

Neobanking on growth: US customer base will climb over the next 4 years

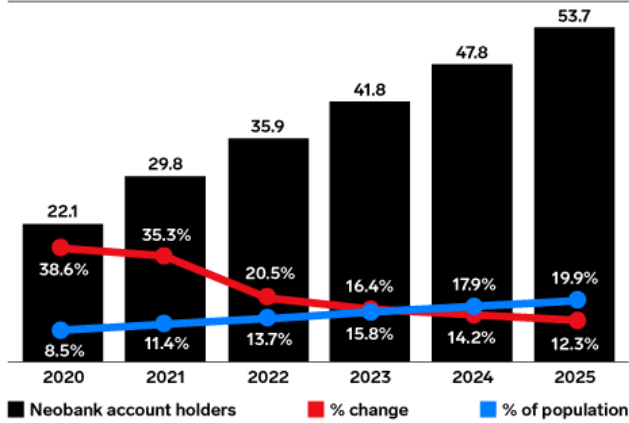
Article

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Neobanks like **Chime** and **Varo** will grow by nearly **24 million** US account holders between 2021 and 2025, per Insider Intelligence projections. By the end of 2025, more than **50 million** Americans will hold accounts at digital-only banks.

US Neobank Account Holders, 2020-2025

millions, % change, and % of population



Note: individuals who hold at least one account at an independent, digitally native digital-only bank that either has a banking license or operates on a licensed bank's platform (such as Chime or Varo in the US, Monzo in the UK, and Koho in Canada)
Source: Insider Intelligence, May 2021

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