

# State of Remittances

## U.S. Consumer Survey 2023



## Key Takeaways

Insights from a survey of 1,000 U.S. consumers who have sent money abroad in the past year explore key trending factors and future growth drivers in the global payments industry.

- 1 Remittance consumers remain resilient amidst fear of economic downturn, with 75% expecting to send the same or an even higher amount of money in 2023**
- 2 Demand for digital capabilities remains high, with 85% reporting they're primarily using digital methods to send money abroad**
- 3 Millennials are expected to play a key role in the future growth of the global remittance market, as they are the most likely generation to increase their sends abroad in 2023**

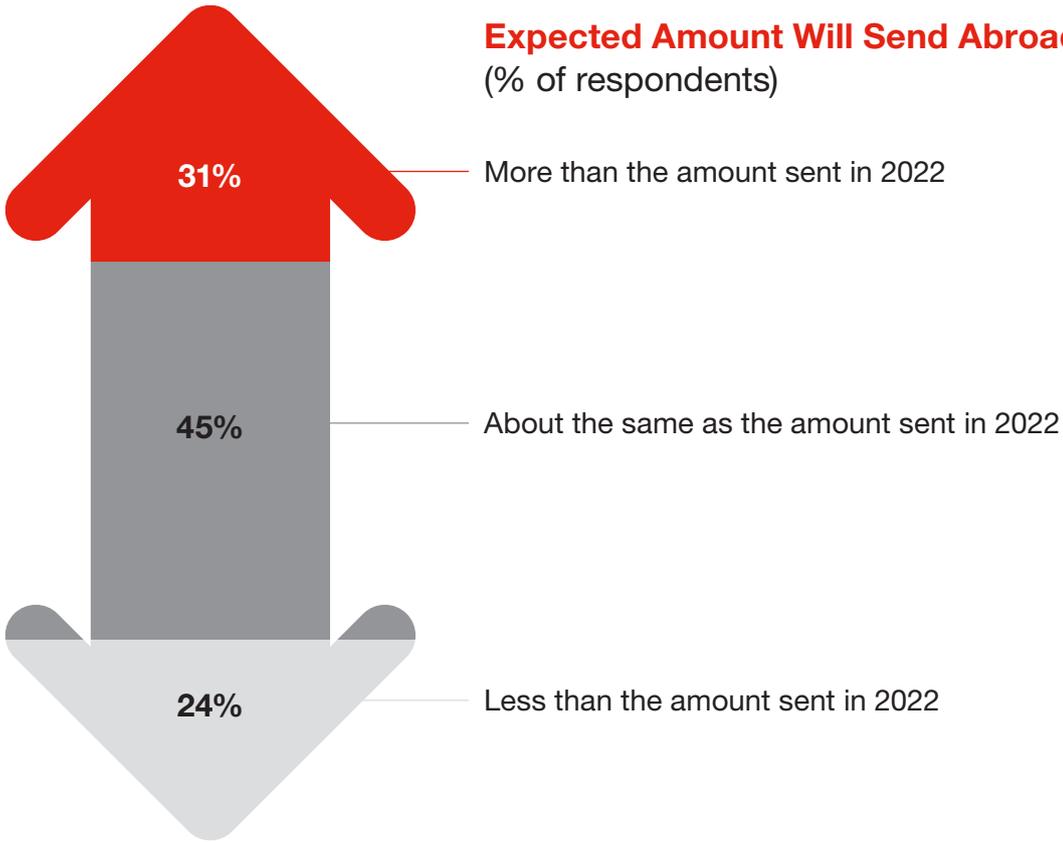




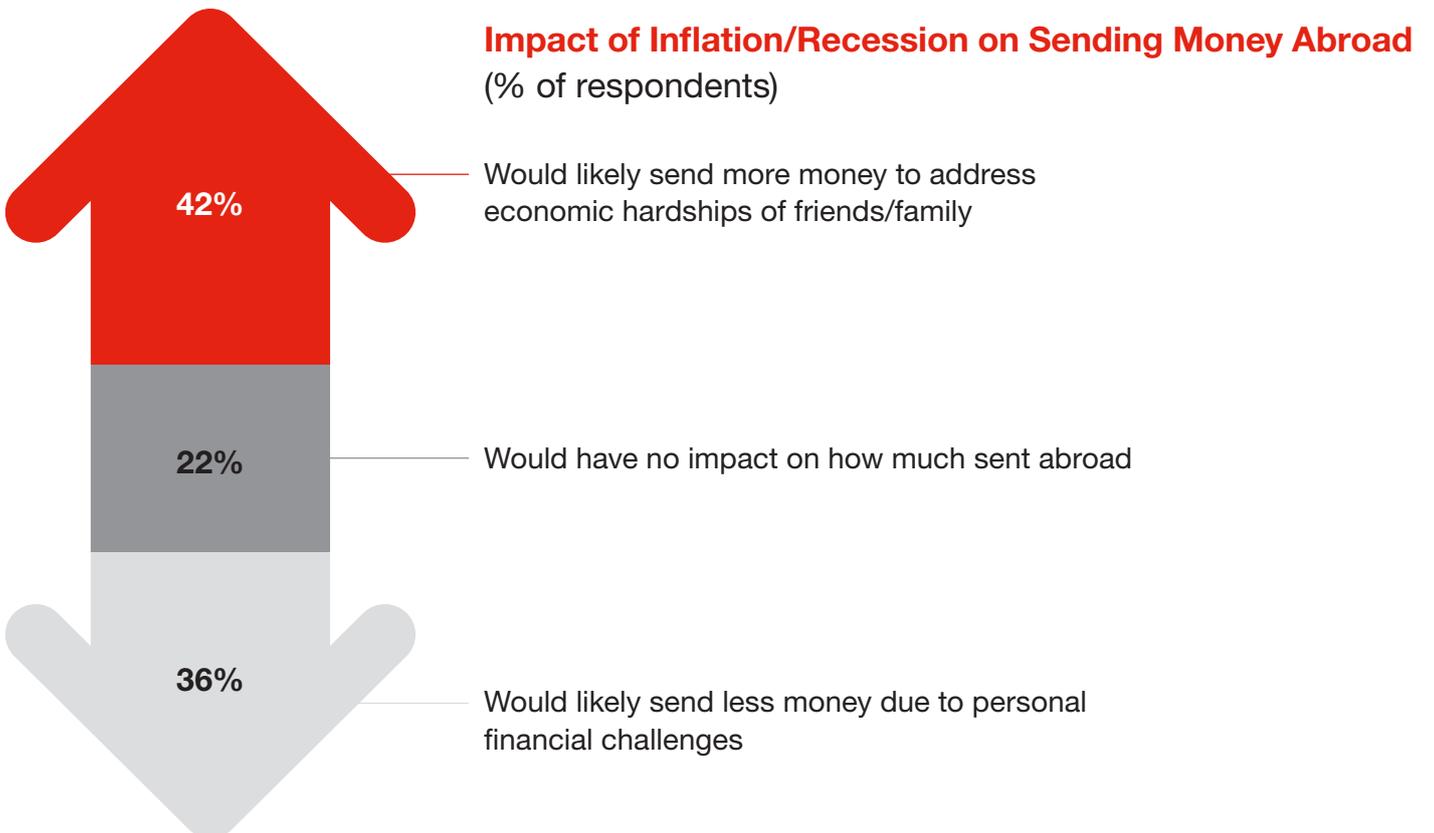
## Remittance consumers remain resilient amidst fear of economic downturn

- The overwhelming majority of respondents (9 in 10) expressed concern over inflation or an impending recession potentially affecting the amount of money they'll be able to send abroad this year. However, over 75% expect to still send the same or an even higher amount of money in 2023, compared to 2022.
- Reinforcing this sentiment, 42% claim that in the event of an explicit economic downturn, they would likely increase the amount they send abroad to help alleviate pressure on family and friends abroad.
- Survey results highlighted that consumers continue to send money abroad to support the needs of loved ones back home, with ongoing support being the largest reason for sending funds abroad (63%), followed by supporting family/friends with an unexpected situation (52%).
- Approximately half of all respondents said the needs of their family and friends abroad have increased compared to a year ago, while 44% said their needs stayed the same.

**Over 75% expect to still send the same or an even higher amount of money in 2023, compared to 2022.**



**42% claim that in the event of an explicit economic downturn, they would likely increase the amount they send abroad to help alleviate pressure on family and friends abroad.**

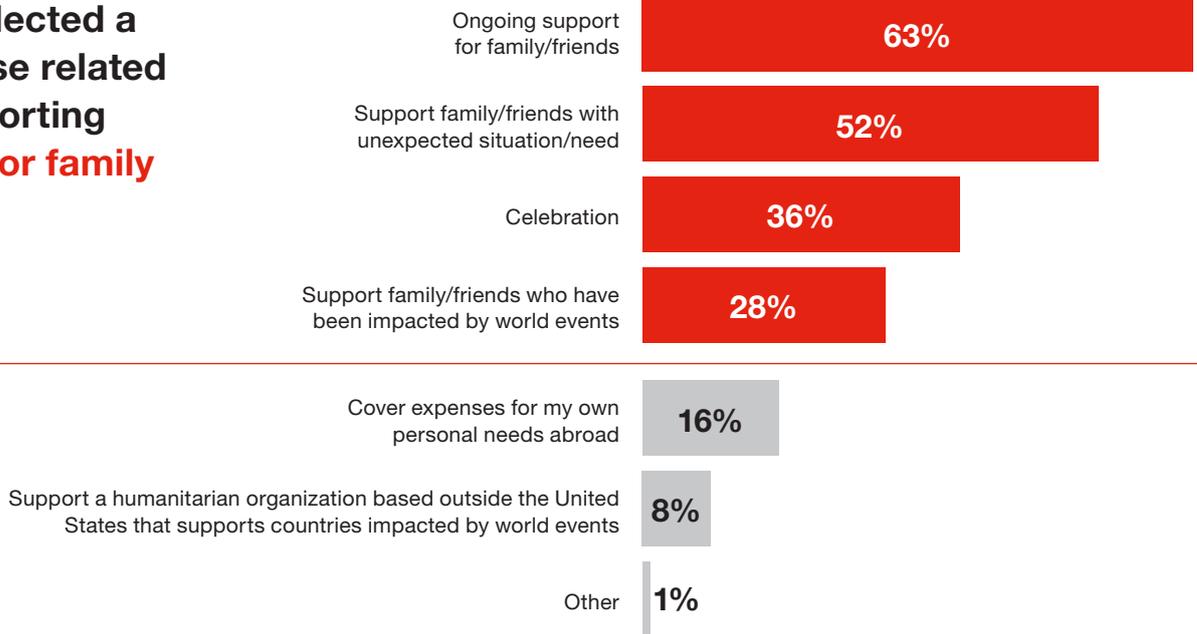


**Consumers continue to send money abroad to support the needs of loved ones back home, with ongoing support being the largest reason.**

### Reasons for Sending Money Abroad

(% of respondents)

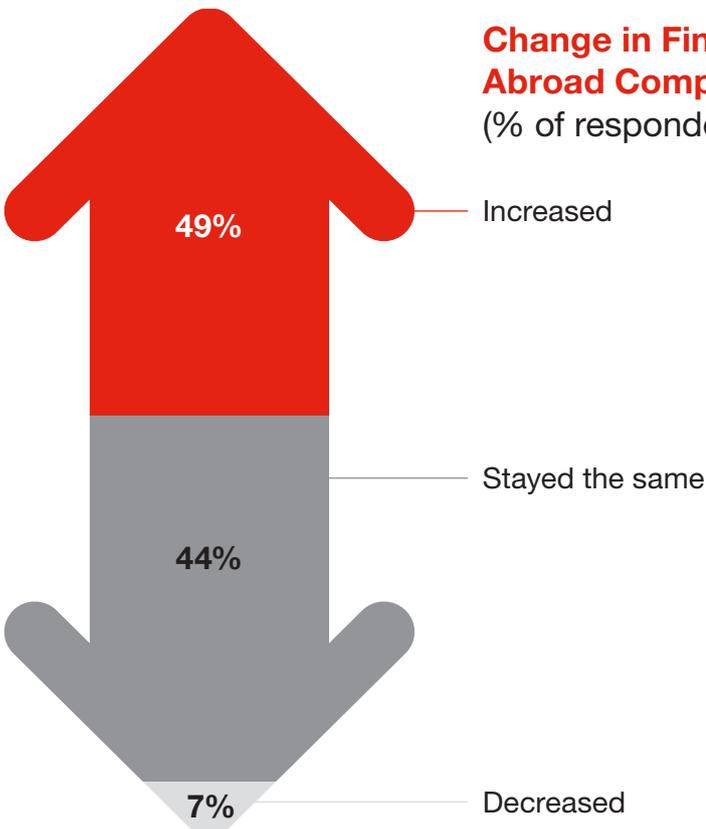
**95% selected a response related to supporting friends or family**



**Approximately half of all respondents said the needs of their family and friends abroad have increased compared to a year ago, while 44% said the needs stayed the same.**

### Change in Financial Needs of Family/Friends Abroad Compared to 12 Months Ago

(% of respondents)



*// This latest survey further solidifies the idea that through thick and thin, consumers who send money to family and friends abroad are resilient and dependable.*

*We saw this in action during the pandemic – undoubtedly the deepest economic and health crisis in decades – and we continue to be inspired that consumers still plan to prioritize supporting their communities abroad even despite recent economic turmoil. //*

**Alex Holmes**

MoneyGram Chief Executive Officer



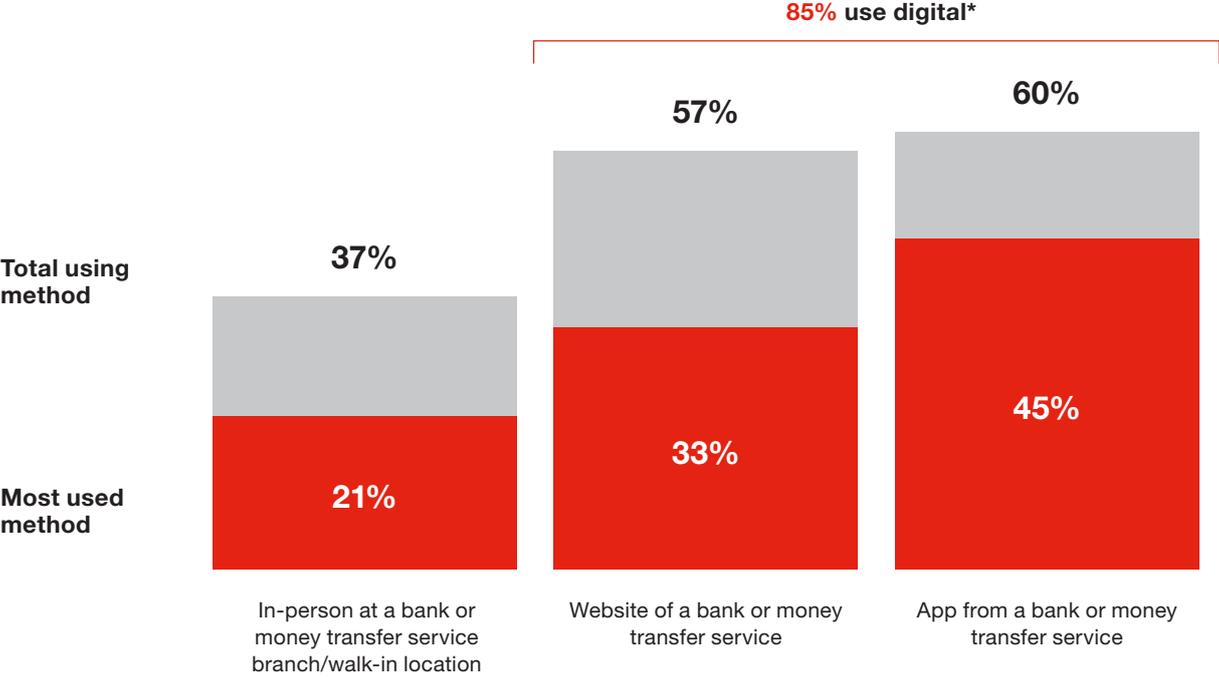
## Demand for digital capabilities remains high, and consumers are interested in additional products and services within their money transfer apps

- Across all age groups, consumers share a high affinity for digital money transfer platforms, as 85% of respondents reported primarily using mobile apps and websites to send money abroad, and their migration to digital is only increasing.
- Generations differ on the preferred method for sending digital remittances, as the survey showed a clear line drawn between younger (Gen Z, Millennial) and older (Gen X, Boomer) generations around apps and website use.
- The majority of respondents would be interested in a digital app that addresses a broader range of financial needs to complement an existing core remittance offering.
- Another strong unifier across all demographics is the appeal of blockchain within the global payments industry. Among those familiar with the technology, an overwhelming 91% said they would be interested in seeing blockchain technology leveraged in the money transfer space.

**85% primarily use digital methods to send money abroad (over in-person transfers).**

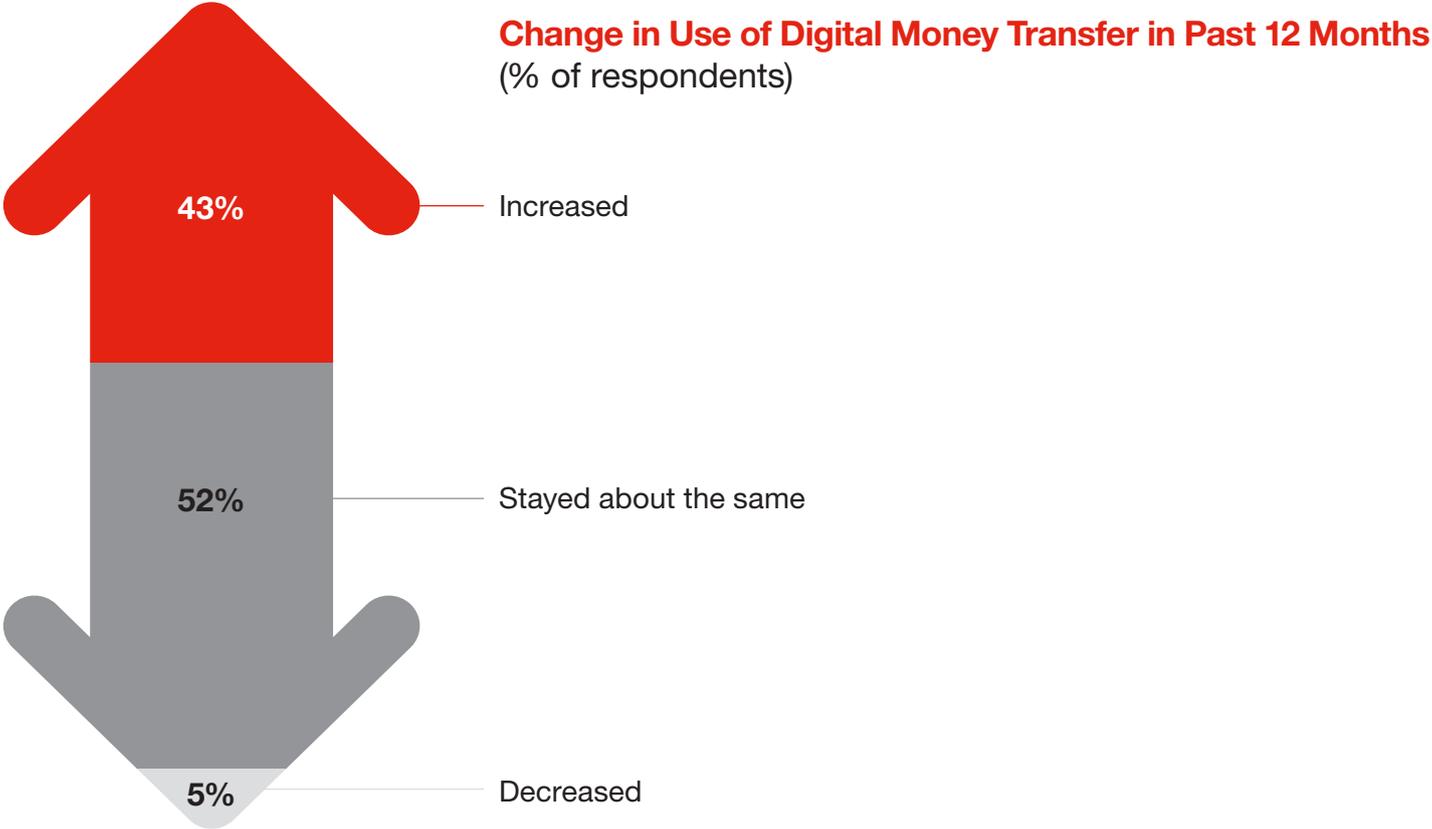
**Methods Used to Send Money Abroad**

(% of respondents)



\*As respondents could select more than one send method, 85% represents the total percentage using a website AND/OR app.

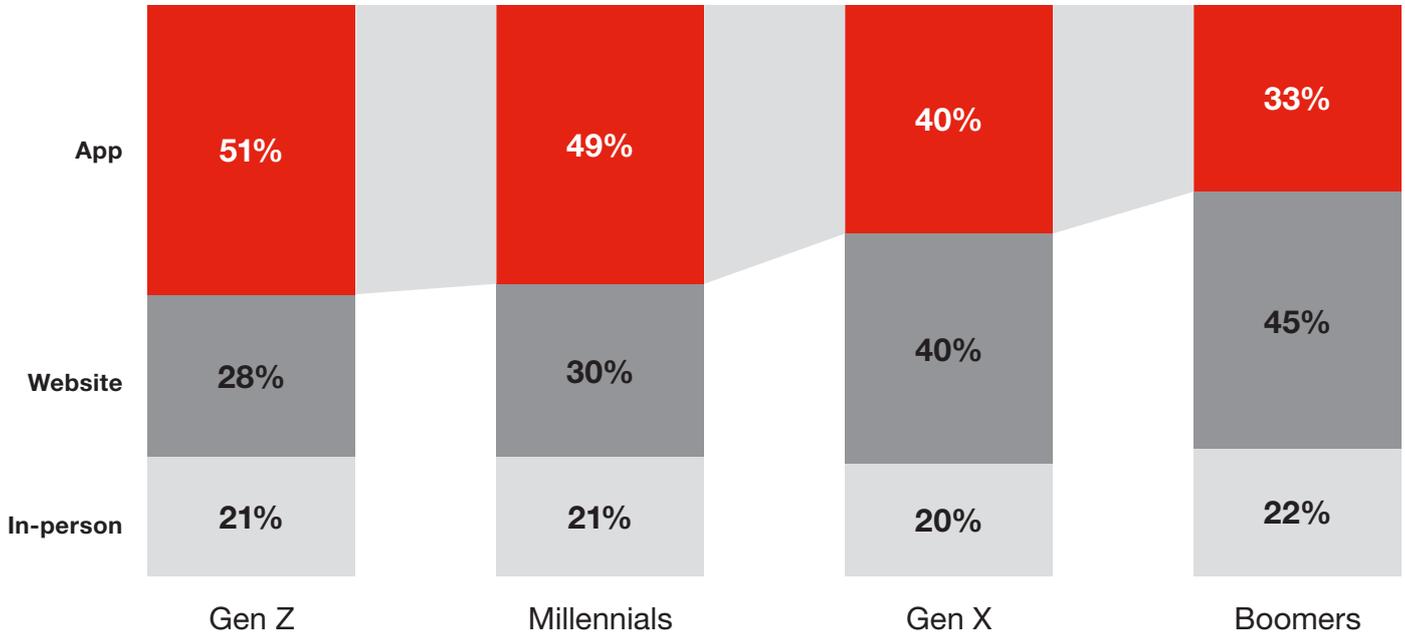
**Nearly half (43%) increased their digital money transfer volume in 2022.**



About half of younger consumers prefer apps as their primary way to send money abroad, compared to 40% of Gen X and 33% of Boomers.

### Method Used Most to Send Money Abroad by Generation

(% of respondents)



Remittance consumers are increasingly forward-thinking regarding the technology available to them. We're finding that a strong majority of our current and potential customers are interested in these advanced solutions, especially in an increasingly uncertain economic environment. Our strategic vision to offer consumers expanded capabilities will better equip them to manage not only their finances, but also the financial health of their loved ones overseas.

**Seth Ross**

MoneyGram Chief Digital Officer

While the majority of respondents would be interested in a digital app that addresses a broader range of financial needs (to complement a core remittance offering), Millennials show the most interest in the expansion of app capabilities.

### Value of a Money Transfer App for a Broad Range of Financial Needs

(% of respondents)

**Total**



**Millennials**

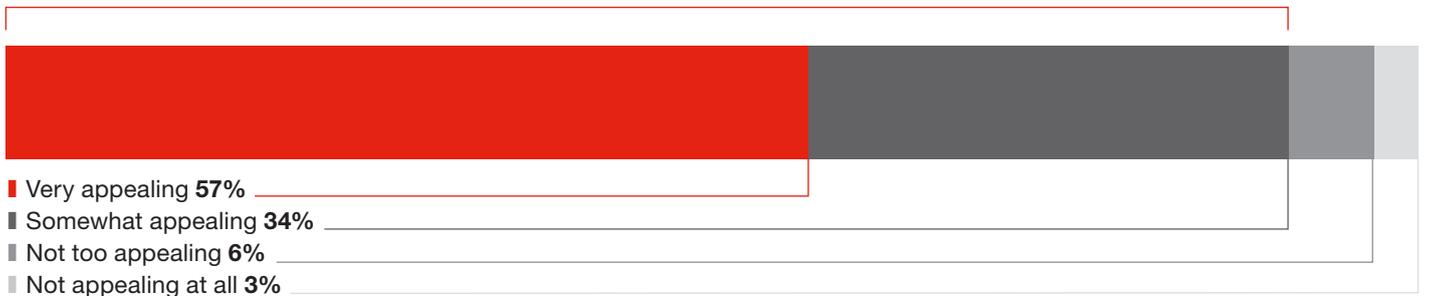


Among those surveyed who were familiar with blockchain technology (which included over half of respondents), an overwhelming 91% said they would be interested in seeing the technology leveraged in the money transfer space.

### Appeal of Money Transfer Using Blockchain

(% of respondents)

91% find appealing



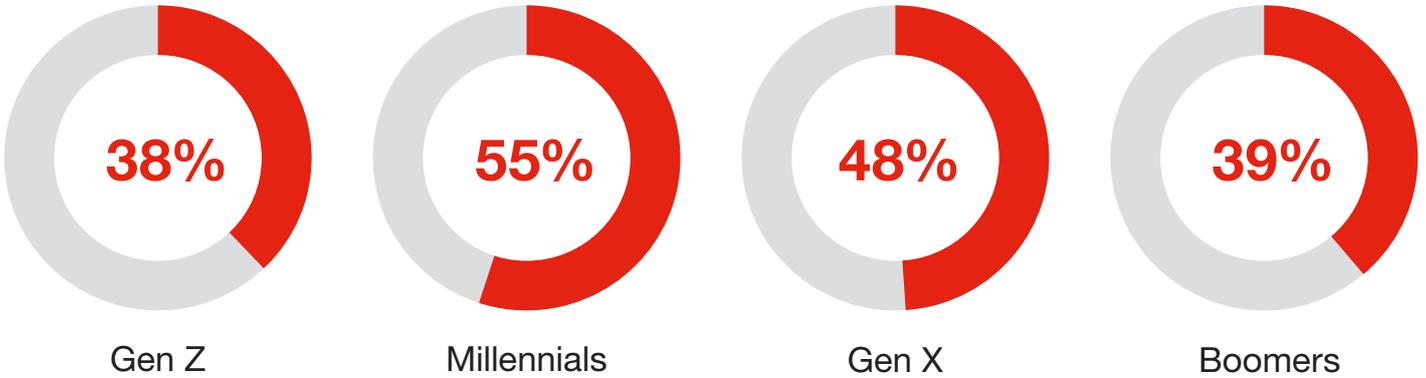


## Millennials are expected to play a key role in the future growth of the global remittance market

- Millennials are the generational group most likely to increase their sends abroad in 2023.
- They are the most likely generation to say the needs of family and friends have increased, as 55% of Millennials said their loved ones needed additional financial support over the past year.
- Millennial tech preferences are especially notable, as 53% of Millennials who send money abroad have increased their use of digital send methods in the past year, the most of any generation.

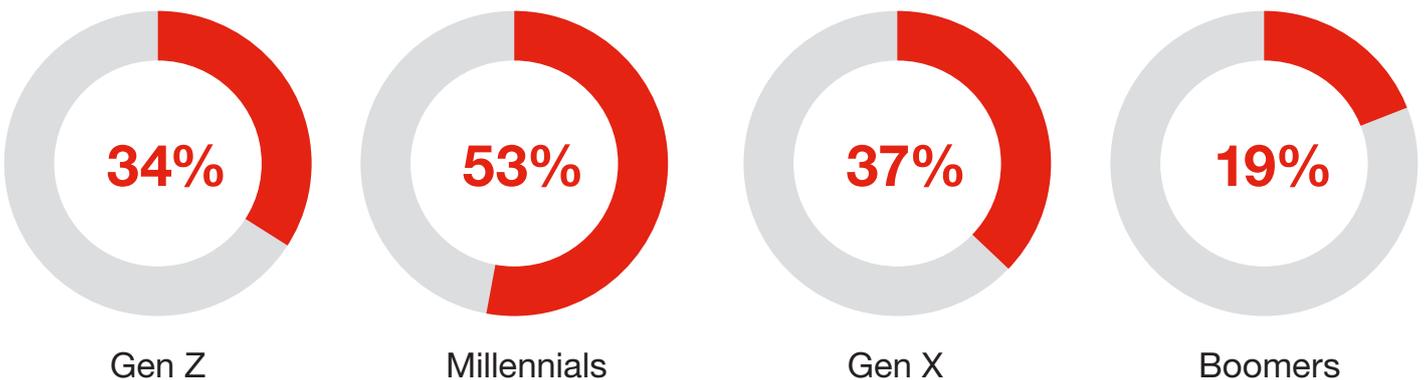
**55% of Millennials said their family and friends needed additional financial support over the past year (compared to 48% of Gen X, 39% of Boomers, and 38% of Gen Z).**

**Most Likely to Say Needs of Family/Friends Have Increased in the Last Year**  
(% of respondents)



**53% of Millennials who send money abroad have increased their use of digital send methods in the past year, the most of any generation. In contrast, Gen X, Gen Z and Boomers also report increasing their use of digital money transfers, but by smaller percentages.**

**Increased Use of Digital Money Transfer in Past 12 Months by Generation**  
(% of respondents)



*As the next generation takes the reins in the world of remittances, we as an industry must be there to meet the demand for more intuitive and innovative financial platforms.*

*Millennials are weathering the economic storm to keep money flowing to those who rely on them, and by staying ahead of the technological curve, the global payments industry can empower them to do much more with their money transfers.*

**Anna Greenwald**

MoneyGram Chief Operating Officer

## Methodology

**This survey was conducted in Q1 2023, among a group of 1,000 respondents based in the United States who sent money abroad in the past year via an international money transfer service or international wire transfer. The survey was created and conducted by MoneyGram in partnership with independent research firm 8 Acre Perspective.**

