



Analysis of N26 customers' data in 2021

***N26 male customers earn more
but it is N26 female customers who save more***

Paris, January 2022 - **N26 analyzed the savings and spending habits of more than 1.7 million of its customers in Europe, including 40,000 in France.** Based on the data, the differences in the financial behavior between men and women were noticed: For example, N26 male customers have a monthly income up to 42% higher than that of women. However, N26 female clients save up to 50% more than male clients.

Men earn more, women save more

The spending and saving habits of N26's global customers¹ also show fascinating differences between users that are classified as males and females. Despite the fact that men in our study have a compelling average 30 % higher monthly income flow, females are the better savers in both the absolute amount they set aside as well as the share of income they save. While men put away only 16 % of their monthly incomes, women stash aside 22 %. With this, the average female saves 4% more despite having much lower financial inflow.

The “savings gap” is particularly visible at the age groups 18-34:

- Females 18-19 save 52,16 € (50 %) more than men at that age, while having roughly the same income.
- At 20-24 women stash aside 40,38 € (50 %) more than men, with 155,20 € (20 %) less monthly profits.
- Females 30-34 spared on average 75,96 € (32 %) more than their male counterparts, with a whopping 368,42 (26 %) less monthly income.²

French saving and spending habits

In 2021, the 2.5 million N26 customers in France carried out 21 transactions per month on average for an average amount of €1,150. The top 5 spending categories for N26 customers in France are:

- 1 - **Food** (shopping - restaurant/bar - home delivery): **34%**
- 2 - **Shopping** (Retail and e-commerce): **18%**
- 3 - **Transport** (VTC - Public transport - train/plane - petrol): **16%**
- 4 - **Culture** (Culture - cinema - museum subscription) - **9%**
- 5 - **Cash withdrawal** (ATM) & Savings (Spaces) - **6%** each

¹ The study is based on N26's analysis of the aggregated and anonymised spending data and saving data of over 1.7 Million N26 consumers globally in the period of January to December 2021. “Spending data” is defined as money transfers going out of the survey's participants' main bank accounts, while “saving data” is defined as money saved in the survey's participants' Spaces as well as main accounts.

² For the future N26 aims to add more context and include data points of other genders besides male and female



As to the spending habits, in 2021 N26 French users saved an average of 69,24 € per month, equaling 6 % of their monthly income. This places them in the last position of our study's ranking compared to the savings of Germans, Italians and Spanish in both, actual Euros saved as well as share of income saved.

With 7 % Lyonnaise and Parisians save a slightly higher share of their monthly income than the rest of the nation, while users from Marseille stack aside only 2 % – the lowest of all cities examined in the study. In terms of actual Euros saved, Parisians take home the win with 111,19 € monthly set aside (61 % above average).

The favorite spending months in France are December (18 % above yearly average) as well as June, July and November (all +5 %). On the other hand March (+217 %) and April (+127 %) are the months in which they save the most.

“N26 is a Tech company that does banking. Data is at the heart of our know-how because it gives us insights on how to make our products even more relevant to our customers' needs. For example, we know that in France, we have twice as many users subscribed to Spotify than to Deezer or that the favorite mobile operator of our customers is Free”, comments **Jérémy Rosselli, CEO N26 France & BeNeLux.**

To find more information about this study, please visit our [blog](#).

About N26

N26 GmbH (“N26”) is building the first mobile banking platform the world loves to use. Valentin Stalf and Maximilian Tayenthal founded N26 in 2013 and launched the initial product in early 2015. Today N26 has more than 7 million customers in 25 markets. The company employs more than 1,500 employees across 10 office locations: Amsterdam, Berlin, Barcelona, Belgrade, Madrid, Milan, Paris, Vienna, New York and São Paulo. With a full European banking license, state-of-the-art technology and no branch network, N26 has redesigned banking for the 21st century and is available on Android, iOS and desktop. N26 has raised close to \$1.8 billion from the world's most established investors, including Third Point Ventures, Coatue Management LLC, Dragoneer Investment Group, Insight Venture Partners, GIC, Tencent, Allianz X, Peter Thiel's Valar Ventures, Li Ka-Shing's Horizons Ventures, Earlybird Venture Capital, Greyhound Capital, Battery Ventures, in addition to members of the Zalando management board, and Redalpine Ventures. N26 currently operates in: Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland and the U.S., where it operates via its wholly-owned subsidiary, N26 Inc., based in New York. Banking services in the U.S. are offered by N26 Inc. in partnership with Axos Bank®, Member FDIC (Certificate 35546). For more information about N26, please visit [n26.com](#).

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