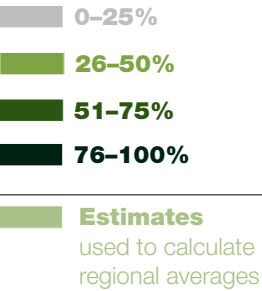


Counting the world's unbanked

Percentage of total adult population who do not use formal or semiformal financial services



Total
2,455 million adults
53%

Alberto Chaia, Tony Goland, and Robert Schiff

Alberto Chaia is a principal in McKinsey's Mexico City office, Tony Goland is a director in the Washington, DC, office, and Robert Schiff is a consultant in the New York office.

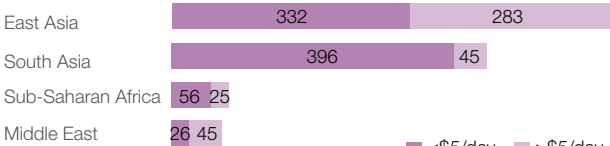
Fully 2.5 billion of the world's adults don't use formal banks or semiformal microfinance institutions to save or borrow money, our research finds. Nearly 2.2 billion of these unserved adults live in Africa, Asia, Latin America, and the Middle East. Unserved, however, does not mean unservable.

The microfinance movement, for example, has long helped expand credit use among the world's poor—reaching more than 150 million clients in 2008 alone.¹ Similarly, we find that of the approximately 1.2 billion adults in Africa, Asia, and the Middle East who use formal or semiformal credit or

The unbanked are not unservable

Yet serving adults who live on less than \$5 a day is not only possible at scale—to a large degree, it is already happening.

Adults who use formal or semiformal financial services, millions of adults



<\$5/day >\$5/day
Adjusted for purchasing-power parity

Central Asia & Eastern Europe
193 million adults

49%

East Asia, Southeast Asia
876 million adults

59%

South Asia
612 million adults

58%

Middle East
136 million adults

67%

Sub-Saharan Africa
326 million adults

80%

savings products, about 800 million live on less than \$5 a day. Large unserved populations represent opportunities for institutions that are able to offer an innovative range of high-quality, affordable financial products and services. Moreover, with the right financial education and support to make good

choices, lower-income consumers will benefit from credit, savings, insurance, and payments products that help them invest in economic opportunities, better manage their money, reduce risks, and plan for the future. ○

¹According to the Microcredit Summit Campaign, a leading advocacy group.

Source: McKinsey research conducted in partnership with the Financial Access Initiative (a consortium of researchers at New York University, Harvard, Yale, and Innovations for Poverty Action); we relied on financial usage data from Patrick Honohan, "Cross-country variation in household access to financial services," *Journal of Banking & Finance*, 2008, Volume 32, Number 11, pp. 2493–500.



To read the full report, *Half the World is Unbanked*, visit [sso.mckinsey.com/unbanked](https://www.mckinsey.com/unbanked).