THE GEN Z CREDIT MARKET IS TAKING OFF

31.5 MILLION CREDIT-AGE GEN Z CONSUMERS IN 2019

Mortgage
Gen Z: +112% to 319,000
Millennials: +12% to 14.37 million
Gen X: 0% to 23.76 million
Baby Boomers: -4% to 25.34 million
Silent: -9% to 4.50 million

Auto
Gen Z: +42% to 4.37 million
Millennials: +4% to 26.42 million
Gen X: +1% to 26.02 million
Baby Boomers: -2% to 24.85 million
Silent: -9% to 4.35 million

Personal Loan
Gen Z: +45% to 746,000
Millennials: +14% to 5.61 million
Gen X: +10% to 6.37 million
Baby Boomers: +5% to 5.79 million
Silent: -4% to 1.03 million

Credit Card
Gen Z: +41% to 7.75 million
Millennials: +5% to 38.29 million
Gen X: +3% to 38.27 million
Baby Boomers: 0% to 47.91 million
Silent: -6% to 15.84 million

Source: TransUnion

Number Of Gen Z Consumers Carrying A Balance Growing Quickly And Outpacing Other Generations
(from Q2 2018 to Q2 2019)

31.5 MILLION CREDIT-AGE TO 44.5 MILLION BY 2022

The Gen Z credit market is taking off with Gen Z consumers carrying a balance growing quickly and outpacing other generations (from Q2 2018 to Q2 2019). Gen Z consumers carrying a balance rising 29% YOY.