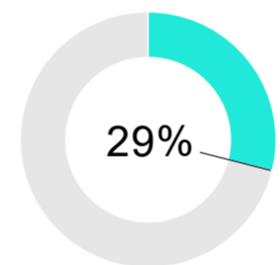
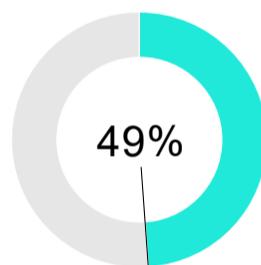
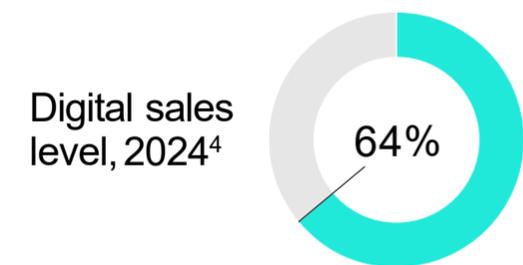
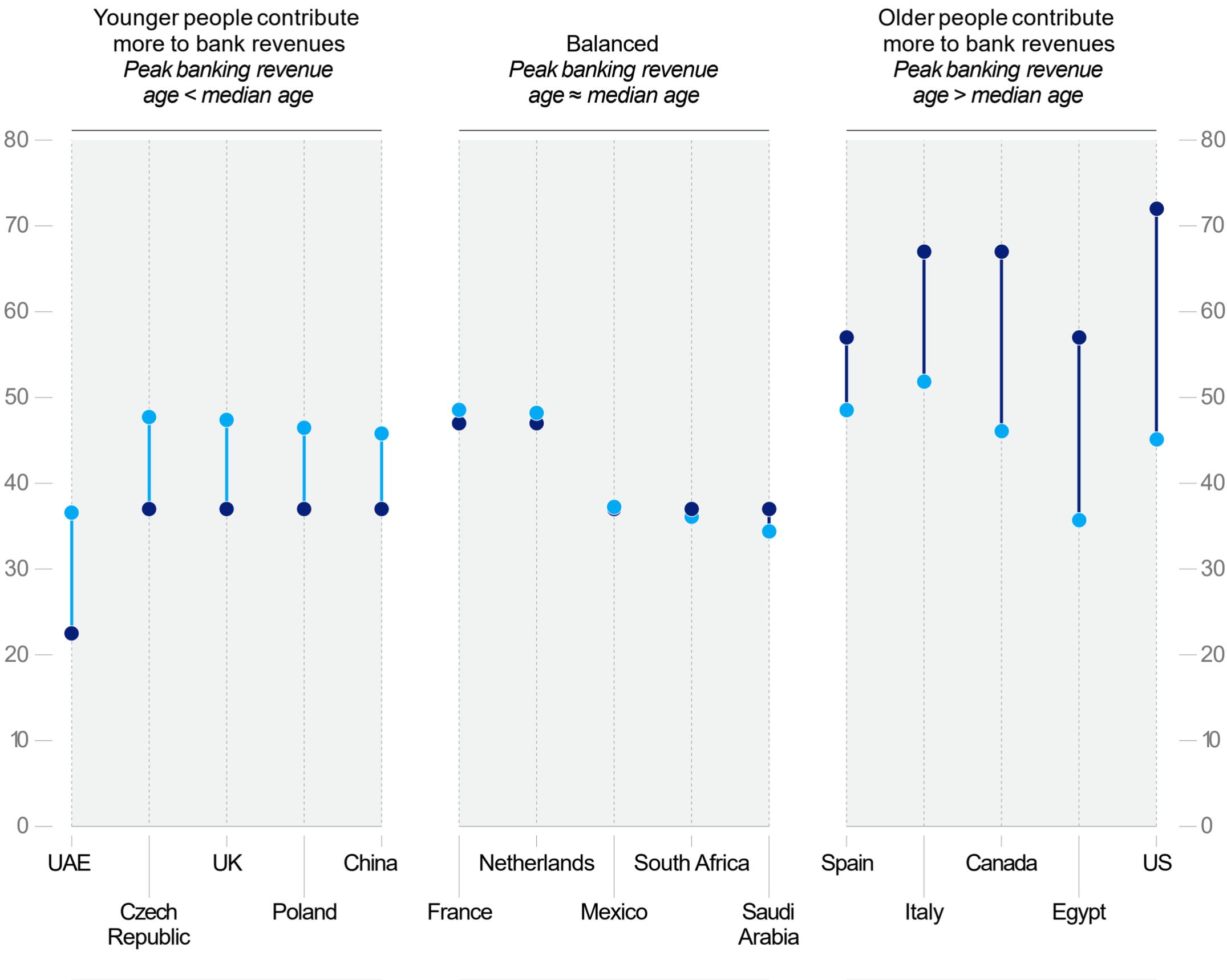


# Differences between the age demographics in various geographies inform banking digitalization trends.

Median age<sup>1</sup> and peak banking revenue age,<sup>2</sup> 2023–24,<sup>3</sup> years

● Median age ● Peak banking revenue age



<sup>1</sup>Excluding children younger than 15 years old. <sup>2</sup>The age group that contributes most to banking revenue pools in each market. <sup>3</sup>2024 estimates are based on published midyear data. <sup>4</sup>Percentage of banking sales made through digital channels; data not available for China, Egypt, and Mexico.  
Source: Finalta by McKinsey; McKinsey Panorama—Banking Pools