

Demand rises for banking products that help young consumers manage parents' finances

Article

The trend: We've covered [how parents of young adults worry about their children's financial health](#). But the reverse is also true. Cornerstone Advisors' [report](#) "The Boomer-ang Effect:

Financial Institutions' \$1 Billion Opportunity in Senior Financial Management” found many **young customers worry about their parents' financial health, too.**

- The September 2024 survey included 500 US consumers with a parent who's at least 60 years old.

By the numbers: Four in 10 US consumers with parents aged 60 or over already help their parents with at least some financial tasks.

- 40% of those consumers believe that within 10 years, their parents will need to hand over the financial reins completely.
- 20% believe that within five years, they'll have to manage their parents' finances.

Baby boomers agree they'll need their children's help, but aren't sure when.

What this means for banks: Consumers just want what's best for their loved ones—and that's how young consumers view their parents' needs.

- A Kiplinger study found that 83% of millennials prefer that their parents have financial security, rather than pass along to them any inheritance.
- Many Gen Xers who provide for both their parents' and childrens' financial needs live paycheck-to-paycheck, per Newsweek.

These consumers appreciate banks that offer convenient solutions to mitigate their concerns about their parents' well-being.

What consumers need: We've covered [baby boomers' migration to digital banking tools](#), which shows they are comfortable banking with mobile apps and online. Younger consumers who manage their parents' finances also want digital tools that enable them to perform related tasks.

- Banks that already offer these solutions should target older millennials and Gen Xers with relevant marketing campaigns.