Attitudes toward financial services

Overview

2025 is marked by a shift in financial priorities, with a move away from saving toward increased discretionary spending across areas like travel and big-ticket purchases. This transition in mindset reflects the positive gains across households' personal finances, buoyed by a robust labor market. Credit cards remain a vehicle that will support consumers, particularly higher-earners', voracity for discretionary spending – as evidenced by the nearly quarter of consumers that plan to open a credit card in 2025.

At the same time, investment accounts have seen the fastest growth in planned openings since 2024, signaling increased interest in wealth-building among consumers, especially younger ones – emphasizing the need for FIs to align offerings with the dual priorities of facilitating spending and long-term financial planning.

However, uncertainty surrounding the inflationary effects of President Trump's tariffs will necessitate greater engagement for financially vulnerable consumers. As such, outreach comprising of proactive solutions, hardship offerings and tailored wellness tools will heavily resonate with low-income households most in need of this support.

EXECUTIVE SUMMARY

What you need to know

Shifting financial priorities

Consumers are increasingly prioritizing discretionary spending on travel and major purchases, stepping away from saving-focused behaviors seen last year. This change in mindset reflects the positive gains and growth in confidence across households' personal finances, particularly mid- and high-income brackets.

Women remain an addressable market for FIs

Women are expanding their engagement with a variety of financial products, from savings and investment accounts to credit-building tools – emphasizing the importance of tailored financial solutions that address both their short-term and long-term goals.

Financial confidence varies by age and gender

Younger men feel highly confident around credit management and budgeting, but this confidence declines with age across long-term areas like retirement planning and investing.

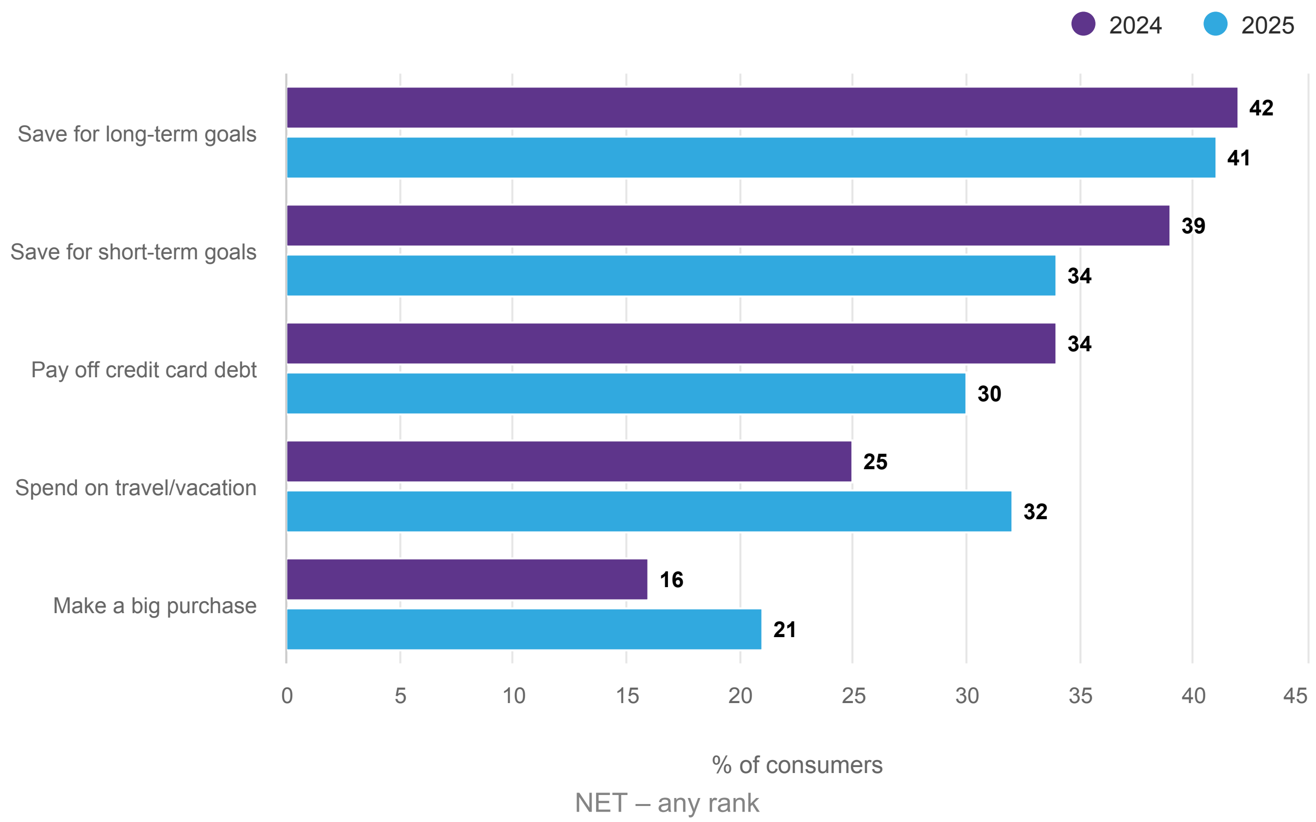
Women, in contrast, gain confidence across more areas of personal finance as they age, particularly with debt and credit management.

Consumers' shift to greater discretionary spending presents acquisition opportunities across a wide range of financial products

Consumers shifted closer toward a spend-over-save mindset in 2025. While saving continued to be a top goal, both short- and long-term savings decreased in priority from 2024 to 2025. Prioritization of paying off credit card debt also decreased significantly, despite industry research showing an increase in outstanding balances (increased nearly 6%) and severe delinquencies (increased <.5%) in 2024 compared to 2023.

As consumers deprioritized saving, they focused more on discretionary spending, with spending on travel and making a large purchase both seeing significant year-over-year increase. This, combined with a decreased focus on paying off credit card debt, points to a normalization of debt among consumers. They will likely be willing to continue to make larger purchases, even if it leads to more credit card delinquency.

US: financial priorities over time, 2024 and 2025



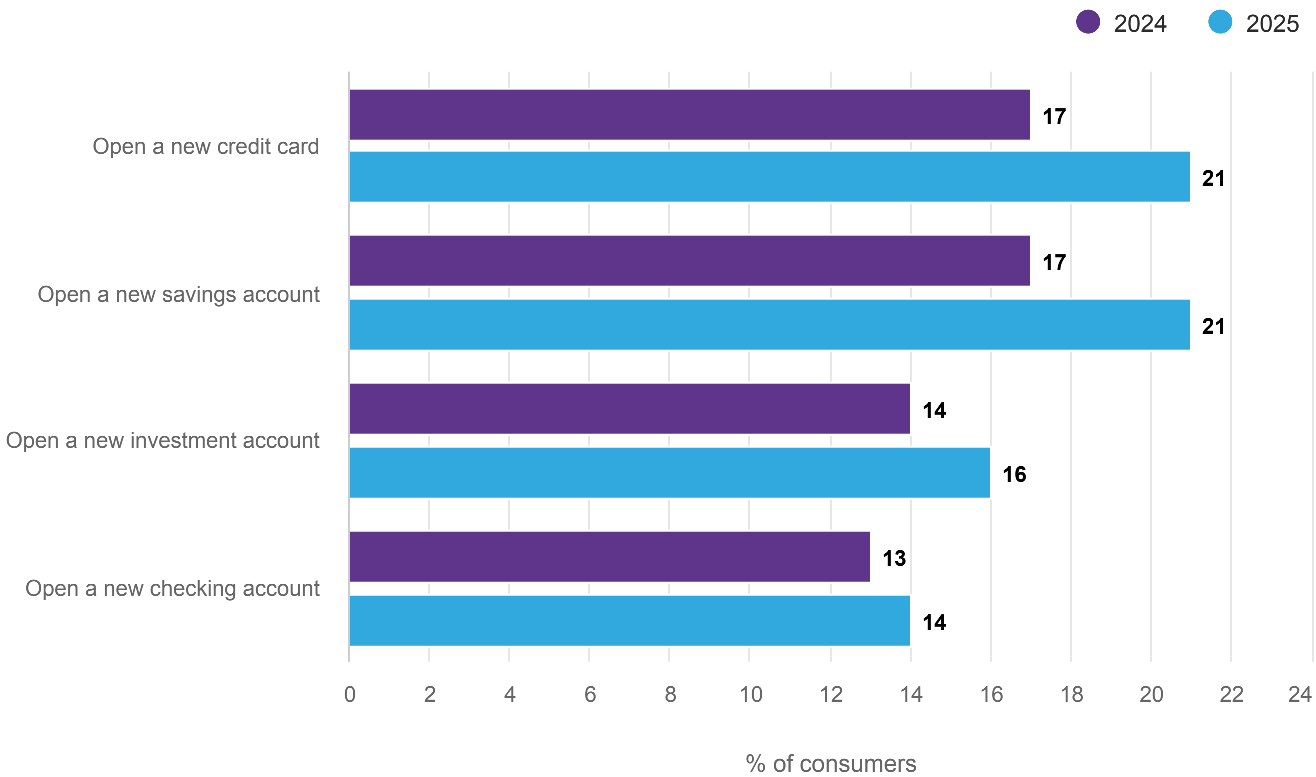
Base: *2,000 internet users aged 18+ in each year*
Source: *Kantar Profiles/Mintel, December 2023, December 2024*

Women are an addressable market for FIs, particularly across short-term and long-term financial products

The majority of women said that they will be closely monitoring interest rates on financial products in 2025, which likely relates to their planned engagement with rate-sensitive accounts, like HYSAs.

Along with this heightened awareness around rates, 42% also cited saving for long-term goals as a financial priority in 2025, so rate-focused messaging around interest-bearing products (HYSAs, CDs) that also highlights how these products can help support long-term goals will resonate with this group.

US: women's planned new financial accounts over time, 2024 and 2025



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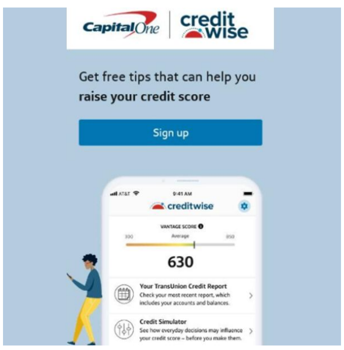


Leverage proactive credit management tools to boost engagement

On a credit front, three in 10 women are prioritizing credit score improvements as a goal in 2025, which highlights the need for credit card engagement that is educational.

Solutions that encourage proactive management (credit monitoring) will be effective, along with educational outreach around tips and best practices for improving one's credit scores. Additionally, providing rewards tied to reaching a credit score milestone can help reinforce financially healthy behaviors and deepen product engagement.

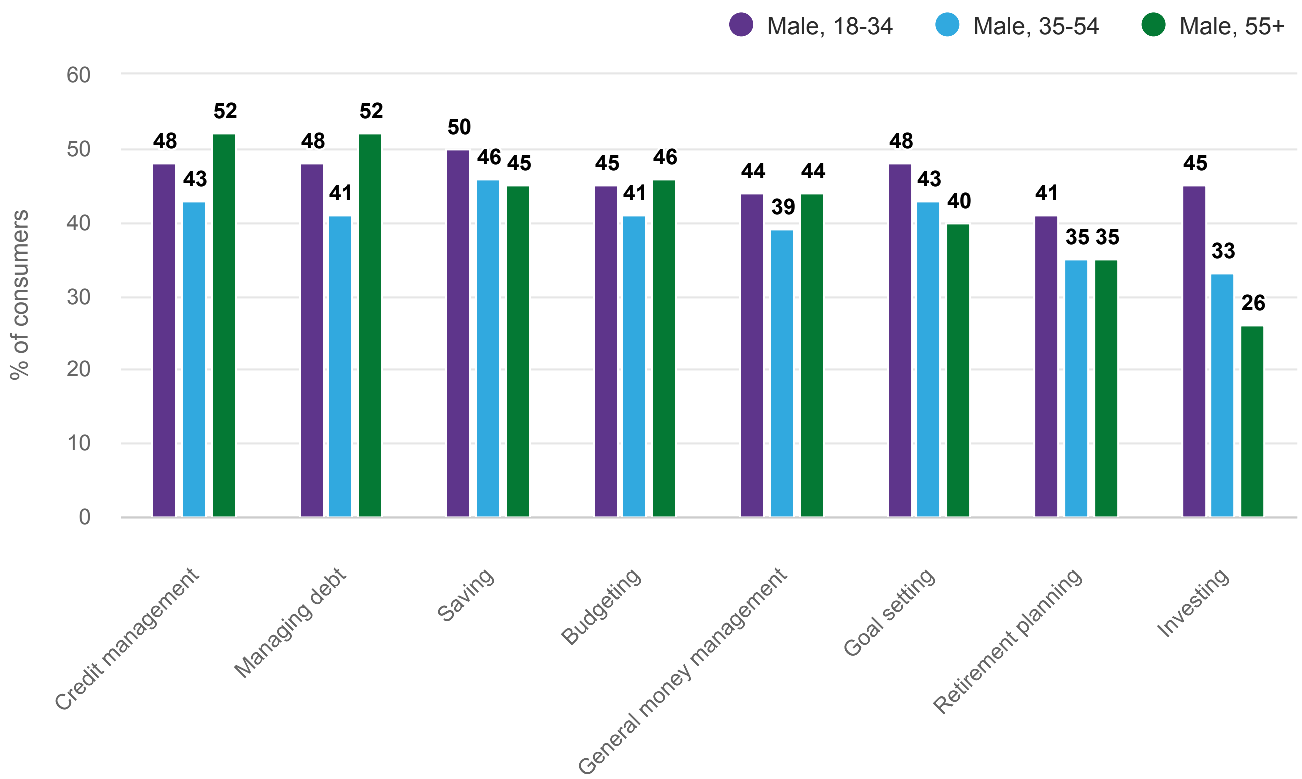
Source: *Comperemedia Omni [2/13/25] as of 2/24/25*

Men lose confidence across key areas of personal finance over time, requiring the need for closer involvement from their FIs as they age

Declining confidence could be due to the Dunning-Kruger Effect, a cognitive bias where less competent people overestimate their abilities – which studies show are more likely to affect men.

Banks can remedy this through wellness offerings like personalized financial check-ins and educational resources, empowering customers' financial literacy and confidence across a wide range of personal finance areas.

US: personal finance areas consumers are very confident about, by age and gender, 2025



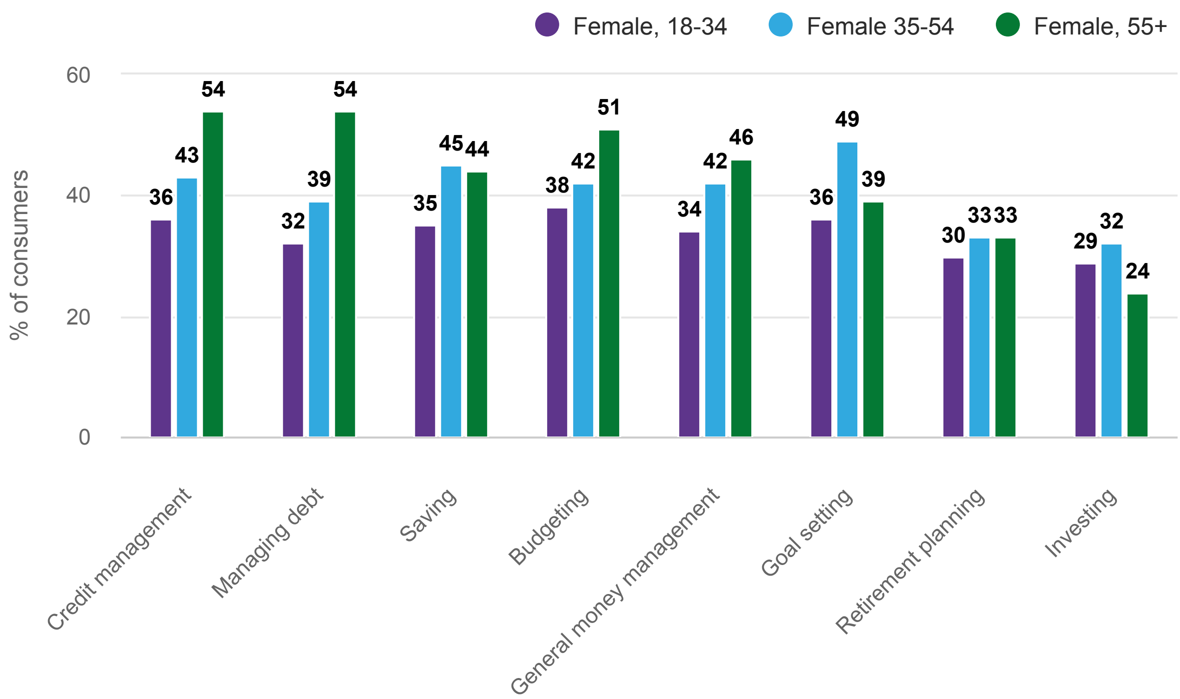
Base: *2,000 internet users aged 18+*

Source: *Kantar Profiles/Mintel, December 2024*

Empower women's personal finance literacy from an early age

Women tend to gain confidence with experience, gaining a deeper understanding of financial matters as their exposure and experience grow.

US: personal finance areas consumers are very confident about, by age and gender, 2024



Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Market predictions

Now (2025): stable spending appetite

Positive growth in consumers' personal finances and optimistic outlooks continue to power household spending across a wide range of non-essential outlets, along with the subsequent exploration of new financial products and services.

Next (2026-27): demand for hyper-personalization

FIs continue to enhance their personalized efforts, increasingly leveraging emerging technologies to provide customers with proactive offerings and experiences reflective of their financial behaviors.

Future (2028-29): AI-driven financial services

AI-powered solutions proliferate across financial services, with consumers increasingly leveraging them across diverse areas like automated investment management, budget allocation and customer support.

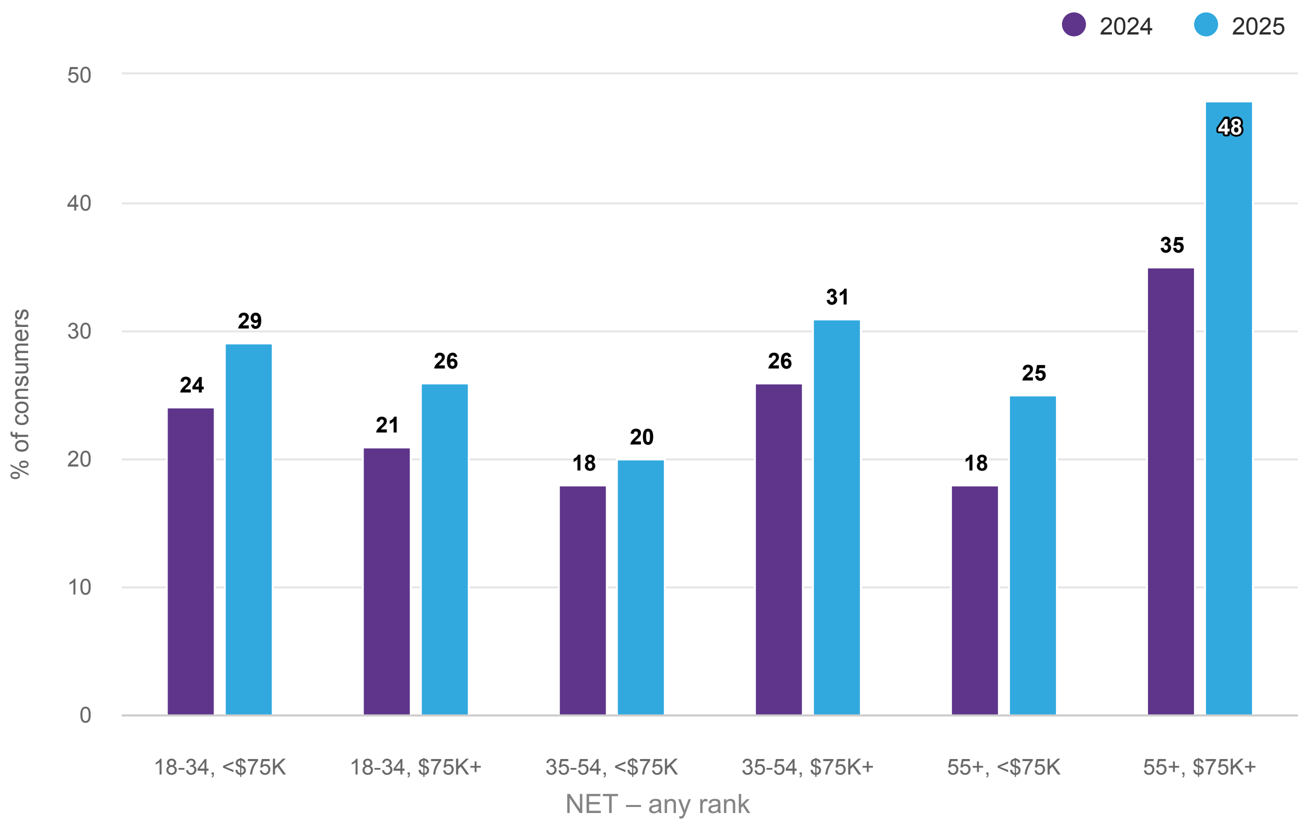
Opportunities

Issuers and travel brands have a wellspring of acquisition opportunities with older, high-earning consumers

Travel companies are rushing to keep up with consumer demand for travel, with the airline industry expected to surpass $1tn in revenue in 2025 according to the International Air Transport Association.

While consumers of all ages and incomes are increasingly prioritizing travel, older adults in higher-earning brackets had the largest jump in travel appetite since last year. As such, this group is the one that premium issuers will do especially well from tapping into via elevated travel rewards, as well as loyalty partnerships with airlines/hotels.

US: prioritization of travel, by age and income, 2024 and 2025



Base: *2,000 internet users aged 18+ in each year*
Source: *Kantar Profiles/Mintel, December 2023, December 2024*

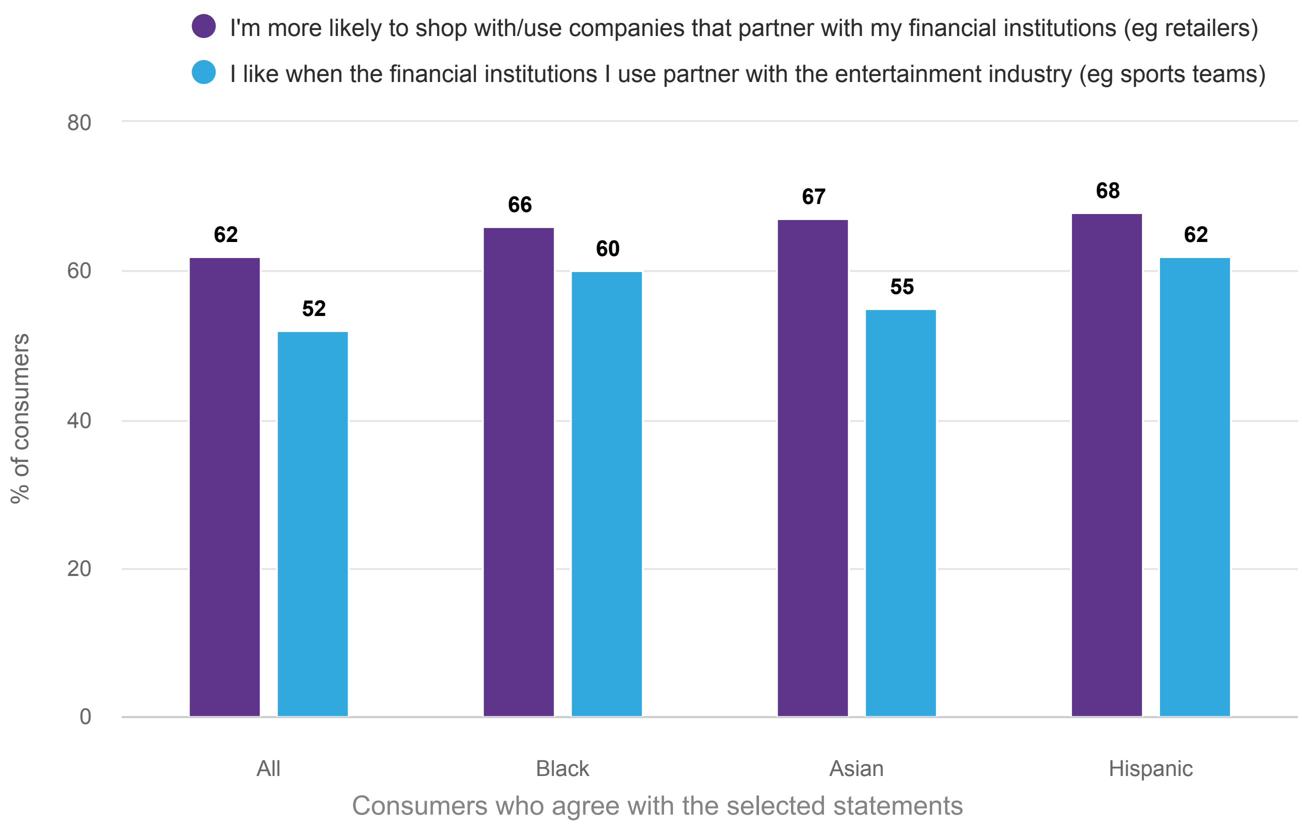
Build loyalty and trust with multicultural adults by aligning financial services with their cultural values and interests

FIs can act on these preferences through the power of collaboration, partnering with minority-owned small businesses or sponsoring local sports teams – both of which can culturally resonate while expanding brand reach.

Offering rewards to shop at partner retailers and small businesses can unlock another layer of value for customers, while still supporting their favorite local brands. On the sports front, banks can extend similar perks to discounts on the merchandises of partner teams, or even launch team-themed debit cards of their own.

Such efforts demonstrate genuine alignment with the interests and principles of multicultural groups, helping position FIs as more engaged participants with the communities they serve, fostering deeper connections as a result.

US: attitudes toward FIs and partnerships, by race and ethnicity, 2025



Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

MARKET DYNAMICS

Market context

Consumer markets have faced an unprecedented level of turmoil in recent years, from the massive economic disruption in 2020 from COVID-19 to 40-year highs across prices in 2022. Despite that, the US has made significant economic improvements across key areas since then: inflationary pressures have come a long way since the 40-year highs almost three years ago, with annual inflation sitting at 3% as of January, compared to the 9% it reached back in June 2022. The labor market also sits in a stable spot, with solid wage growth and a healthy unemployment rate.

While the US has displayed economic resilience over the past few years, 2025 is shaped by a cloud of unease. Inflation has trended upwards since late 2024, along with trade and fiscal policies fueling apprehensions across households and businesses over future growth and higher cost of living. While the Federal Reserve will carry on its wait-and-see approach as it weighs its policy options, unease about tariff-driven inflation risks, federal work reductions and government spending cut coalesce to leave the economic path ahead uncertain.

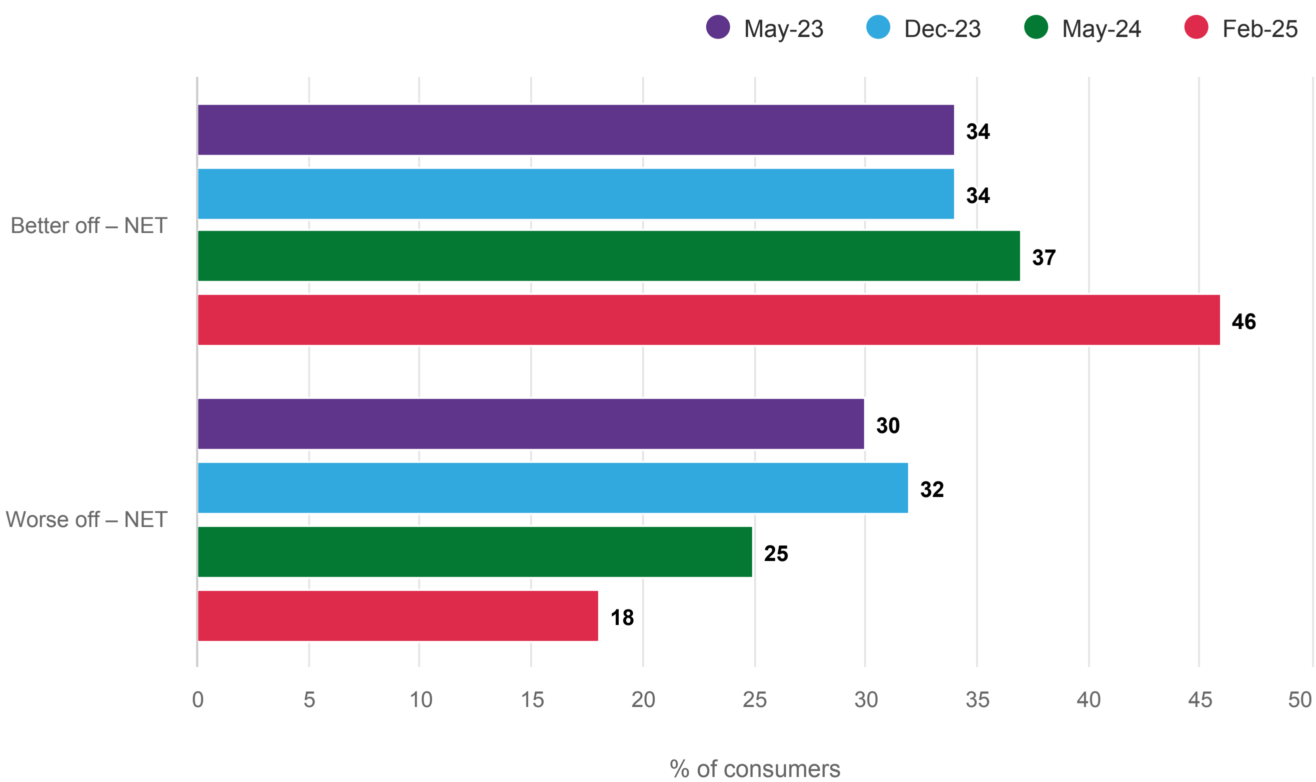
Market drivers

Positive gains across consumers' personal finances will continue to drive non-essential spending, particularly across higher-earners

The US has seen a coming together of positive economic factors – namely healthy growth, a solid job market and inflation that has cooled sharply since 2022. As a result, many households have felt positive gains across their personal finances, with these gains extended to confident outlooks on their finances throughout 2025.

Households' elevated confidence will translate into stable levels of spending, especially among mid- and high-earners, across a diverse range of discretionary outlets like travel and big-ticket items. As such, FIs will retain an engage audience with which they can align offerings and value propositions to match their sustained spending appetite.

US: change in financial situation over the past 12 months, 2023-25



Base: *2,000 internet users aged 18+ in each year*
Source: *Kantar Profiles/Mintel, May 2023, December 2023, May 2024, February 2025*

Rising inflation necessitates the need for more outreach across low-income households

While inflation has sharply cooled from its 2022 peaks, progress has stalled in the past few months and pushed it further from the Federal Reserve's 2% target rate. President Trump's tariffs, expected to bring with it inflationary effects, are likely to further halt improvements on prices across a wide range of essential goods.

And while mid- and high-earners may be better cushioned against price increases, it is the low-income households that bear the brunt of any inflationary pressures.

As such, FIs must keep close engagement with this group either through outreach around financial check-ins or with proactive support like hardship programs or budgeting tools, the latter of which is most demanded by financially struggling consumers from their banks.

US: consumer price index, 2022-25

Source: *US Bureau of Labor Statistics, January 2022-February 2025*

CONSUMER INSIGHTS

Consumer research survey questions for this Report can be found in the Appendix.

Consumer fast facts

- 23% of consumers plan to open a credit card in 2025 – the highest of any financial product
- 37% of Gen Zers and 31% of Millennials plan to open a credit card in 2025, bringing a wealth of acquisition opportunities for issuers among young adults
- Saving for both long- and short-term goals tops consumers' list of financial priorities for 2025
- 35% of consumers desire digital features from new financial accounts, with this desire driven by 40% of Gen Zers, compared to 26% of Boomers
- 62% agree that they're more likely to shop with/use companies, like retailers, that partner with their financial institutions
- Interest in cryptocurrency continues to grow year after year, with 67% of Gen Zers alone open to investing in the asset

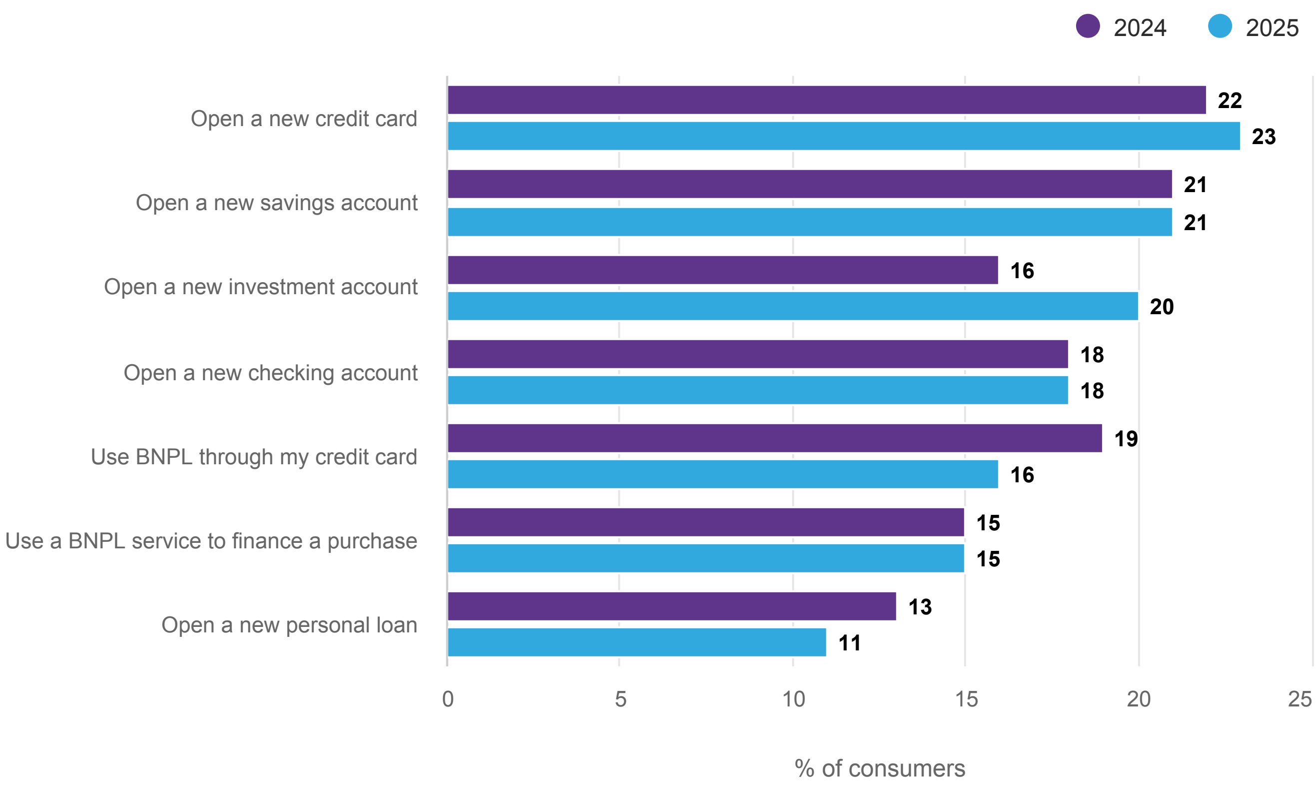
Planned accounts for 2025

Planned credit card and investment activity highlight cross-sell opportunities for FIs

The consistent need for credit cards demonstrates stable spending appetite, largely driven by the improvements in consumers' personal finances and confident outlooks – leading to demand for financial solutions like credit cards that can facilitate purchase across a wide range of discretionary outlets.

Plans to open an investment account also grew the most out of any account type, representing cross-sell opportunities for investing brands across both investing and credit card offerings. Messaging about eligible sign-up bonuses for a credit card as prospects open a brokerage account can be effective. Similarly, highlighting how credit card rewards can be redeemed to toward one investing portfolio can resonate with those looking to balance their spending and saving activity.

US: planned new financial accounts over time, 2024 and 2025



Base: *2,000 internet users aged 18+ in each year*
Source: *Kantar Profiles/Mintel, December 2023, December 2024*

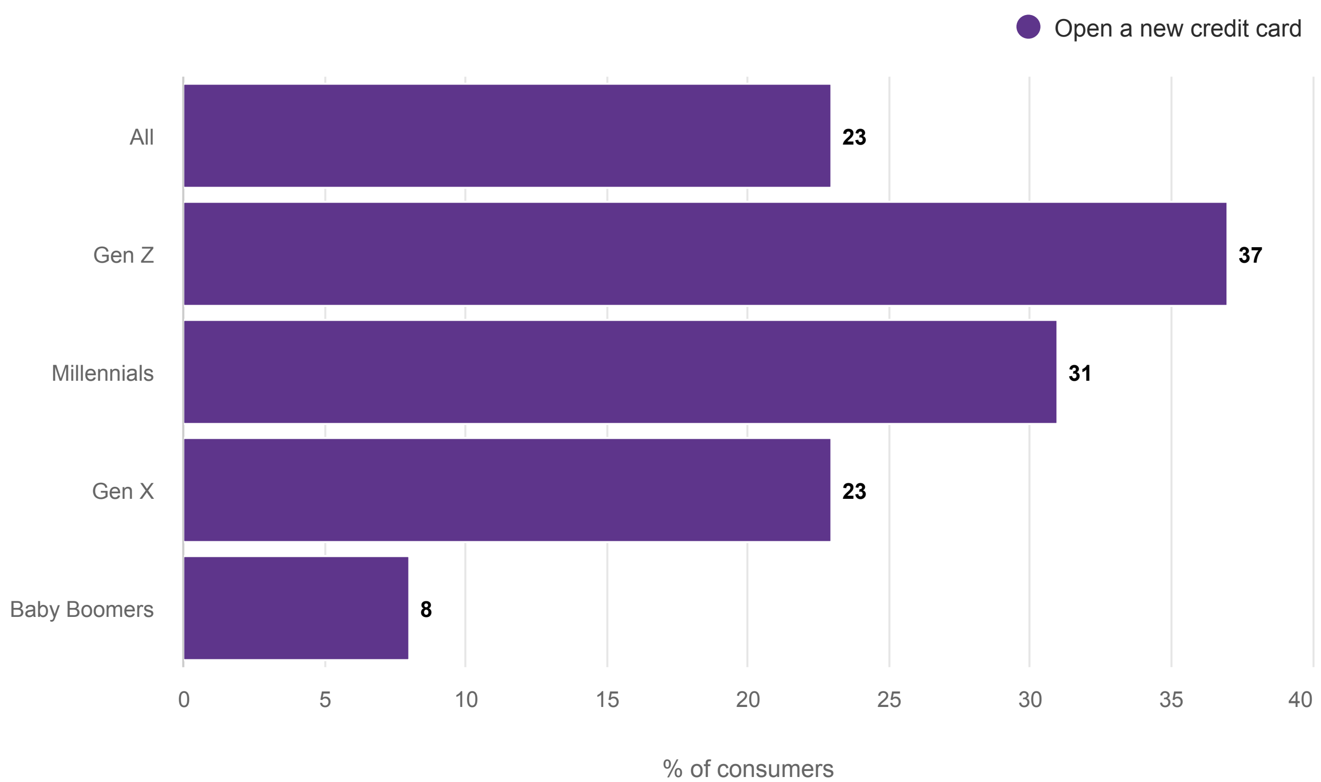
Tap into Gen Zers' growing credit card interest with premium offerings

While Gen Zers are a group with the lowest credit card ownership compared to their older counterparts, this group's card opening activity is still strong.

In Mintel's *Credit Cards – US – 2024,* 43% of Gen Zers acquired their card within the past year, while 56% of this group already holding multiple credit cards.

Premium card issuers are especially well-positioned to benefit Gen Zers' growing affinity for credit cards. This group remains the one that is very open to annual fee cards, but also to the more enhanced rewards, exclusive perks and overall value of premium credit cards can offer them.

US: planned new financial accounts, by generation, 2025

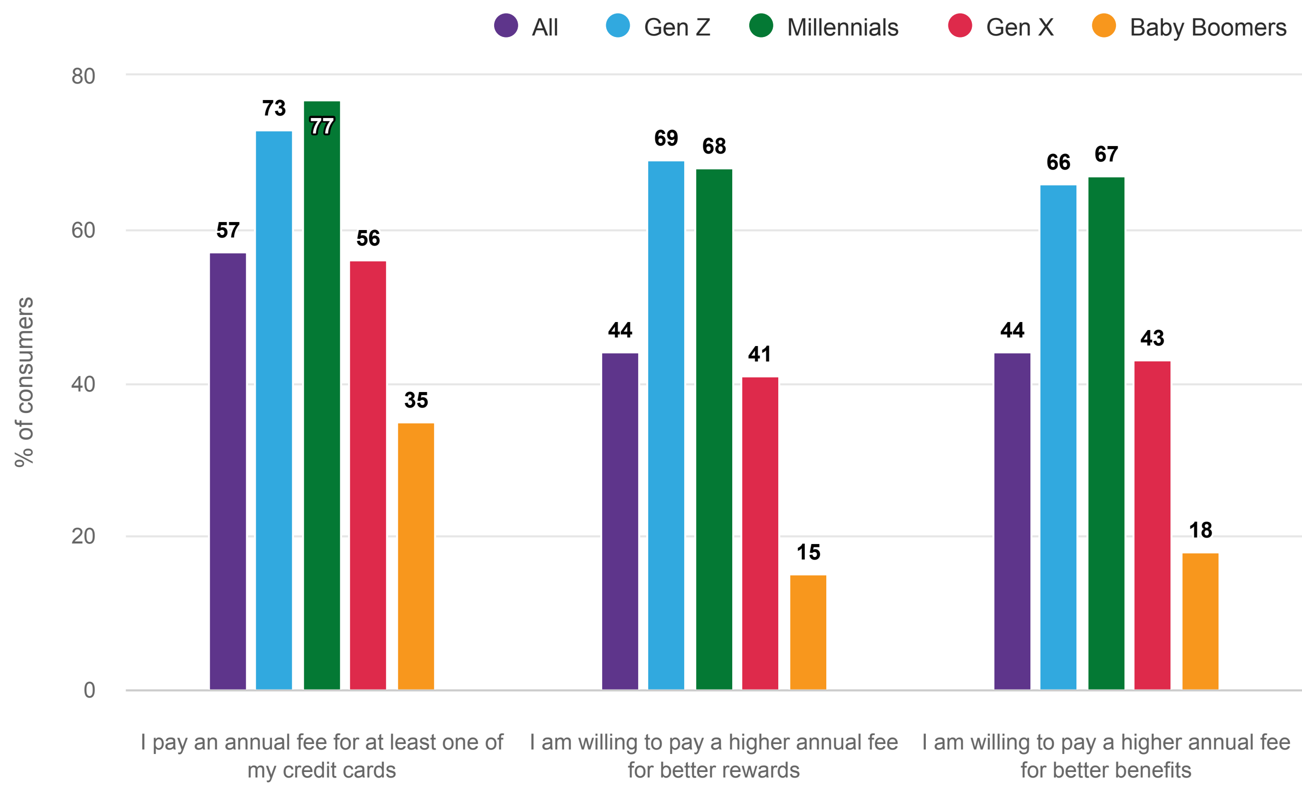


Click the arrow to the right to see Gen Zers' attitudes toward premium credit cards
Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Gen Zers are highly engaged with annual fee cards, as well as most open to premium cards

As seen in Mintel's *Credit Cards – US – 2024*, the youngest group of cardholders demonstrate significant consideration across premium card offerings.

US: attitudes toward annual fees, by generation, 2024



Base: *2,000 internet users aged 18+*

Source: *Kantar Profiles/Mintel, June 2024*

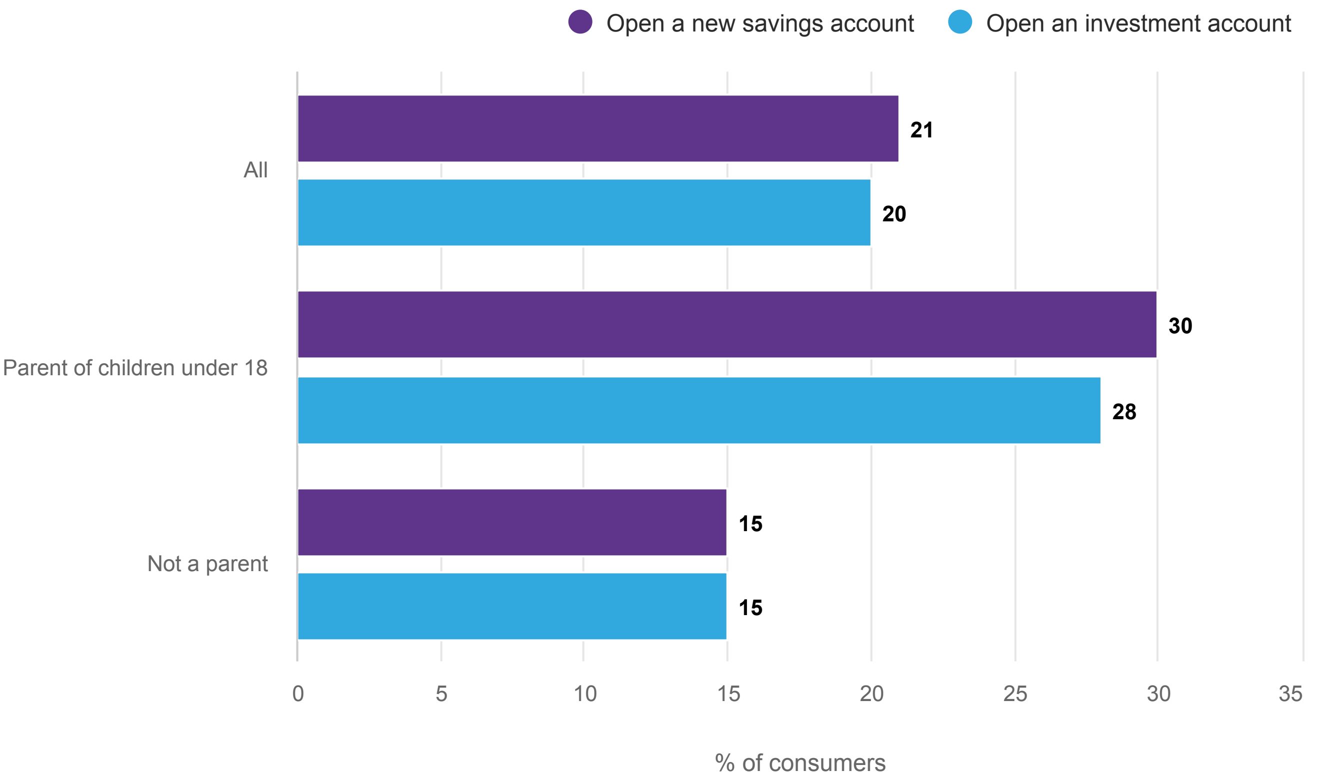
Parents' focus on savings and investment accounts highlights a focus on financial security and future planning

FIs will want to use messaging that emphasizes common life insurance themes like ensuring the family's financial stability, as well as taking care of your loved ones, across both savings and investment accounts.

Outreach from both these products should especially highlight how they can serve to support key parental goals, like saving for a child's education, or for more forward-looking objectives like legacy planning or building generational wealth – the latter of which can particularly resonate with parents seeking advisory services.

Investment brands will particularly want to reinforce the power of compounding when reaching younger parents, illustrating the greater sum of returns they stand to gain in the future the earlier they begin investing.

US: planned new financial accounts, by parental status, 2025



Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

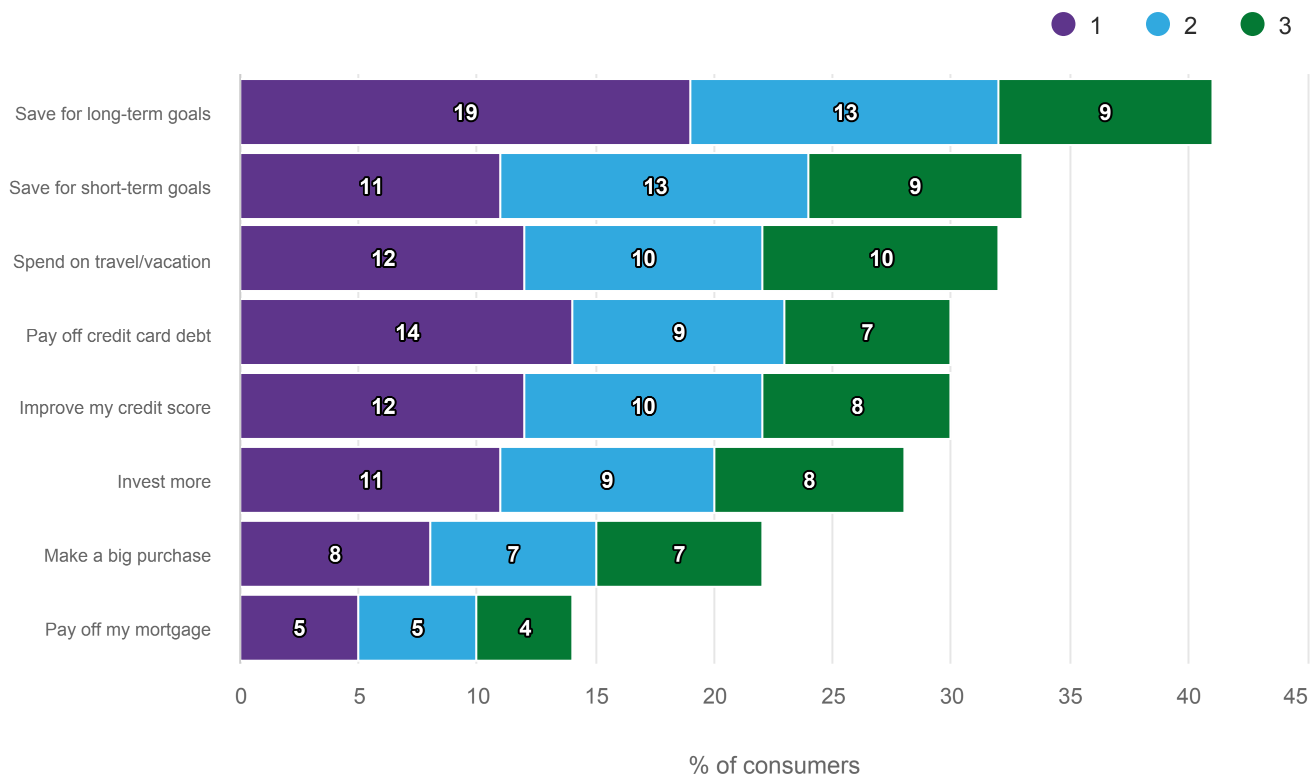
Financial goals for 2025

While saving reigns as the top financial goal, consumers are exhibiting a greater shift toward non-essential spending

The most commonly selected financial goals for 2025 are savings-related, with an increased focus on long-term goals. Despite the Fed introducing several rate cuts in 2024, inflation continued to be stubborn, likely leading to increased consumer focus on bolstering bank accounts. This is likely to be exacerbated in 2025, as widespread tariff implementation will likely drive prices up even more.

Despite a widespread focus on saving, consumers significantly shifted priorities toward travel, **with the category jumping from a sixth place spot in 2024 to a top three priority in 2025.** This suggests a mindset shift, with consumers no longer willing to put off discretionary spending in favor of strict saving habits.

US: highest priority financial goals, by rank, 2025



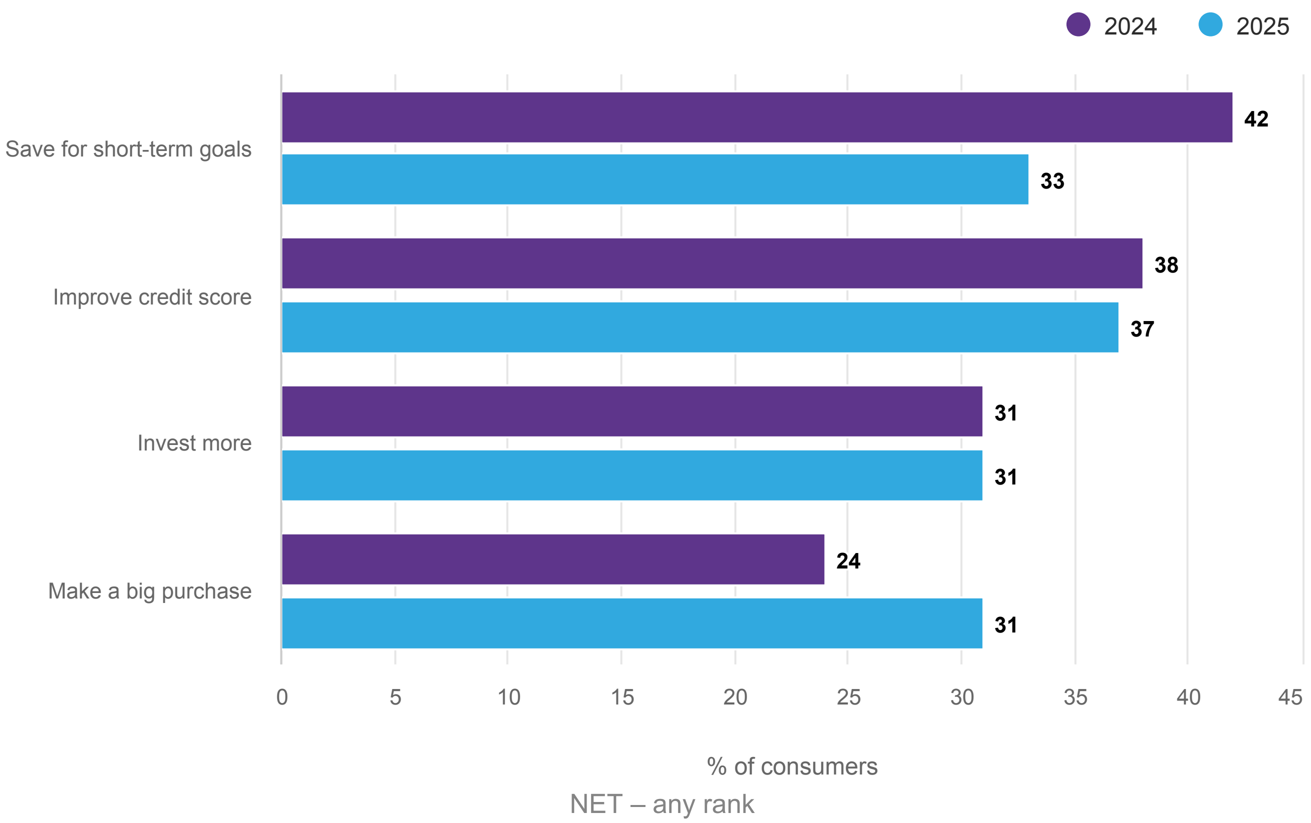
Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Gen Zers consistent prioritization of investing indicates an addressable audience for brands to tap into through wealth-building messaging

Gen Z diverges in their short- and long-term financial priorities. In the short term, the group places less emphasis on contributing to savings and more on making large purchases. This suggests a desire for immediate gratification and a focus on building credit in order to gain access to financing options.

In the long term, the group maintains a persistent interest in investments: they continue to be the most likely generation to cite investment as a goal. Rather than other traditional methods of saving, this younger generation is more interested in building wealth through investments.

US: Gen Zers' financial priorities over time, 2024 and 2025



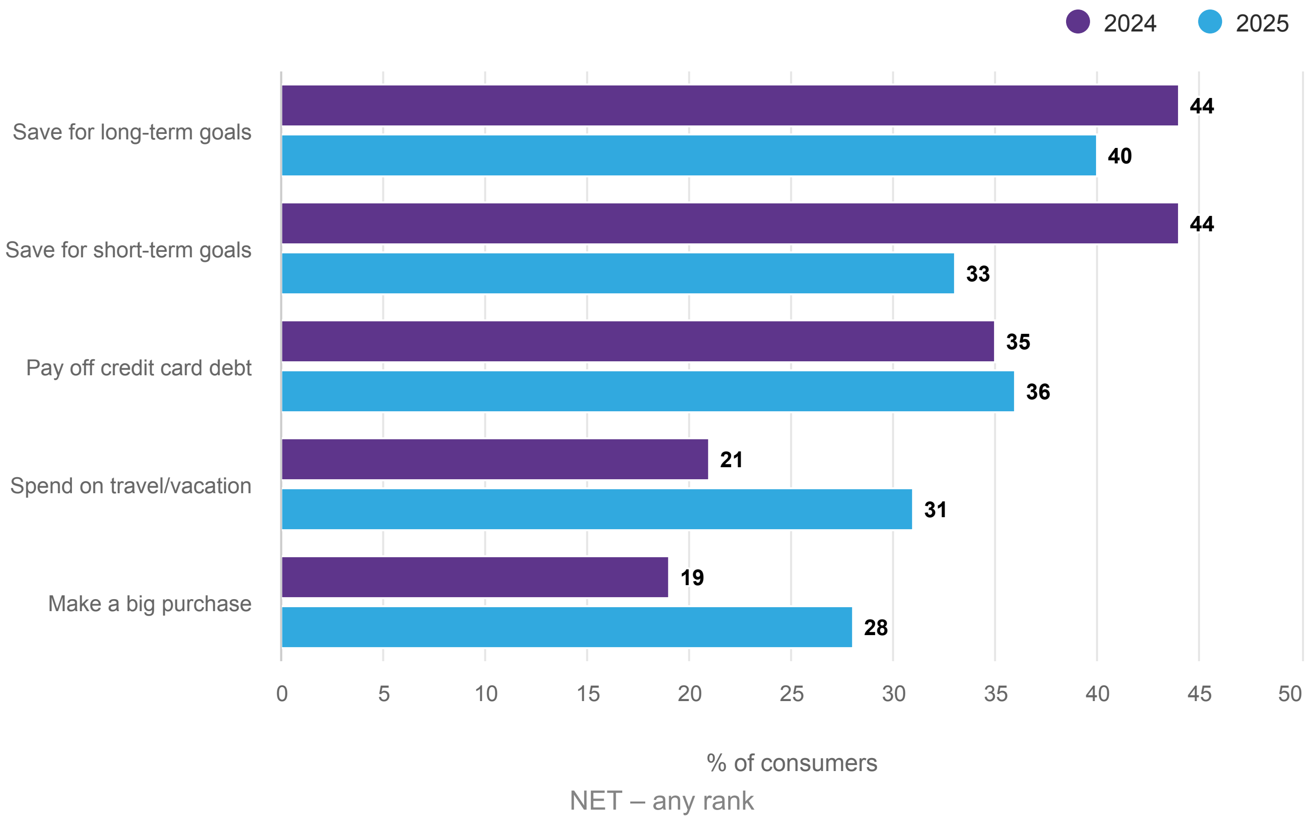
Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2023 and December 2024*

Cater to Millennials' desire for indulgence and enjoyment, while balancing messaging around long-term financial planning

While saving for short- and long-term goals and paying off credit card debt remain top financial priorities, Millennials plan to shift away from saving and more toward discretionary spending in 2025.

This shift away from savings could point to a saturation of uncertainty for this cohort. With an adulthood marked by an economic recession, a global pandemic, record-high inflation and fluctuating political landscapes, Millennials may be weary of planning for uncertainty, and ready to embrace luxury spend – presenting a prime target audience for a diverse range of brands to keep tapping into.

US: Millennials' financial priorities over time, 2024 and 2025



Base: *2,000 internet users aged 18+ in each year*
Source: *Kantar Profiles/Mintel, December 2023, December 2024*

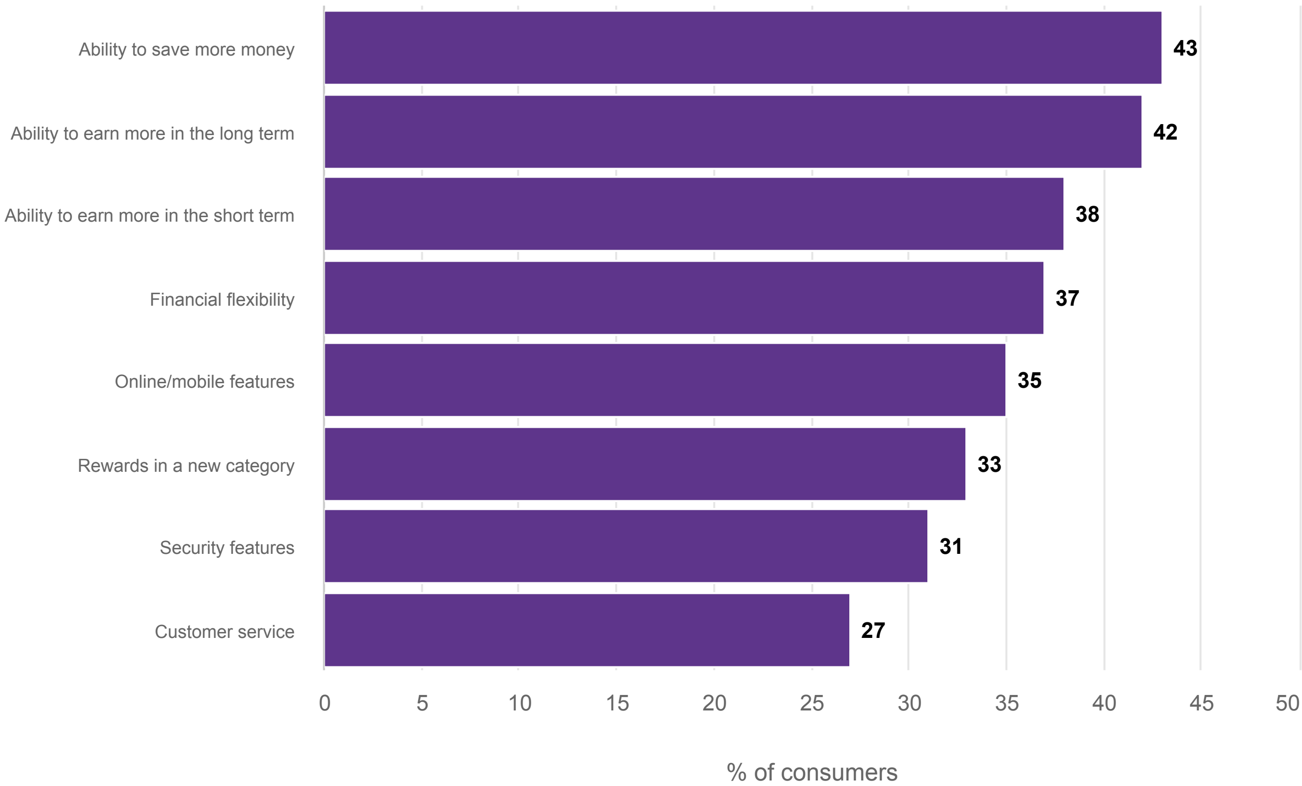
Desired features

Satiate consumers' appetite for saving and earning through interest-bearing products

With prolonged inflation leaving a lasting impact on consumers' wallets, consumers are looking for quantifiable and measurable examples of how new products can get them an immediate ROI, while also helping them financially prepare for the future.

High-yield savings account remains a product that can effectively tackle consumers' desire for earning a return from their accounts, while also growing their savings cushion in tandem.

US: desired features from new accounts, 2025



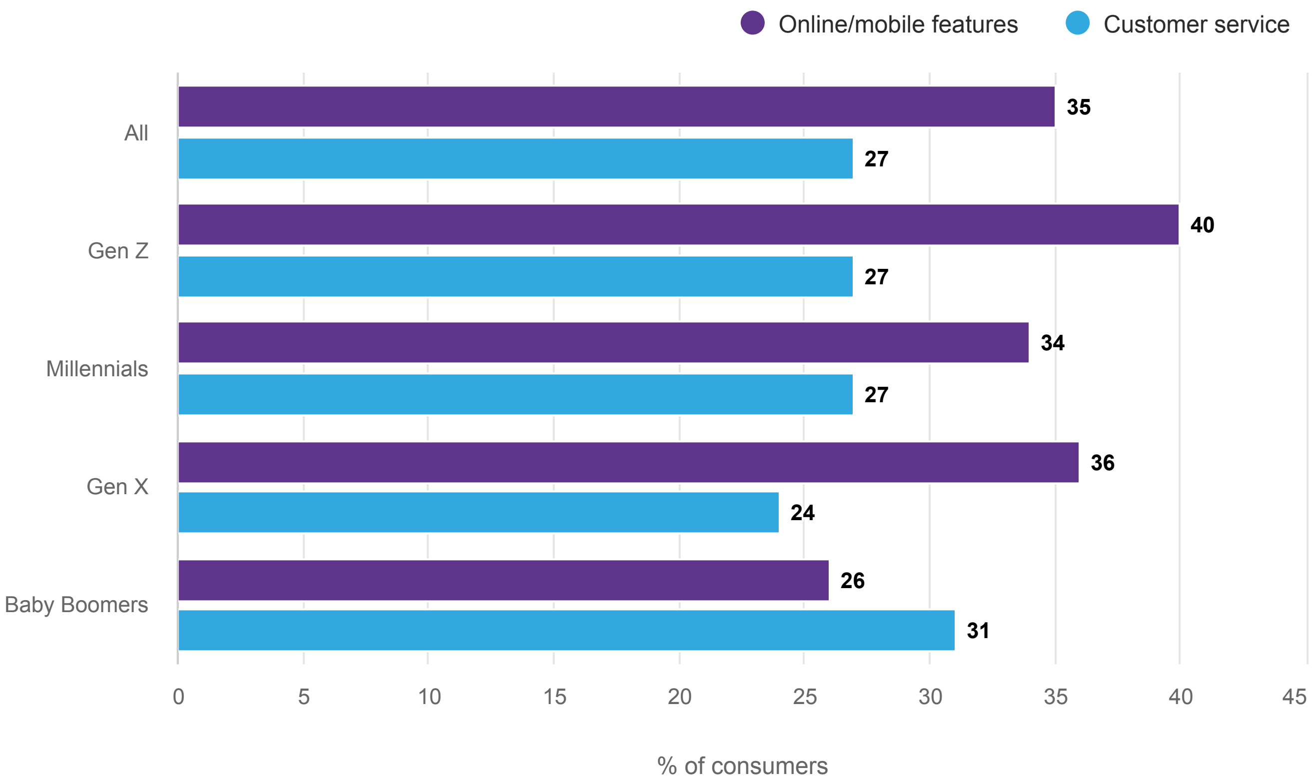
***Base:** 1,044 internet users aged 18+ who plan to open a financial services account*
***Source:** Kantar Profiles/Mintel, December 2024*

While most seek digital features, Boomers value in-person interaction – highlighting the need for FIs to cater to customers' diverse preferences

As online and mobile features become increasingly incorporated into brand ecosystems, consumers are holding the quality and availability of these features to a higher standard. Led by Gen Z, consumers will be tempted by brands with up-to-date, innovative digital experiences.

This is true across generational divides with the exception of Baby Boomers, who are more likely to value customer service interactions.

US: desired features from new accounts, by generation, 2025



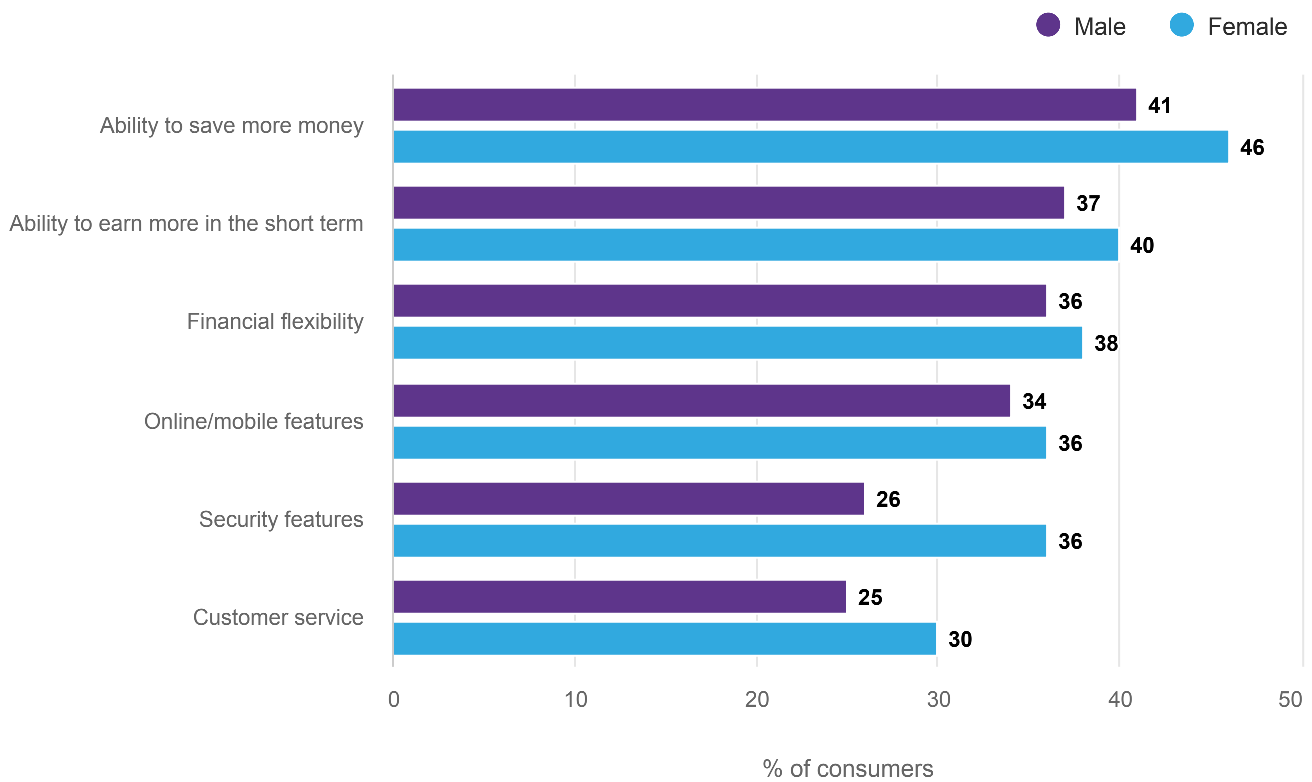
***Base:** 1,044 internet users aged 18+ who plan to open a financial services account*
***Source:** Kantar Profiles/Mintel, December 2024*

Value propositions that highlight both quantitative and experiential benefits will resonate with women

Women selected almost all account features more than men did, indicating a savvy eye for features desire for their financial providers to meet their needs.

This is especially true for security features and customer service, suggesting that women are seeking a blend of quantitative features that help them save, and experiential features that improve their overall customer experience.

US: desired features from new accounts, by gender, 2025



Base: *1,044 internet users aged 18+ who plan to open a financial services account*
Source: *Kantar Profiles/Mintel, December 2024*

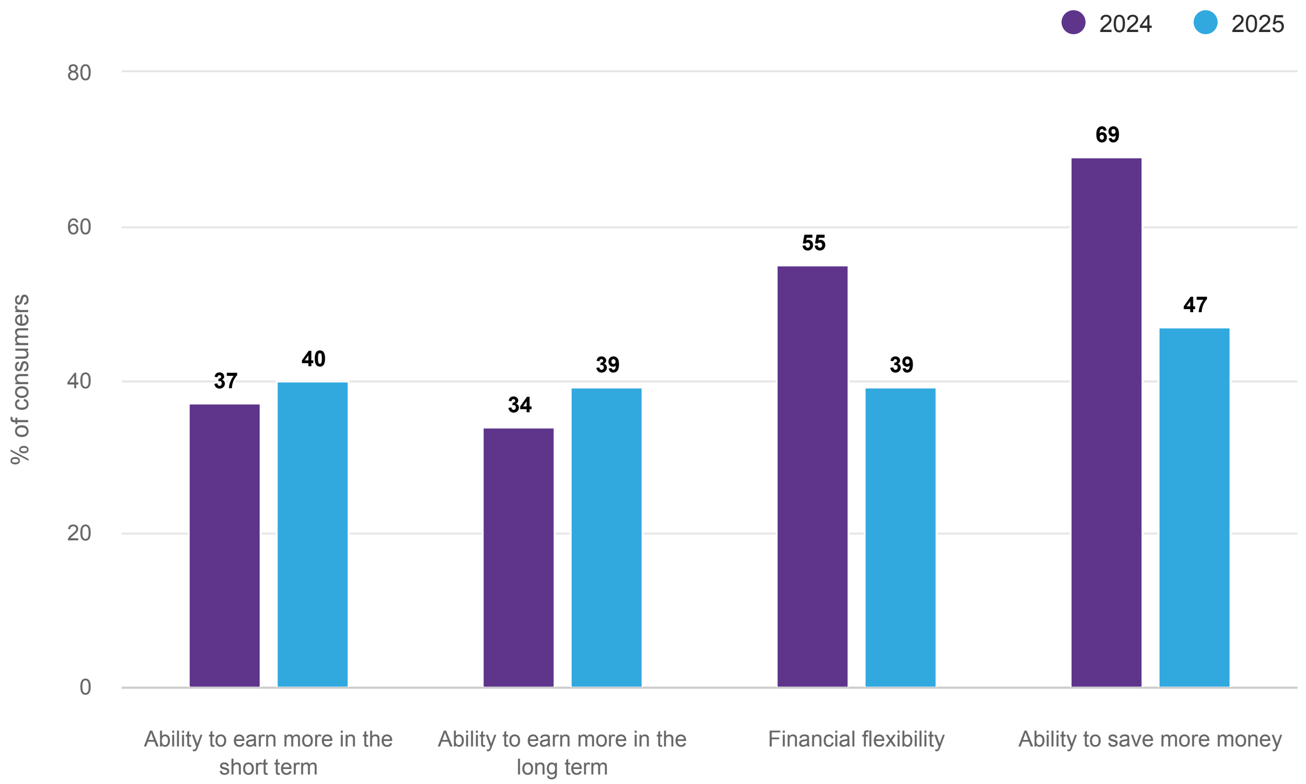
Financially struggling consumers are more likely to value immediate and tangible ways to enhance their finances through earning potential

Struggling consumers may have tried flexible features, such as payment deferrals or payment splitting, and didn't find them to alleviate the financial stress in a meaningful way, leading consumer to less likely view them as valuable functions.

Consumers in this segment who have taken on more debt in the past year may view saving as more unattainable in their current situations, driving their focus toward more immediate priorities like debt repayment.

Tools that directly address these immediate priorities, like debt management solutions and budget allocation, will resonate with financially stressed households seeking more short- and long-term relief through their financial accounts.

US: financially struggling consumers' desired features from new accounts, 2024 and 2025



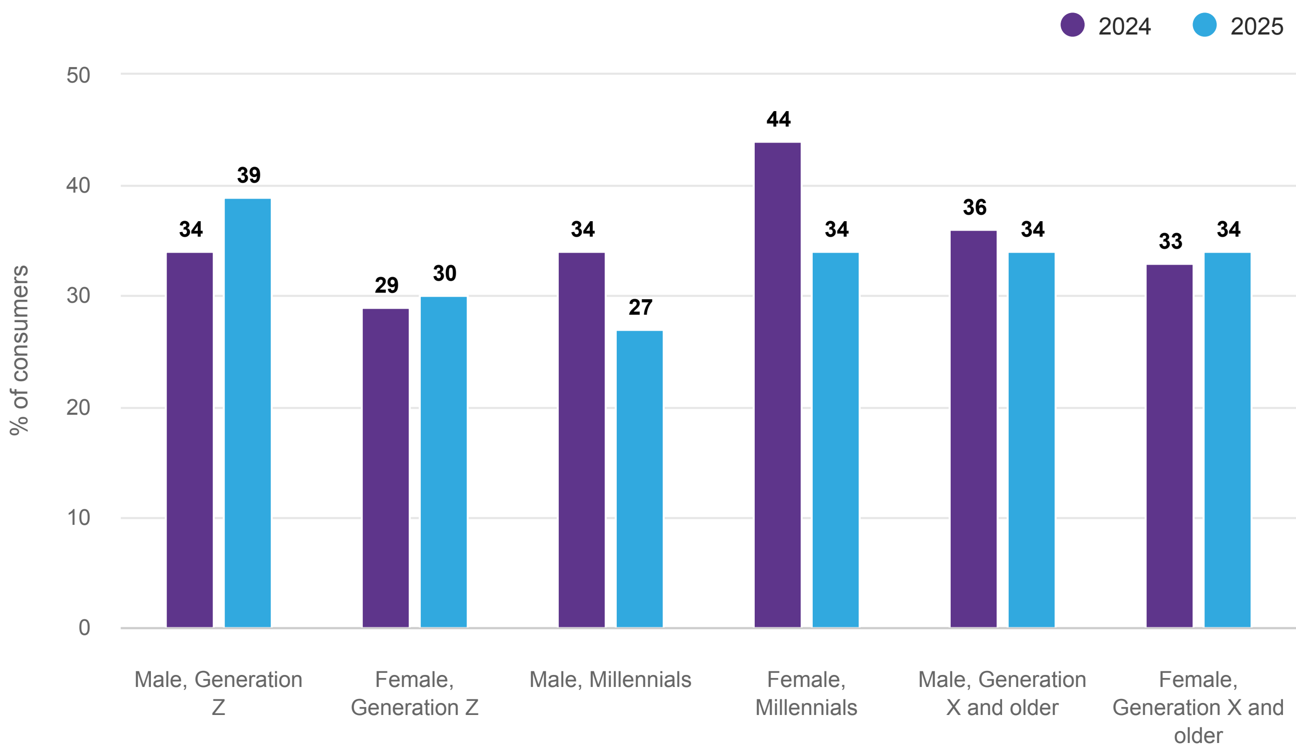
"Financially struggling" consumers classify their financial situation as struggling/in trouble.
***Base:** 983 internet users aged 18+ who plan to open a new financial services account; 1,044 internet users aged 18+ who plan to open a financial services account*
***Source:** Kantar Profiles/Mintel, December 2023, December 2024*

Rewards can be the difference maker in acquiring the businesses of Gen Z men

Gen Z men not only exhibit the highest increase in desiring rewards offerings year-over-year, they also value rewards more than any other cohort.

With this cohort the most likely to feel confident about their financial situations in 2025, they are also looking beyond savings structures into exclusive ways financial brands can help them earn more from their purchases.

US: desire for rewards in a new category from a new financial account, by generation and gender, 2024 and 2025



Base: *983 internet users aged 18+ who plan to open a new financial services account; 1,044 internet users aged 18+ who plan to open a financial services account*
Source: *Kantar Profiles/Mintel, December 2023, December 2024*

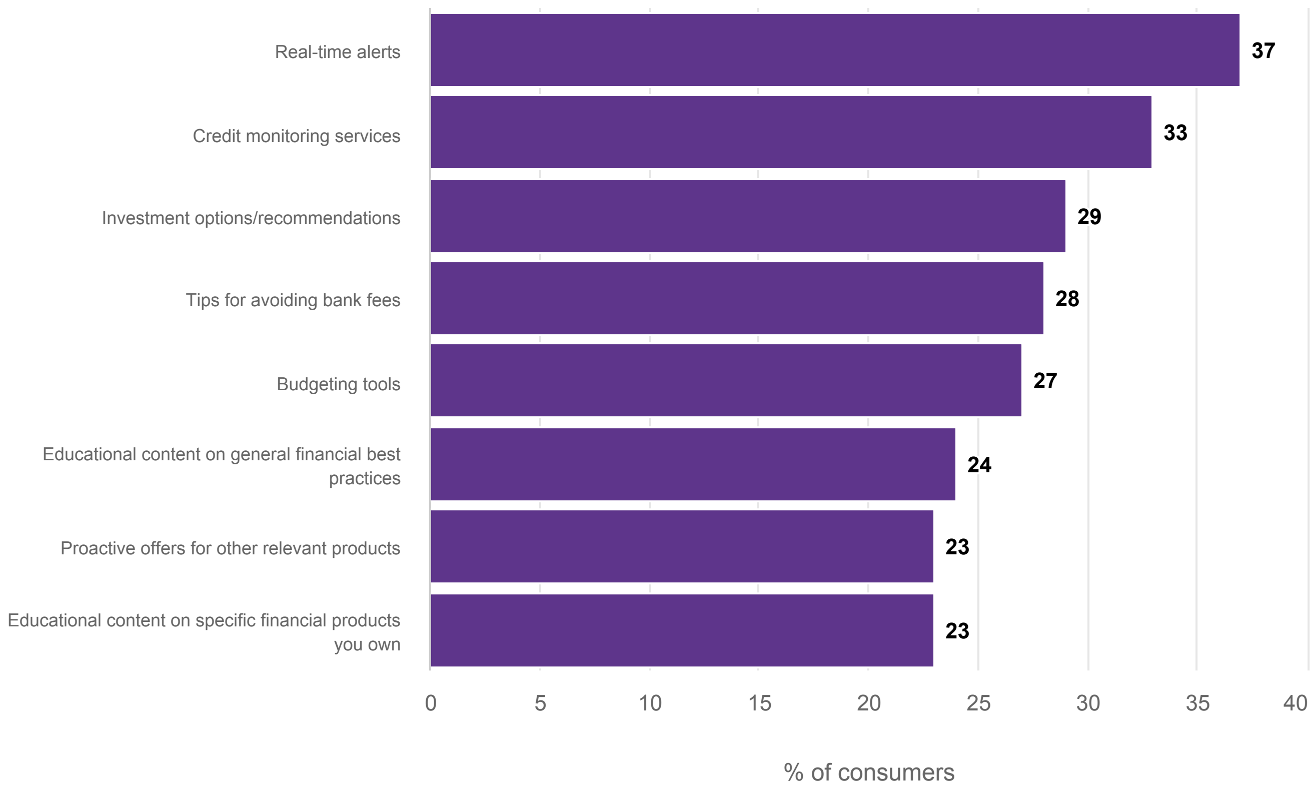
Desired financial support

Strengthen customer trust through proactive financial support solutions

The proclivity toward proactive solutions like real-time alerts and credit monitoring services underline consumers' desire for their FIs to help them avoid harmful situations and the implications that come along.

Even though wellness tools and educational outreach hold significance to some, banking customers are still most likely to gravitate toward protective solutions against risks like fraud or low balance notifications.

US: desired forms of financial support, 2025



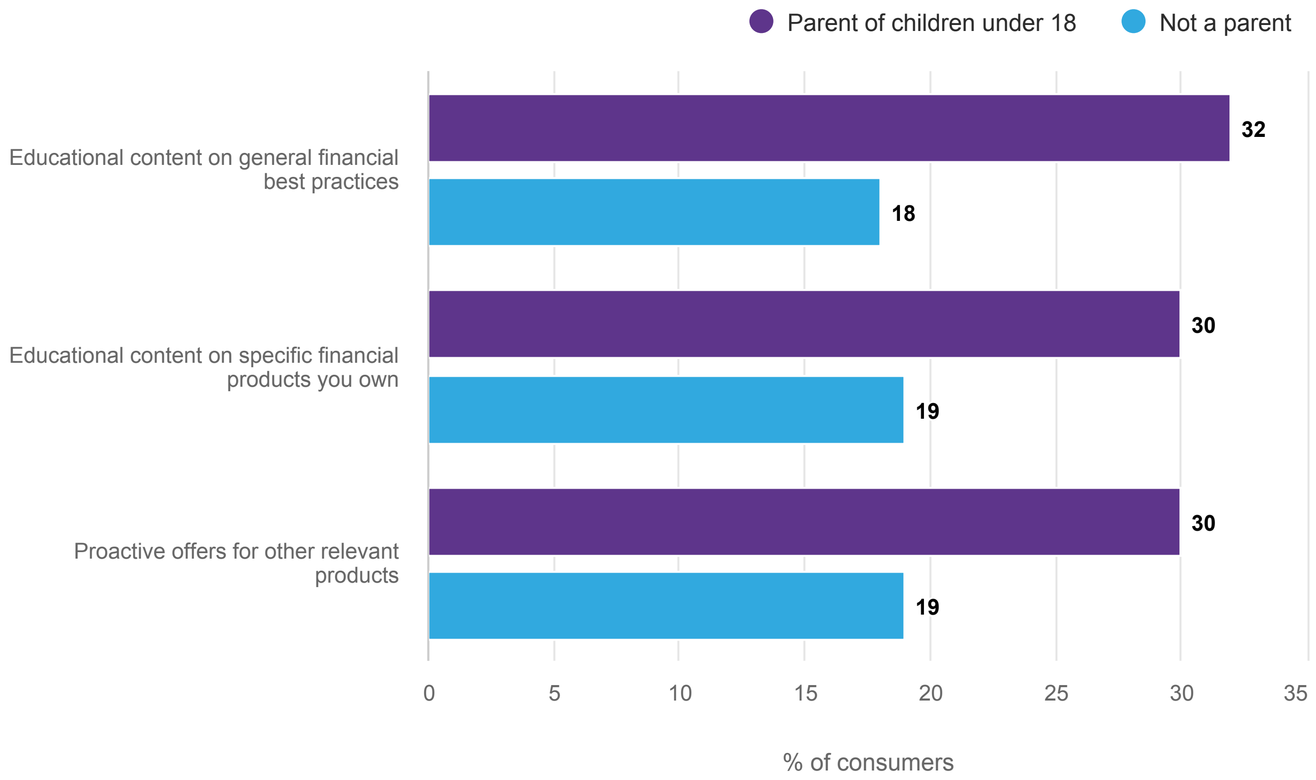
Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Stimulate parents' appetite for improving their financial literacy with education-driven outreach

Parents' desire for tailored educational outreach complements the fact that this group, particularly younger parents, is in a stage where their financial plans and needs are becoming more complex, necessitating the need for greater guidance.

Parents also present prime cross-sell opportunities for FIs as illustrated by their desire for proactive product offers. Compared to non-parents, who may feel satisfied with their current product portfolio, the evolving needs of parents naturally stirs an amplified curiosity toward a broader set of products that could facilitate their family's financial goals.

US: desired forms of financial support, by parental status, 2025



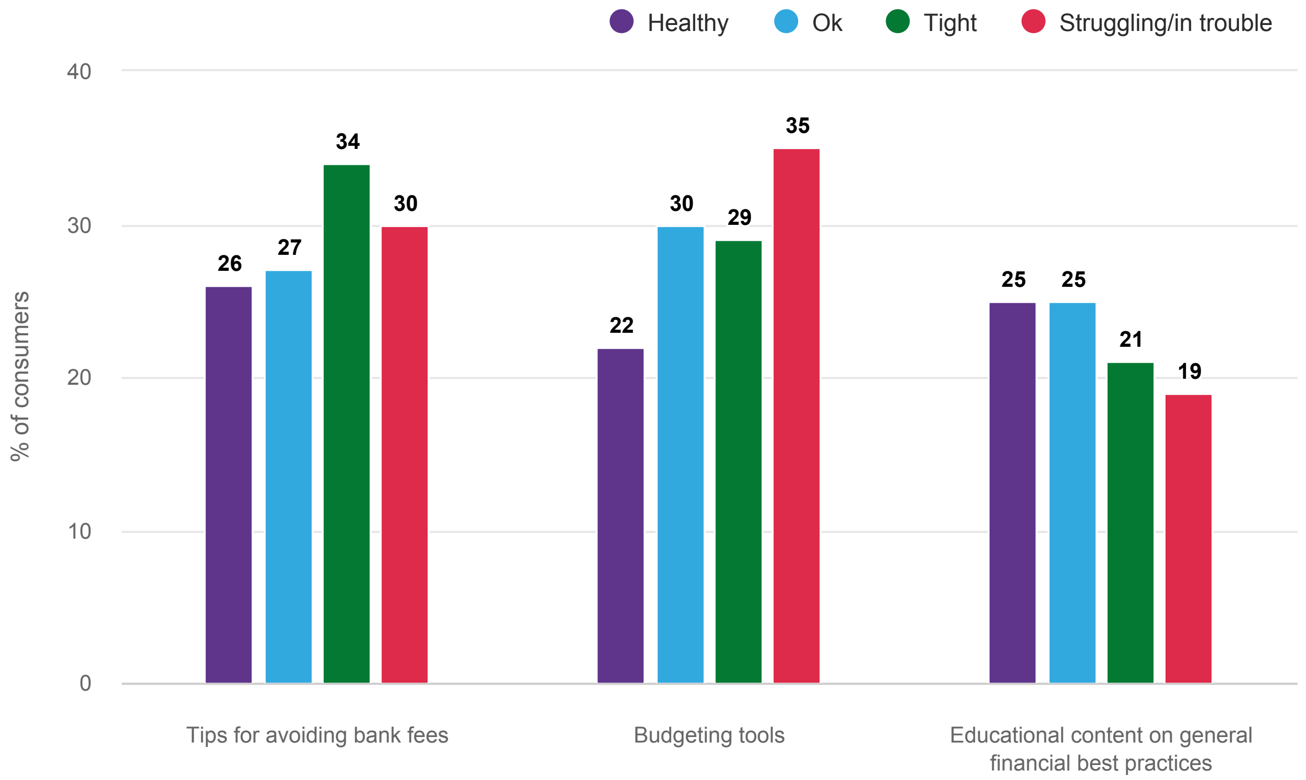
Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Consumers in unfavorable financial situations desire targeted support – a call-to-action for FIs

Consumers facing financial challenges exhibit a natural need for additional support from their banks to manage their unfavorable situations. Struggling consumers, most likely lower-earners, want support that can help them avoiding bank fees for example, a logical extension considering the disproportionate impact junk fees have on this group.

Consumers facing financial hardship also seek tools to better manage their budgets and prevent overextension, which presents awareness-building opportunities for FIs that offer in-app budgeting tools, especially for those that would benefit most from these practical solutions.

US: desired forms of financial support, by financial situation, 2025



***Base:** 2,000 internet users aged 18+*
***Source:** Kantar Profiles/Mintel, December 2024*

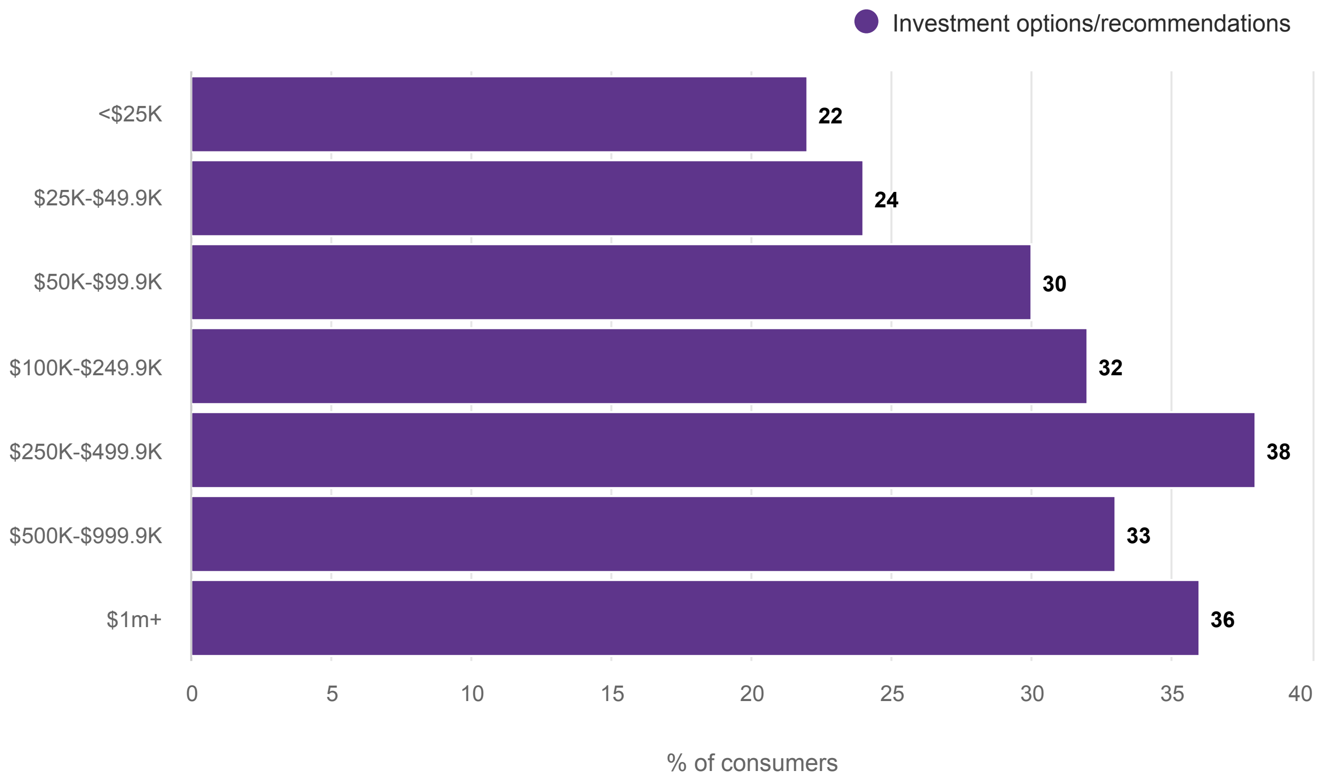
Affluent consumers' desire for investment support underscores their expectations for the banks to act as financial advisors

Affluent banking customers exhibit a strong demand for personalized investing guidance that comes via their trusted banks, reflecting a desire for this group to grow its wealth through reliable guidance.

While this group desires investing support from their banks, Mintel's *Investment Trends - US - 2024* shows that affluent consumers are still the most likely to work with a financial advisor outside their primary bank.

Messaging around extending banking relationships to dedicated wealth management can resonate with affluent customers looking to consolidate their banking and investing needs under one roof. Additionally, offering premium perks as a reward for extending this relationship can foster a deeper sense of loyalty and exclusivity with this group.

US: desired forms of financial support, by household investable assets, 2025



Base: *2,000 internet users aged 18+*

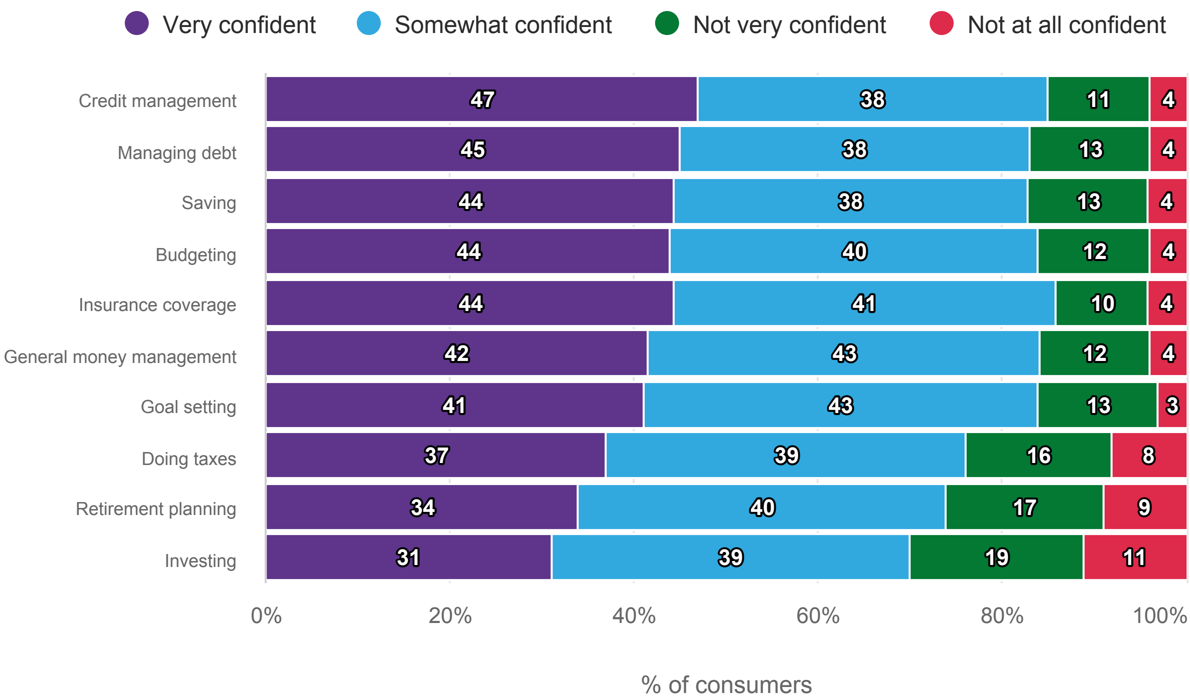
Source: *Kantar Profiles/Mintel, December 2024*

Personal finance confidence

Consumers generally display high levels of confidence in their personal finances, but complex areas require closer support from FIs

Consumers may appreciate a more hands-off approach from brands in topics such as credit or debt management, but value more support in areas such as investing and taxes.

US: personal finance areas consumers are confident about, 2025



***Base:** 2,000 internet users aged 18+*
***Source:** Kantar Profiles/Mintel, December 2024*

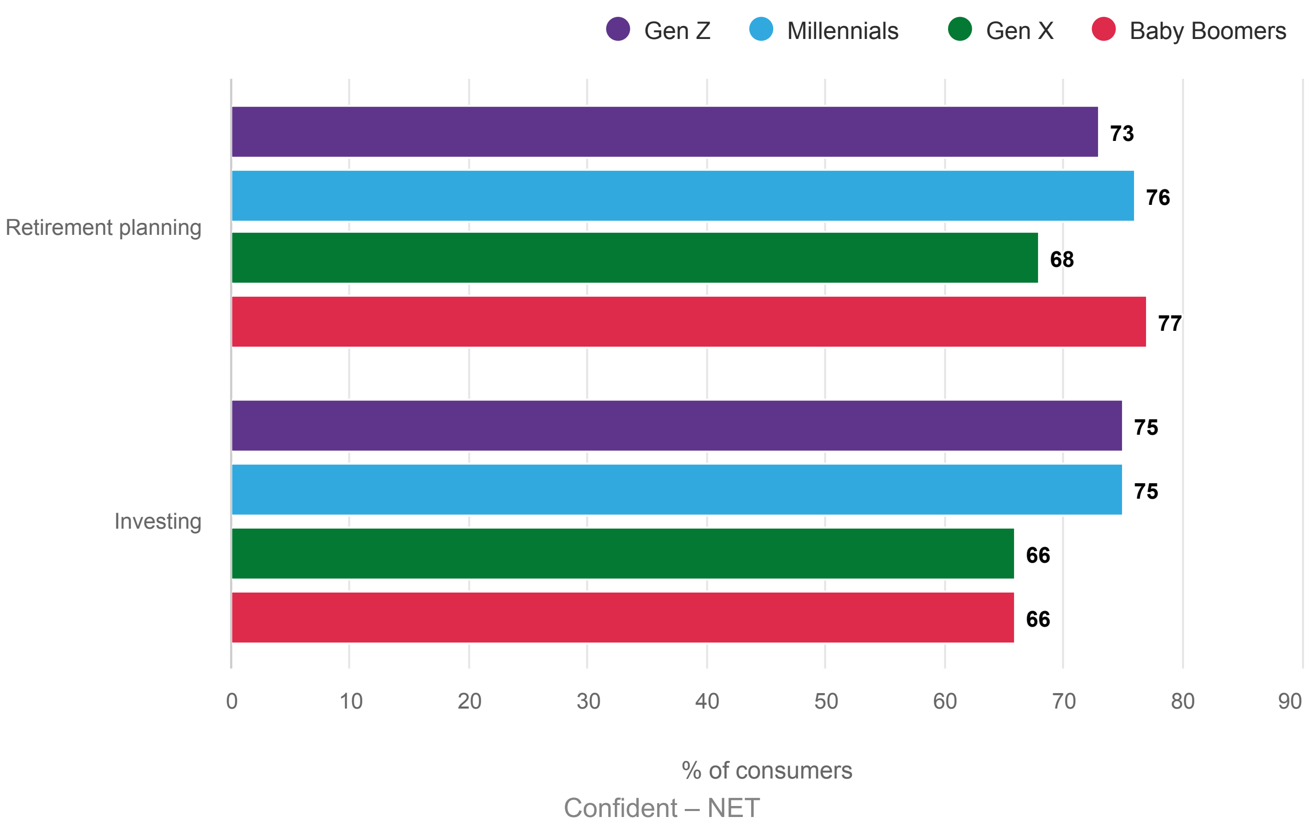
Younger generations need more guidance on saving for retirement, while older generations need more investment advice

Consumers can generally benefit from guidance in aspects of saving money for the future, though the method by which they should receive that help varies.

Younger generations, like Gen Z and Millennials, generally feel less confident than their older counterparts when planning for retirement, and could likely benefit from high-level help from brands. However, they are on stronger ground when it comes to investing, which is likely strengthened by the rise of digital investment platforms and related content on channels such as social media and podcasts.

Older generations, on the other hand, have more experience saving for retirement, but feel less confident when it comes to investing. Because of this, they would likely be open to brands taking a more advisory role when it comes to investments.

US: confidence in investing and retirement planning, by generation, 2025



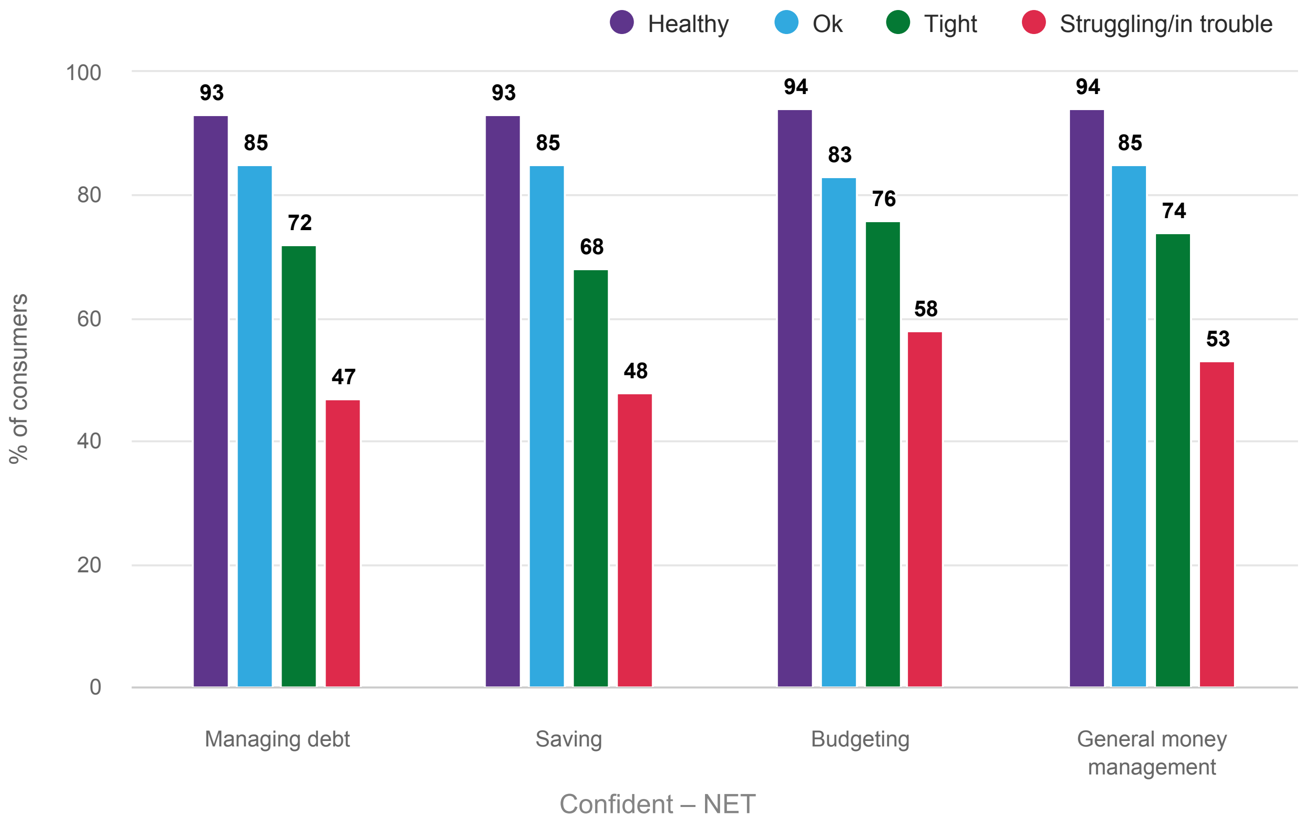
***Base:** 2,000 internet users aged 18+*
***Source:** Kantar Profiles/Mintel, December 2024*

Lower levels of confidence among struggling consumers necessitates the need for more hardship offerings, as well as educational support from FIs

Consumers who self-describe as financially struggling lack the most confidence across core wellness concepts like budgeting and savings. Often needing to juggle several financial aspects simultaneously, and feeling like they're teetering toward the edge, negative financial experiences may further reinforce low confidence in these consumers.

This bolsters the need for more support and engagement from brands. These consumers would likely benefit from financial education, while utilizing non-judgmental and supportive tones can help reduce taboos around concepts such as debt and money management.

US: % of consumers confident about financial wellness areas, by financial situation, 2025



Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Attitudes toward financial services

Young adults perceive switching banks as difficult, but they're willing to engage in new banking relationships for the right price

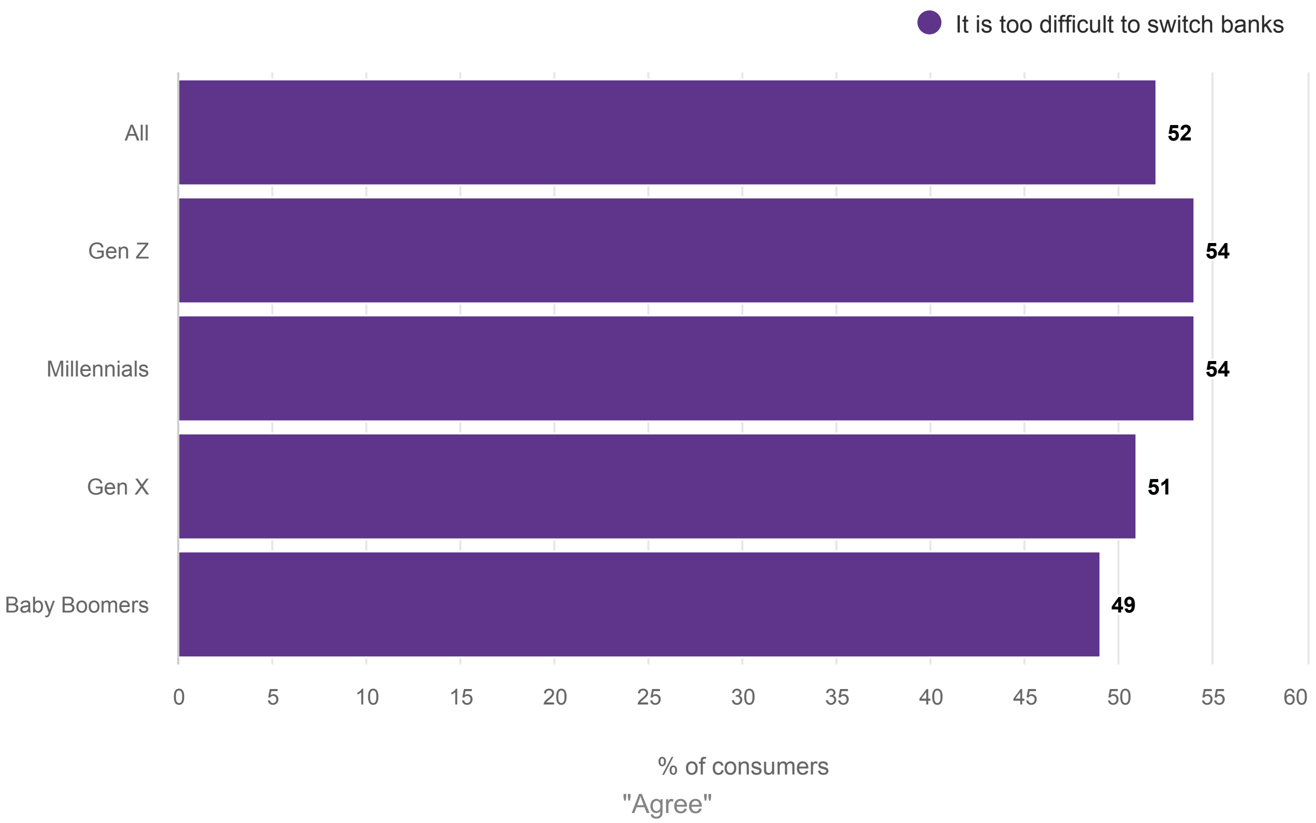
While the financial needs of Gen Zers especially are relatively simple, their limited experience navigating between different FIs may contribute to this perceived difficulty in switching FIs.

The Banking Experience - US - 2025 shows us that young adults are value-driven with their banking choices, as seen with 86% of Millennials alone who would sign up for a new bank account if an appealing enough incentive was offered.

So while switching primary banks can be cumbersome, this difficulty likely won't stop young adults from supplementing accounts with multiple FIs, so long as the monetary reward makes it worth their while.

As such, compelling monetary perks remain an effective acquisition driver to meet the incentive-driven priorities of young prospects.

US: attitudes toward switching banks, by generation, 2025



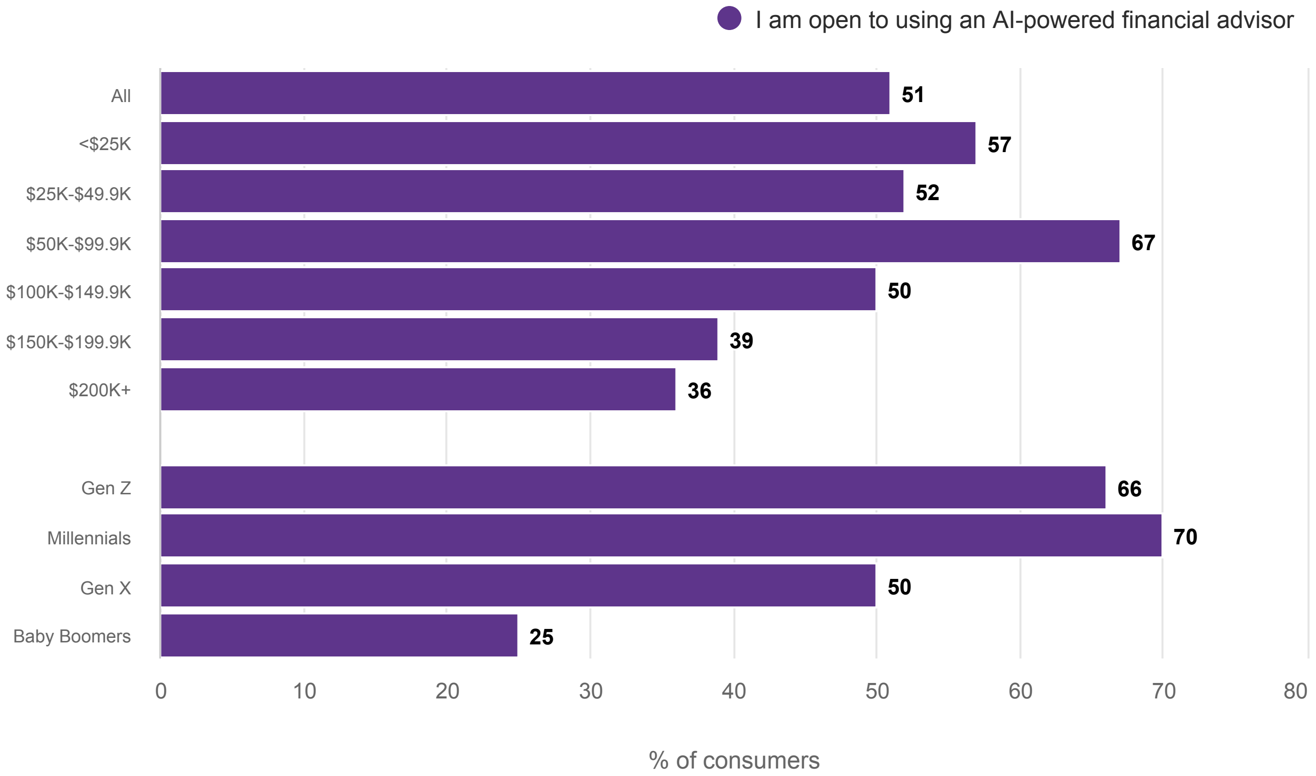
Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

AI can democratize low earners' access to financial advisory

AI-powered advisors, commonly referred to as "robo-advisors," are automated investment platforms that utilize algorithms to tailor portfolios. These services continue to grow in adoption and interest among a wide array of income brackets, particularly lower earners as a result of being more cost-effective due to lower fees, absence of a minimum balance requirement, and consequently greater overall affordability compared to alternate channels.

Openness to robo-advisors is lowest among higher net-worth and older consumers, however. These groups likely have a financial advisor already, but may also view robo-advisors as riskier by virtue of them having larger sums of money invested, which they prefer to manage by working with humans over automation.

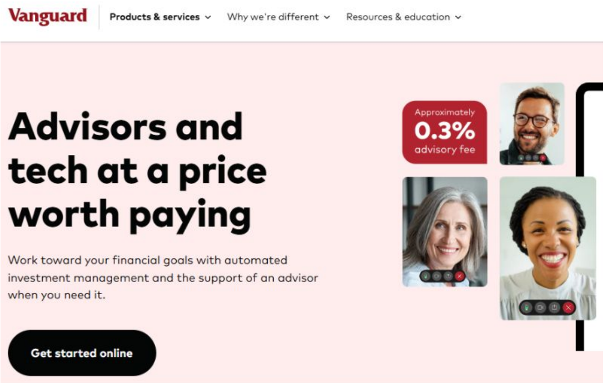
US: openness to AI-power financial advisors, by household income, 2025



Consumers who agree to the statement

Base: *2,000 internet users aged 18+*
Source: *Kantar Profiles/Mintel, December 2024*

Hybrid advisory models can speak to investors' desire for emerging tech, while still retaining the human touch



Vanguard hybrid advisory, 2025

While some may perceive the cost of financial advisors as unrealistic given their current financial standings, there's still distinct advantages that human insights have over automated solutions. Particularly during periods of market volatility, investors may harbor concerns and feelings of anxiousness – something algorithms lack the capacity to discern, empathize with and emotionally support.

There is a future in which investors' preference is a model that integrates both human and machine, merging the emotional proficiency of the former, while leveraging what emerging technologies can offer across predictive and automated capabilities, providing the best of both worlds for investors.

Source: *Vanguard*

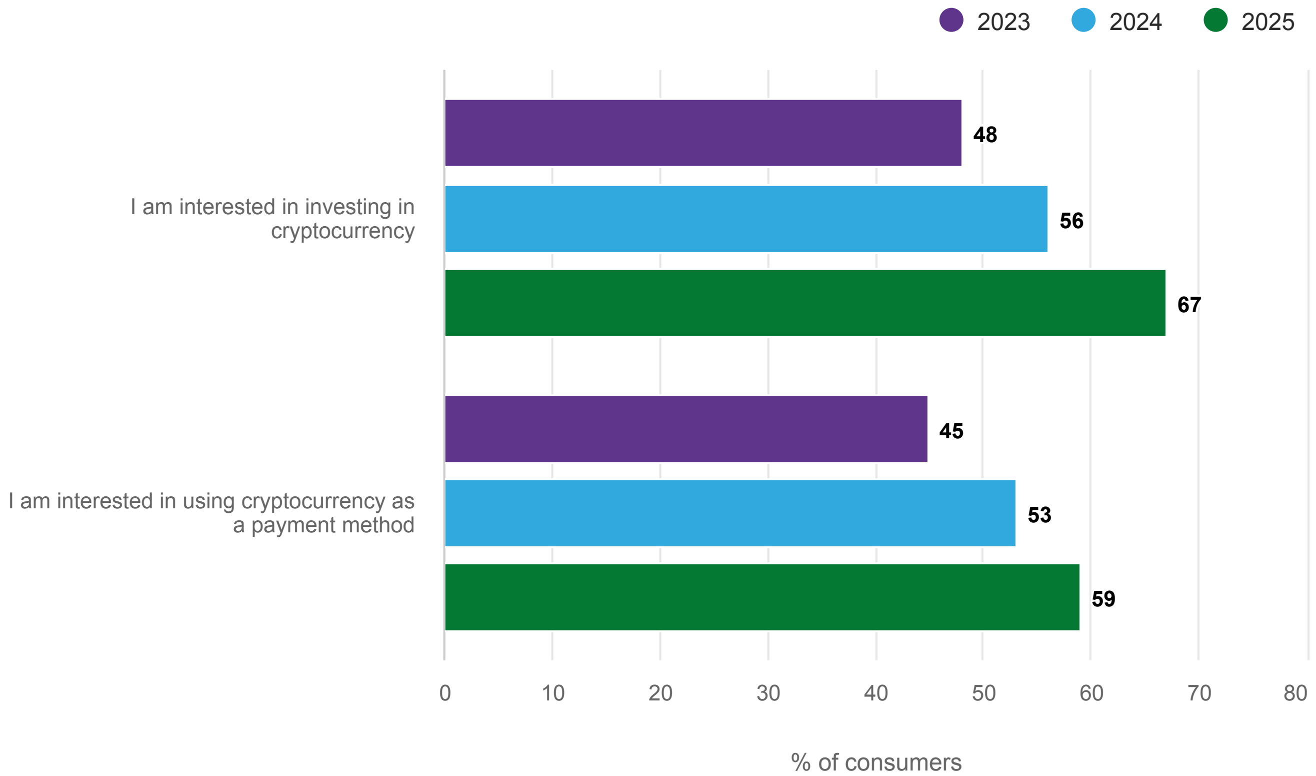
With crypto firmly entrenched as an investment vehicle, Gen Zers are poised to convert their interest into adoption of the asset

The strong performance of cryptocurrencies, particularly bitcoin which the price rose by over 110% in 2024, has no doubt strengthened the trust and confidence in this asset class among the younger adults.

Similarly, the availability of spot bitcoin ETFs from the likes of Fidelity and BlackRock has given the asset an added layer of legitimacy, while also making it more accessible through established legacy brands.

With nearly a third of Gen Zers prioritizing investing in 2025, crypto remains an extremely appealing avenue that this group will seek greater exposure to over the course of this year.

US: Gen Zers' attitudes toward cryptocurrency over time, 2023-25



Consumers who agree to the selected statements

Base: *2,000 internet users aged 18+ in each year*

Source: *Kantar Profiles/Mintel, November 2022, December 2023, December 2024*

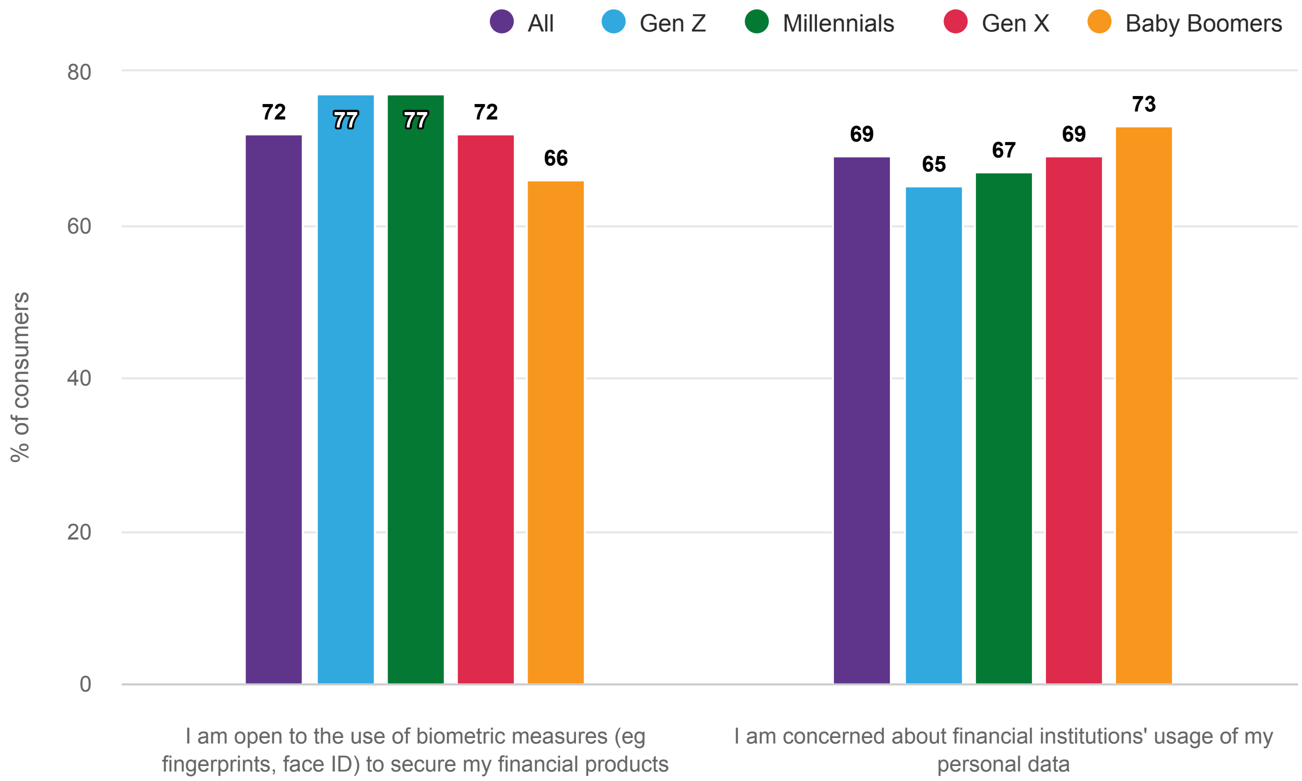
Boomers are the least open to biometric authentication, likely a result of concerns with sharing their data

Consumer Attitudes Towards Fintech – US – 2024 highlights that Boomers are the group most likely to interact with their providers through their computers, which may feed into their perceptions of it being a more secure channel.

Awareness-building campaigns over the robust security biometric solutions provided can raise adoption among the older customers open to such technology, but haven't tried it yet.

For those set in their preferences, desktop displays and non-intrusive pop-ups with best-practice security reminders can be an effective way of protecting the older customers while meeting their engagement preferences via computers.

US: attitudes toward biometric authentication and personal data security, by generation, 2025



Base: *2,000 internet users aged 18+*

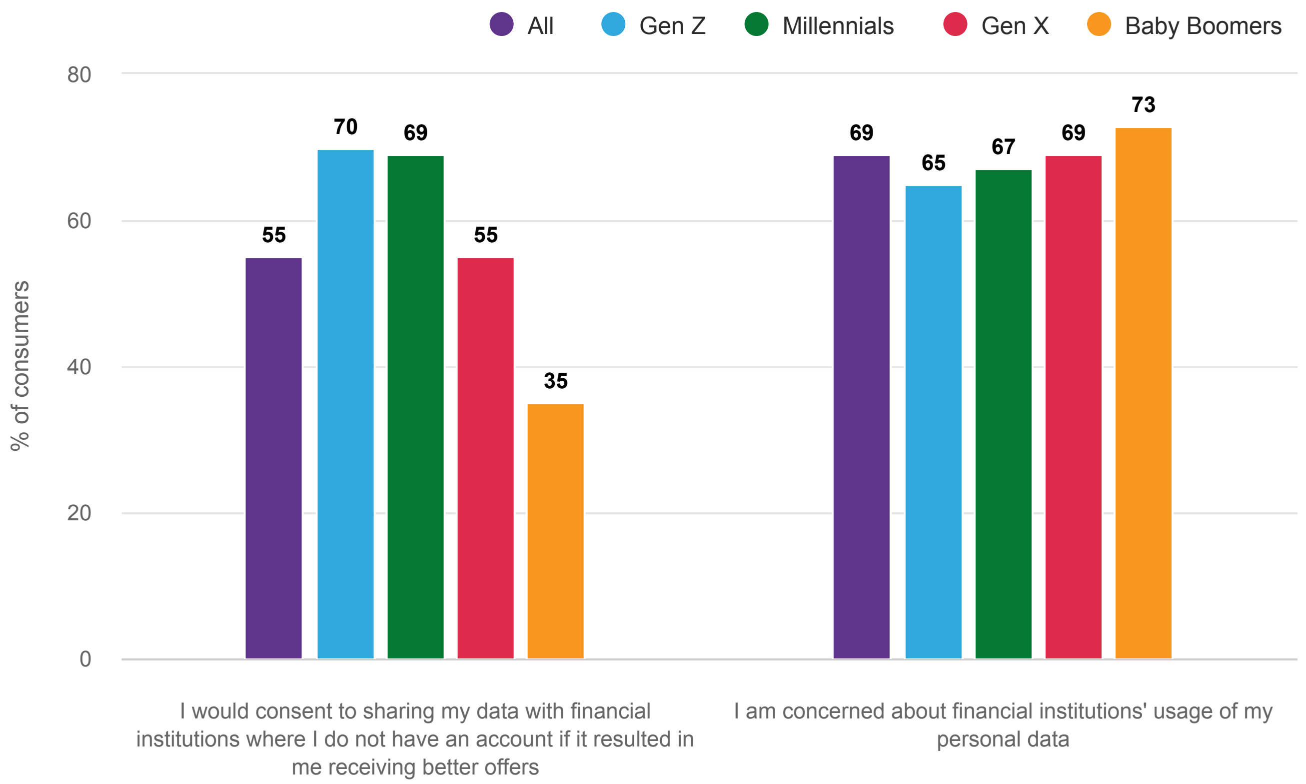
Source: *Kantar Profiles/Mintel, December 2024*

Younger adults don't mind sharing their data across FIs to get better offers, indicating an audience that would be engaged with open banking

Gen Zers and Millennials are the groups highly motivated by personalized incentives when it comes to exploring banking relationships, which aligns with their higher willingness to opt into an open banking model so long as they're getting monetary value from it.

Like biometric authentication, the hesitancy of older consumers to embrace such a model is directly tied to concerns over sharing data and the perceived lack of value compared to their tried-and-true methods. Conversely, younger generations, given their extensive social media usage, are more accepting of the idea of their data being shared, so long as they are getting an improved, personalized experience as a result.

US: openness to sharing data with FIs, by generation, 2025



Base: *2,000 internet users aged 18+*

Source: *Kantar Profiles/Mintel, December 2024*

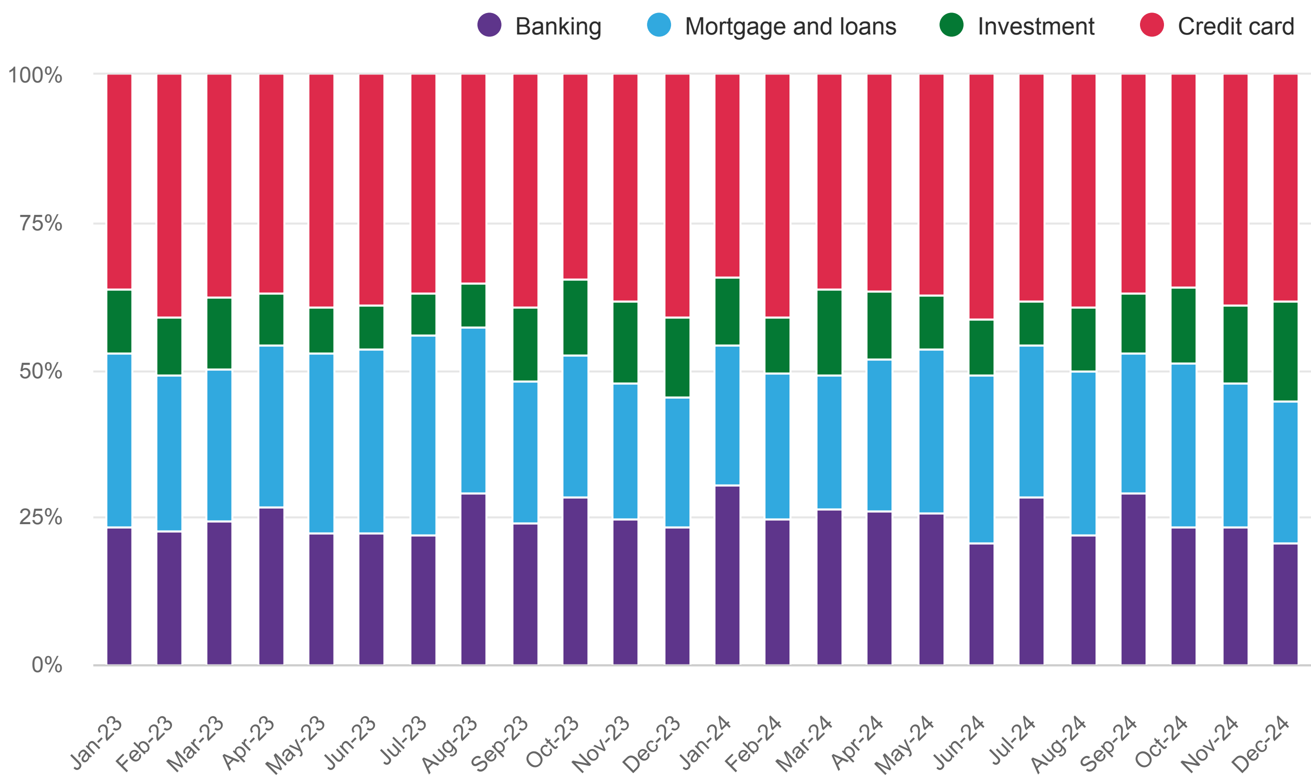
Marketing and advertising

Investment marketing continues to rise, while mortgages and loans remains low

Despite several cuts, 2024 saw elevated interest rates, as well as stubborn inflation. As an industry that is particularly rate-sensitive, lenders continued to scale back on advertising their mortgage and loan offers.

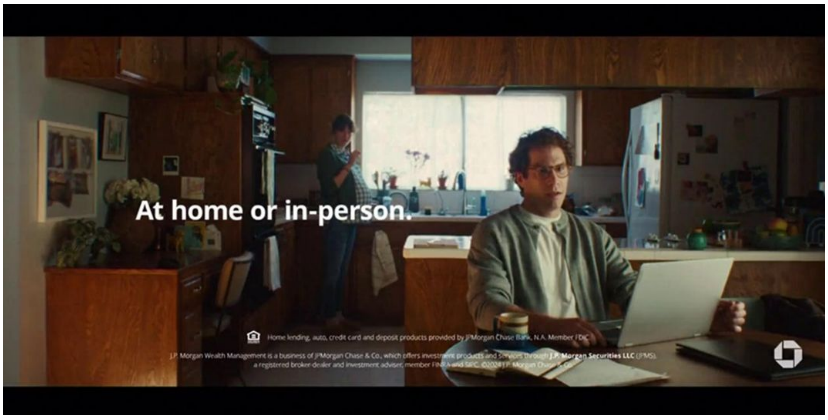
Investment marketing, on the other hand, saw a 19% increase in year-over-year spend in 2024 vs 2023. With continued rising consumer interest in investment accounts, brands are likely looking to match marketing spend to consumer demand.

US: share of marketing spend, by subindustry, 2023-2024



***Source:** Comperemedia Omni [1/1/2023-12/31/2024] as of 3/5/2025*

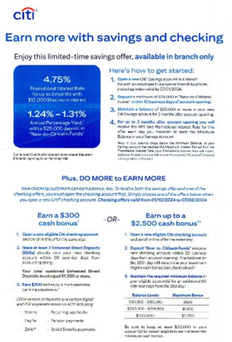
Chase touts its financial guidance capabilities



Chase took to national TV to highlight its easy access to both in-person and digital advisors. The brand showed how it can make consumers' dreams possible, even if those dreams are as financially demanding as updating a kitchen.

This is likely to resonate with affluent consumers' strong demand for financial guidance, while its emphasis on both in-person and digital interactions brings cross-generational appeal.

***Source:** Comperemedia Omni [6/1/2024-2/28/2024] as of 3/5/2025*



Citibank combines an introductory savings rate with a cash bonus

While it is common for brands to offer an extra sign-up bonus when consumers bundle checking and savings, Citibank sweetened the deal by combining its sign-up bonus with a promotional interest rate for its savings account.

In doing so, Citi tackled the top concerns associated with opening a new financial services account: maximizing savings and income both in the short term and over the long run.

***Source:** Comperemedia Omni [1/1/2024-12/31/2024] as of 3/6/2025*

American Express highlights aspirational travel

American Express took to paid social to showcase the luxury travel experiences made possible with the Delta SkyMiles Platinum Card.

The use of paid social, youthful representation, and punny portmanteaus was likely designed to resonate with Gen Z, whose high credit card opening rates and openness to annual fees make them a prime cohort for the exclusive card.

***Source:** Comperemedia Omni [1/1/2024-12/31/2024] as of 3/6/2025*

evok advertising

APPENDIX

Consumer research questions

Which of the following are your highest priority financial goals in 2025?

Which of the following do you plan to do in 2025?

Which of the following features are you seeking from a new financial services account in 2025?How

confident are you in the following areas of personal finance?

Which of the following forms of financial support would you be interested in receiving from your

bank?Do you agree or disagree with the following statements about financial services?

Consumer research methodology

For the purposes of this Report, Mintel commissioned exclusive consumer research* through Kantar Profiles to explore consumer attitudes toward financial services in 2025. Mintel was responsible for the survey design, data analysis and reporting. Fieldwork was conducted in December 2024 among a sample of 2,000 adults aged 18+ with access to the internet.

Mintel selects survey respondents by gender, age, household income, region, race, ethnicity and parental status so they are proportionally representative of the US adult population using the internet. Mintel also slightly oversamples, relative to the population, respondents who are Hispanic or Black to ensure an adequate representation of these groups in our survey results and to allow for more precise parameter estimates from our reported findings. Please note that Mintel surveys are conducted online and in English only. Hispanic consumers who are not online and/or do not speak English are not included in our survey results.

While race and Hispanic origin are separate demographic characteristics, Mintel often compares them to each other. Please note that the responses for race (White, Black, Asian, Native American or other race) will overlap those that also are Hispanic, because Hispanic consumers can be of any race.

** for further details, see research methodology*

Generations

Generation	Overview
World War II/Swing Generation	Born 1928 or earlier (WWII) and 1929-45 (Swing), members of these generations are aged 80+ in 2025.
Baby Boomers	Born 1946-64. In 2025, Baby Boomers are between the ages of 61 and 79.
Generation X	Born 1965-79. In 2025, Gen Xers are between the ages of 46 and 60.
Millennials	Born 1980-96. In 2025, Millennials are between the ages of 29 and 45.
Generation Z	Born 1997-2010. In 2025, members of Gen Z are between the ages of 15 and 28.
Generation Alpha	The newest generation began in 2011. In 2025, members of Gen Alpha are aged 14 and under.

In 2021, Mintel made minor adjustments to generational definitions; the size and age of each group may not match previous Reports

Abbreviations and terms

AI	Artificial Intelligence
BNPL	Buy now pay later
CDs	Certificates of deposit
ETFs	Exchange-traded funds
FIs	Financial institutions
HYSAs	High-yield savings accounts
ROI	Return on investment

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