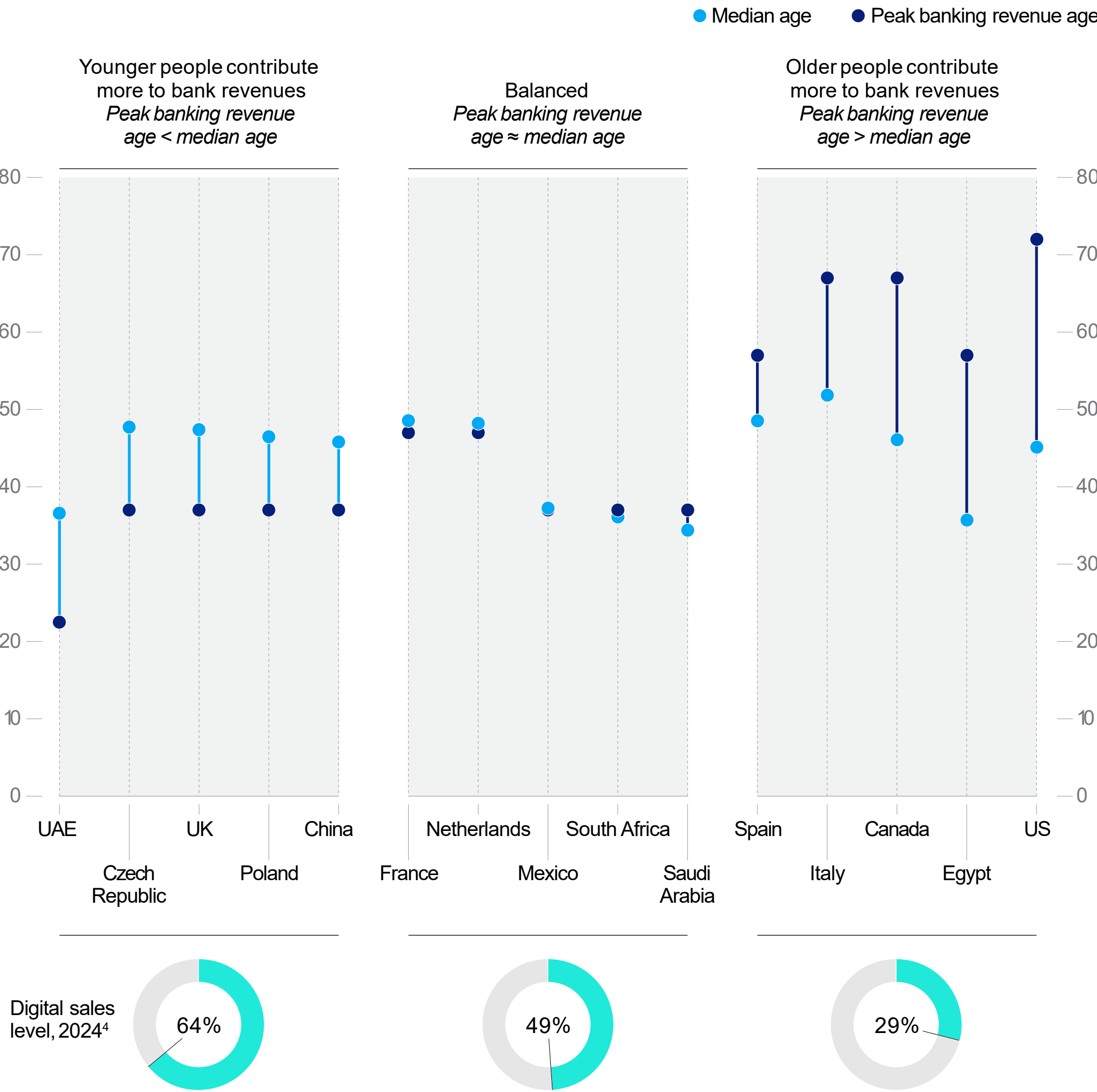


Differences between the age demographics in various geographies inform banking digitalization trends.

Median age¹ and peak banking revenue age,² 2023–24,³ years



¹Excluding children younger than 15 years old. ²The age group that contributes most to banking revenue pools in each market. ³2024 estimates are based on published midyear data. ⁴Percentage of banking sales made through digital channels; data not available for China, Egypt, and Mexico.
Source: Finalta by McKinsey; McKinsey Panorama—Banking Pools