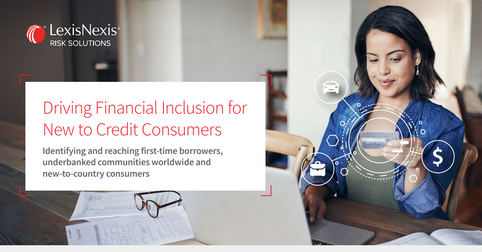


Driving Financial Inclusion for New to Credit Consumers

Identifying and reaching first-time borrowers, underbanked communities worldwide and new-to-country consumers

The new to credit opportunity: Who are you missing?

Young adults, individuals relocating to new countries and underbanked communities in emerging economies are often locked out of key financial products and services because traditional data alone may not capture a holistic view of their true creditworthiness.

1.3B adults worldwide are still underbanked[1]

~21% of US credit card applicants are credit invisible using traditional credit data solutions[2]

The global starter credit card market is expected to reach **$790B** by 2032[3]

12.5%

of US adult consumers are credit invisible — unscorable by traditional credit data (due to little or no credit history)[4]

Expanding financial inclusion for the largely untapped and undervalued new to credit population can help support your portfolio growth goals in a highly competitive market.

Unlocking access for first-time borrowers (Gen Z) in the US

In the US, many consumers begin building credit in their teens — **nearly three in four get their first credit card by age 25.**[5]

46%

Yet **46% of applicants aged 18-24** are invisible to institutions relying only on traditional credit data.[6]

GEN Z CONSUMERS

BARRIERS

Limited or no traditional credit history = denial of access

Limited experience applying for or navigating lending processes for credit cards, student loans, car loans, etc.

OPPORTUNITIES

$12T

Gen Z's projected spending power in 2030[7]

88.1%

of credit invisible applicants can be scored using alternative data[8]

Expanding reach to underbanked communities around the world

In emerging markets within the Asia-Pacific (APAC), Latin America (LATAM) and Europe, the Middle East and Africa (EMEA) regions, consumers facing systemic obstacles to formal credit access may operate primarily in cash.

UNDERBANKED COMMUNITIES

BARRIERS

Lack of trust, limited tech adoption and formal documentation

Cultural or systemic barriers to traditional banking

OPPORTUNITIES

50%

of global consumer spending will come from APAC by 2030[9]

65%

of global economic growth will come from emerging markets by 2035[9]

Bridging credit gaps for new-to-country consumers in the UK

Immigrants to the UK may appear credit invisible (even those coming from the EU), as there is no centralized approach to transfer credit history across borders.

Mary's story*

When Mary moved to the UK for a new job, her strong financial history did not follow. Without a UK address, she could not open a bank account, which delayed access to housing and employment onboarding.

NEW-TO-COUNTRY CONSUMERS

BARRIERS

Credit histories may not transfer between countries

Unfamiliar financial systems can be difficult to navigate

OPPORTUNITIES

Alternative data can help deliver a strong credit assessment shortly after relocation

Universal credit-building habits, like paying on time, offer a familiar starting point for credit managers and consumers

Leveraging alternative data to drive inclusion and growth

LexisNexis® Risk Solutions offers access to leading alternative data solutions that can help financial institutions expand inclusion programs, enhance credit risk assessment and unlock new revenue opportunities.

86%

of financial institutions are more confident in consumer lending decisions **based on alternative data compared to the year prior**[10]

US LENDING

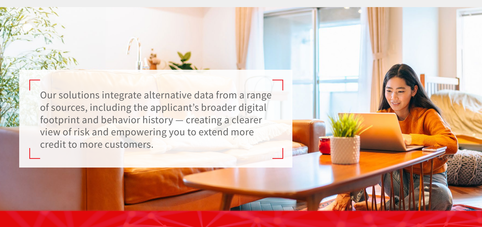
LexisNexis® RiskView™ credit suite leverages alternative data and non-credit event data to help US lenders more accurately assess traditionally unscorable consumers with no-hit or thin-file histories, maximizing acceptance rates while minimizing risk exposure.

UK LENDING

LexisNexis® RiskView™ UK uses alternative data from extensive, UK-specific data sources, connects it to customer profiles using advanced statistical linking and uses predictive analytics to help expand opportunity and support better credit risk decisions.

LENDING IN EMERGING MARKETS

LexisNexis® Decision Trust** delivers highly predictive risk insights into credit invisible populations in underserved regions around the globe by incorporating alternative data outside of traditional scores.



Our solutions integrate alternative data from a range of sources, including the applicant's broader digital footprint and behavior history — creating a clearer view of risk and empowering you to extend more credit to more customers.

Ready to reach new to credit consumers with smarter, more inclusive financial strategies?

Learn more at risk.lexisnexis.com/new-to-credit

Sources

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About LexisNexis Risk Solutions

*The consumer's name has been changed to protect their identity
**The use of LexisNexis Decision Trust for credit risk decisioning is only available in certain jurisdictions. Check with your LexisNexis Risk Solutions representative for details.