

How Gen Z Is Changing the Payment Game



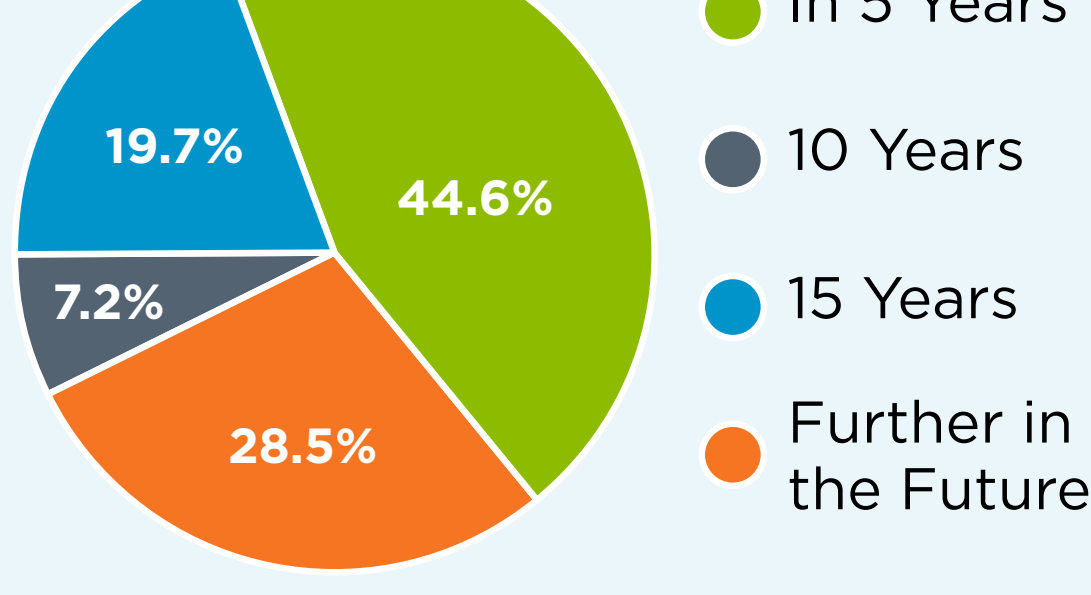
Gen Z Will Soon Be a Significant Segment of the Billers' Customer Base

Gen Z will make up **30%** of the global workforce by **2030**



Of the **86%** of Gen Zers who want to purchase a home, nearly **45%** want to make that purchase in the next five years

When Do Gen Zers Plan to Buy Their Homes



Gen Z Finds Reading and Paying Bills Confusing

30% of Gen Z find their bills hard to understand versus **22%** of Americans of all ages

53% of Gen Zers paid a bill late in the last 12 months compared to **46%** of the overall population, proving they're struggling



Gen Z Is Less Interested in Traditional Payment Methods



Less than half of Gen Zers have traditional bank accounts



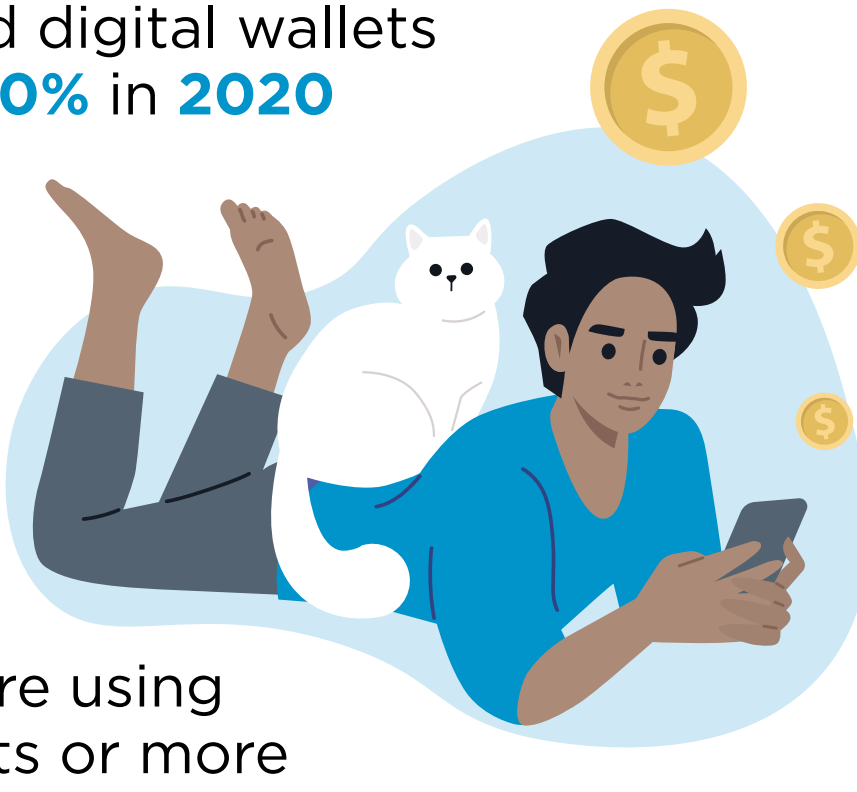
Gen Zers anticipate reducing their use of debit cards (from **35%** to **26%**) and credit cards (from **16%** to **14%**) in the future

Gen Z Expects Digital Wallets To Be Available

57% of Gen Z used digital wallets in **2021**, up from **50%** in **2020**

6 in 10 Gen Zers said mobile devices were their payment method of choice

14% of Gen Zers are using three digital wallets or more

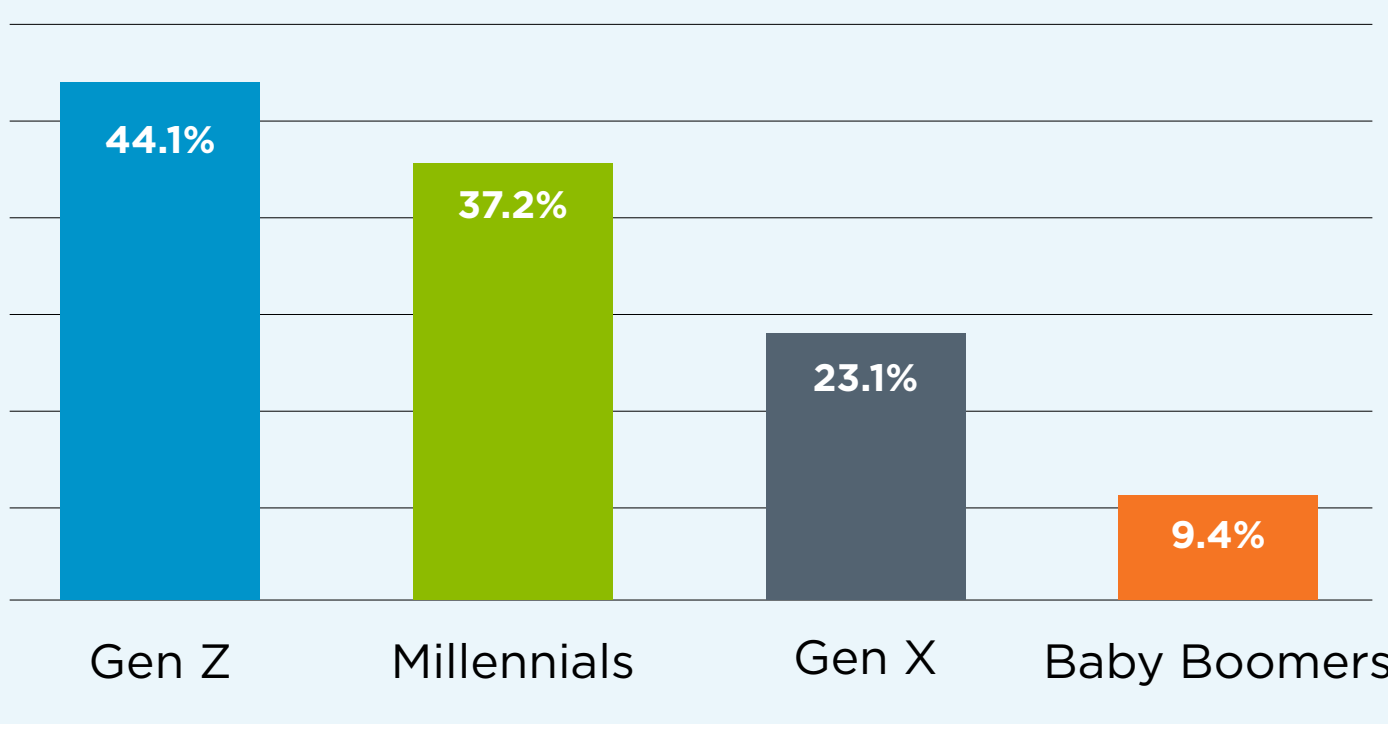


Gen Z Loves Buy Now, Pay Later (BNPL)

Almost **75%** of BNPL users in the U.S. are Gen Z or Millennials

In 2022, **44% of Gen Zers** used BNPL services at least once, compared with **37% of Millennials**

U.S. Buy Now, Pay Later (BNPL) User Penetration by Generations (2022)



We know that Gen Z expects billers to offer more than traditional payment methods. They want to see a commitment to digital solutions that allow them to make payments from all of their devices. With KUBRA EZ-PAY, your Gen Z customers will have access to all the digital payment options they expect, including web, mobile app, chatbot, text, and more.



www.KUBRA.com

Sources:

- Gen Z and tech dependency: How the youngest generation interacts differently with the digital world.
- Gen Z: Chronic Late Payers.
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- Only 1 in 5 Gen Zers Say They Will Pay With Cash in the Future Finds Logica Research, 2021.
- The Numbers Behind Younger Users' Love Affair With Mobile Wallets And Online Banking, Digital Transactions, 2021.
- Almost 75% of BNPL users in the US are Gen Z or Millennials, eMarketer, 2021.
- Gen Z Is Buying: See How They Pay, LOGICA, 2022.