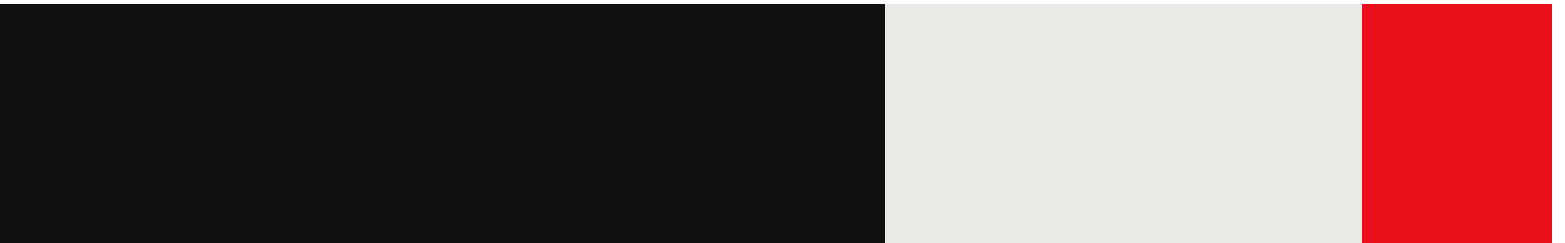


Gen Z is driving mobile wallet payments—which is to Venmo, Apple Pay, and Zelle’s benefit

Article



Gen Z is the first mobile payments-native generation. By 2028, 67.8% of US adults will be mobile wallet users, per [our forecast](#). Gen Zers are already way ahead: 85.1% made an in-store

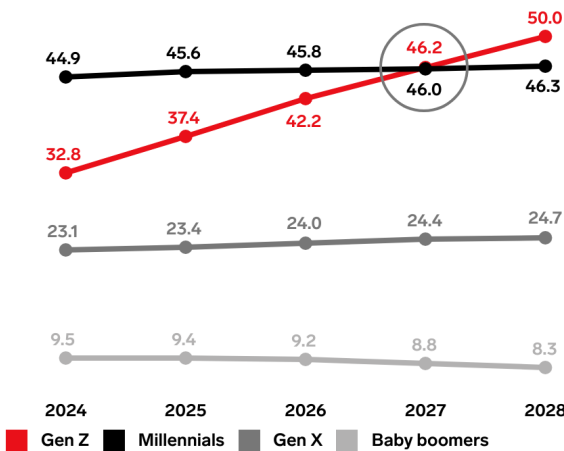
or online payment using their phone in 2023, according to Federal Reserve Bank of Atlanta.

Per survey data analyzed in the full report, Gen Z's preference for iPhones gives Apple Pay a big lead over other in-store wallets, such as Google Pay and Samsung Pay. Gen Z has also embraced Zelle, as the bank-owned app keeps building a bigger share of peer-to-peer (P2P) transaction value and usage.

Gen Z will also propel in-store mobile wallet usage. The number of Gen Z mobile proximity payment users will rise from 32.8 million in 2024 to 50.0 million in 2028, per our forecast—which will represent 37.7% of overall users. That year, we expect 70.6% of Gen Z internet users to make mobile proximity payments.

Gen Z Will Usurp Millennials as the Largest Generation of Proximity Mobile Payment Users in 2027

millions of US proximity mobile payment users, by generation, 2024-2028



Note: mobile phone users who make a proximity mobile payment transaction via mobile phone at least once per month; Gen Z are individuals born between 1997 and 2012; millennials are individuals born between 1981 and 1996; Gen X are individuals born between 1965 and 1980; baby boomers are individuals born between 1946 and 1964
Source: EMARKETER Forecast, March 2024

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[Read the full report.](#)

Report by David Morris Dec 04, 2024

Gen Z Consumer Payment Habits 2024

