



## Americans Put More Money into More Financial Accounts: Which Are Best for Savings

Saving a Priority Despite Inflation; Taxable Accounts Growing Faster than Retirement Accounts

(Oct. 22, 2026, Rye, NY) – U.S. households are saving into more financial account types with major implications about the best accounts to achieve goals, according to a new market sizing report by H&W, the independent data and benchmarking firm that specializes in market intelligence for the U.S. wealth management industry.

*Portrait™ of U.S. Household Wealth 2026: How Advice Increases Preparedness as Investable Assets & Diversity of Retirement Visions Hit New Highs* provides a detailed overview of the foundation for H&W's capabilities for sizing market opportunities and target segments in terms of both households and investable assets set in the context of other household wealth components, including pensions and real estate. Better understanding of these financial advice experience inputs and outputs can help advice experience designers provide better advice.

Portrait starts with detailed analyses of government data and then provides greater insight into household finance by drawing upon the H&W Investor Quantitative™ (IQ™) Database, recognized as the deepest and broadest dataset on competitive consumer buying patterns of saving, investing and advice solutions with over 135 million data points from over 90,000 U.S. households, trending back 15 years.

### **Biggest, Fastest Account Growth**

Nationally, 133.4 million U.S. households control \$102.4 trillion of investable assets, bolstered by strong returns across asset classes. Taxable assets (\$66.0 trillion) are bigger and faster growing than consumer-controlled retirement accounts (\$36.5 trillion). Within retirement account types, defined contribution is closing the growth gap vs. IRAs.

This year's *Portrait* edition allows segmentation by investable assets/age combinations through the H&W Portrait Grid™ – the data foundation for sizing opportunities and target segments that quantifies household and investable assets in 156 cells. The Portrait Grid™ provides data on households that hold higher investable assets, including the fast-growing segment of \$10-million-plus. Also included are the 68.7 million households with less than \$50,000, or 51%. Segmentation by investable asset/age combinations provides focus in a market as vast as U.S. retail saving, investing and advice.

### **More Account Types, More Decisions**

Inflation is causing household spending to rise, yet saving remains a priority. These conflicting priorities are leading to increased debt for middle-asset range households. Households are allocating saving across many account types, with ownership of all account types, except contributory IRAs on the rise.



## Decisions Where to Put Savings/2

“Advice and guidance experiences should address allocation of saving across all possible account types, not just those your firm offers,” Laura Varas, CEO and founder of H&W, said. “Households may perceive tax-deferred accounts as a good choice for today but can fail to maintain liquidity for goals other than retirement. The data show that good advice experience helps make better decisions.”

Nationally, 34% of households spread saving across 3-plus account types. Younger households with \$100,000 to under \$3 million are more likely than other investable assets/age segments to face complex decisions about allocating saving across multiple account types.

50% of households with \$3 million-plus in investable assets have 6-plus account types. Overall average portfolio allocation by account type shows upper-asset households keep most assets in taxable brokerage accounts. How to allocate portfolio assets across retirement and taxable registrations is a difficult question for households up to about \$2 million in investable assets.

## Framework to Aid Saving

Households who receive advice/guidance experiences on the H&W Inside Advice® Grid save more, and into more diverse account types, providing more future flexibility than households who do not receive advice/guidance experiences on Inside Advice® Grid.

“Providing households with any type of advice and guidance helps boost saving,” Declan Quirke, H&W Analyst, said. “Advice and guidance experiences should encompass the diverse income sources that now are reality for both accumulators and retirees. An important part of advice on household finance is helping households understand tradeoffs between maintaining saving rate and debt.”

See the full report for more on trends in household net worth, account types, household spending, debt and saving, retirement funding and more.

## Methodology

*Portrait™ of U.S. Household Wealth: How Advice Increases Preparedness as Investable Assets & Diversity of Retirement Visions Hit New Highs* provides market sizing for U.S. household segments as well as household spending, debt, saving and retirement funding. The report is drawn from the H&W Investor Quantitative™ Database, recognized as the largest single dataset with over 135 million data points on saving, investing and advice behaviors from over 90,000 U.S. households the past 15 years. The 2025 wave was fielded Jul. 17-Aug. 9, 2025, with 5,981 U.S. households.

## About H&W

H&W is the market intelligence and benchmarking firm that specializes in powering growth for saving, investing and financial advice businesses with competitive buying pattern data. Leading firms rely upon H&W market intelligence data, reports, software and benchmarking to make strategic decisions that lead to growth by making products and services more consumer centric. Long-term H&W subscribers have 5-year asset growth that is 55% faster than non-subscribers. For more, visit [www.heartsandwallets.com](http://www.heartsandwallets.com).

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