

2021 U.S. Bill Pay Market Size & Category Breakout

A comprehensive market size analysis of the \$2.91 trillion U.S. consumer bill pay market – breaking out household spend across the 10 most common bill payment categories.

2021

U.S. Bill Pay Market Size and Category Breakout (2021)

This doxoINSIGHTS Report leverages doxo's proprietary data combined with other research to provide a comprehensive look at where and how much the average consumer household pays on bills. This report includes doxo data on payments to the 10 most common bill pay categories:

- Utilities (water, electric, gas and waste)
- Cable & Internet
- Mobile Phone
- Auto Loans
- Auto Insurance
- Life Insurance
- Health Insurance
- Alarm & Security
- Rent
- Mortgage

doxo's bill pay service enables all-in-one bill pay to more than 75,000 providers across the country in 45 different service categories. By incorporating tens of millions of bill payments across 37,000+ US zip codes and all U.S. income and regional demographic segments, the US Bill Pay Market Size & Category Breakout is a true and direct representation of what Americans actually pay on their bills. This proprietary dataset provides the foundation for doxoINSIGHTS' bottoms-up market sizing of the 10 most common bills, and makes category size and average spend transparent at the national, state, and regional level.

In contrast to other industry data sources – which often mix household recurring bill expenses with employer-paid or withheld expenditures (e.g. health insurance, taxes), and retail and discretionary spending (e.g. credit card balances) – doxo's unique, nation-wide household bill pay data specifically quantifies the actual consumer portion of total recurring bill spend and household penetration rate for each category.

The 2021 U.S. Bill Pay Market Size & Category Breakout Report findings include breakouts by service category, household market penetration for each type of service, and household average spend per month by state.

US Households spend \$2.91 trillion annually on 10 bill categories

Annual U.S. Bill Cost in Top 10 Categories	\$2.91 trillion
Portion of U.S. Household Spending	20%*
Average Annual Household Cost	\$22,668



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* Bureau of Economic Analysis, 2020 Personal Consumption Expenditures = \$14.55 trillion.

The average U.S. household spends \$22,668 annually on bills

Bill Category	Average Monthly Bill	% of Households with Bill	Average Annual Cost per U.S. Household
Mortgage	\$1,279	40%	\$6,132
Rent	\$1,062	34%	\$4,342
Auto Loan	\$412	73%	\$3,605
Utilities	\$316	78%	\$2,956
Auto Insurance	\$186	82%	\$1,830
Cable & Internet	\$116	82%	\$1,141
Health Insurance	\$113	77%	\$1,046
Mobile Phone	\$103	94%	\$1,159
Life Insurance	\$89	28%	\$299
Alarm & Security	\$87	15%	\$157
Total			\$22,668



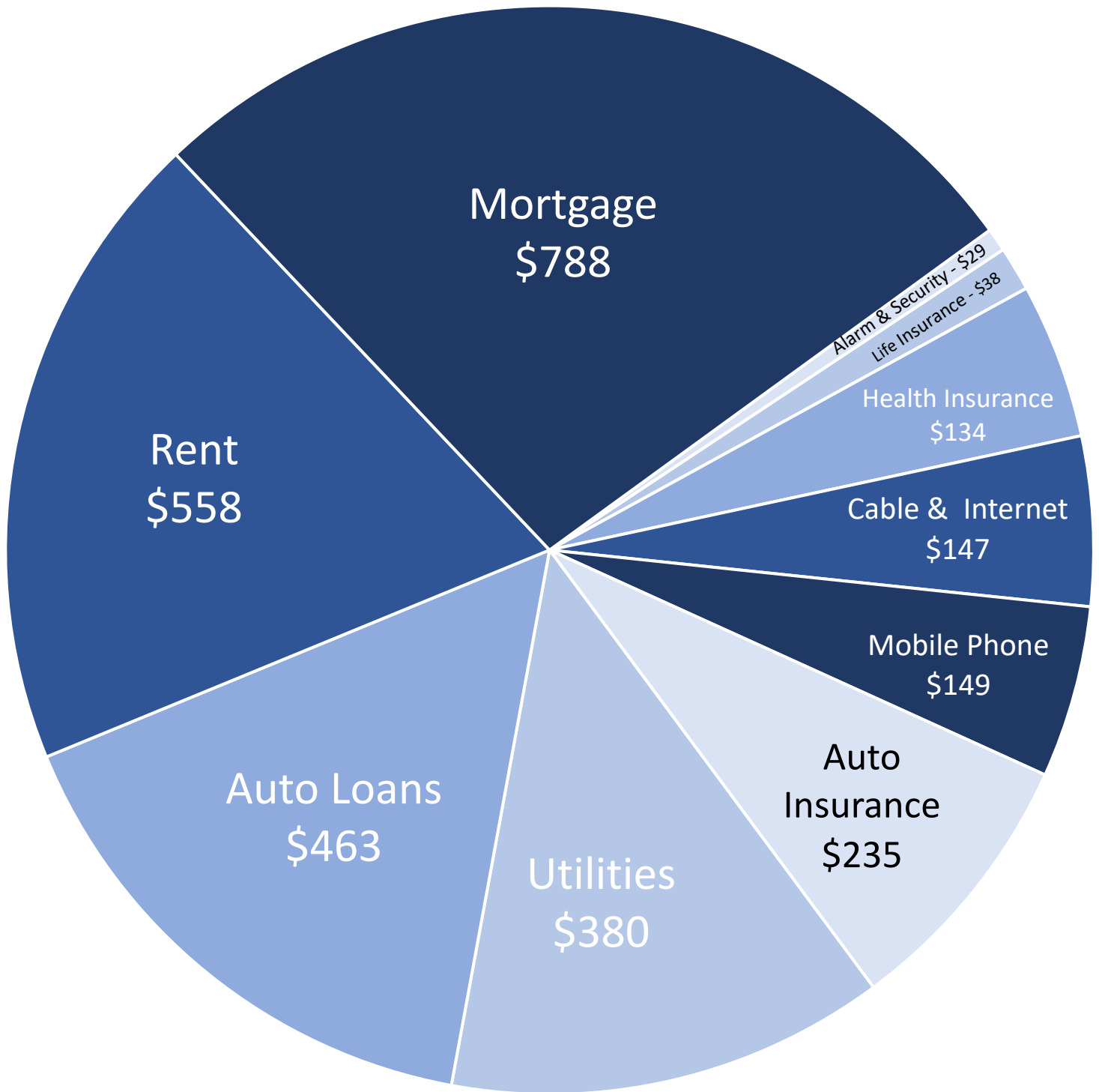
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NOTE: Average annual bill cost per U.S. household is adjusted to account for % of households carrying bill:

Average Monthly Bill x % of Households with Bill x 12 months per year = Average Annual Cost per U.S. Household

2021 U.S. Household Bill Pay Market Size by Category (\$B)

10 most common bills



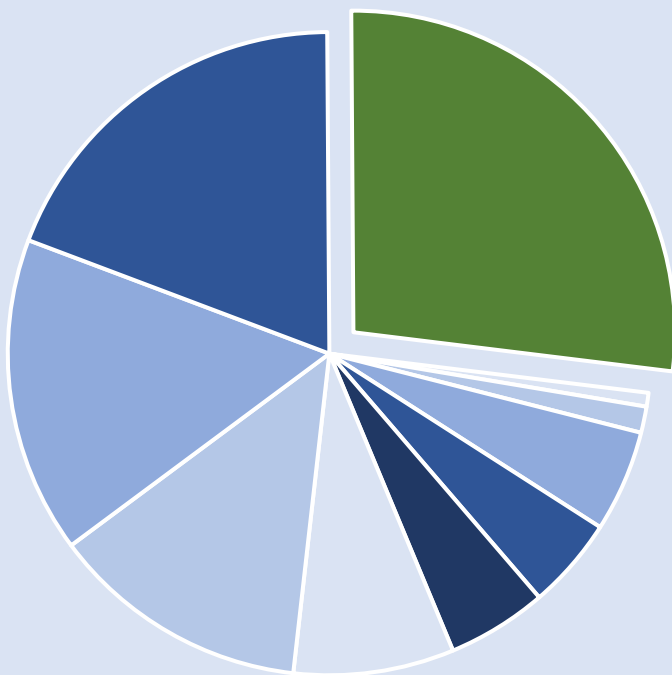
\$2.91 trillion

Mortgage: U.S. Household Market Size

\$788 billion

Mortgage* Spend

27% of household bill pay expense**



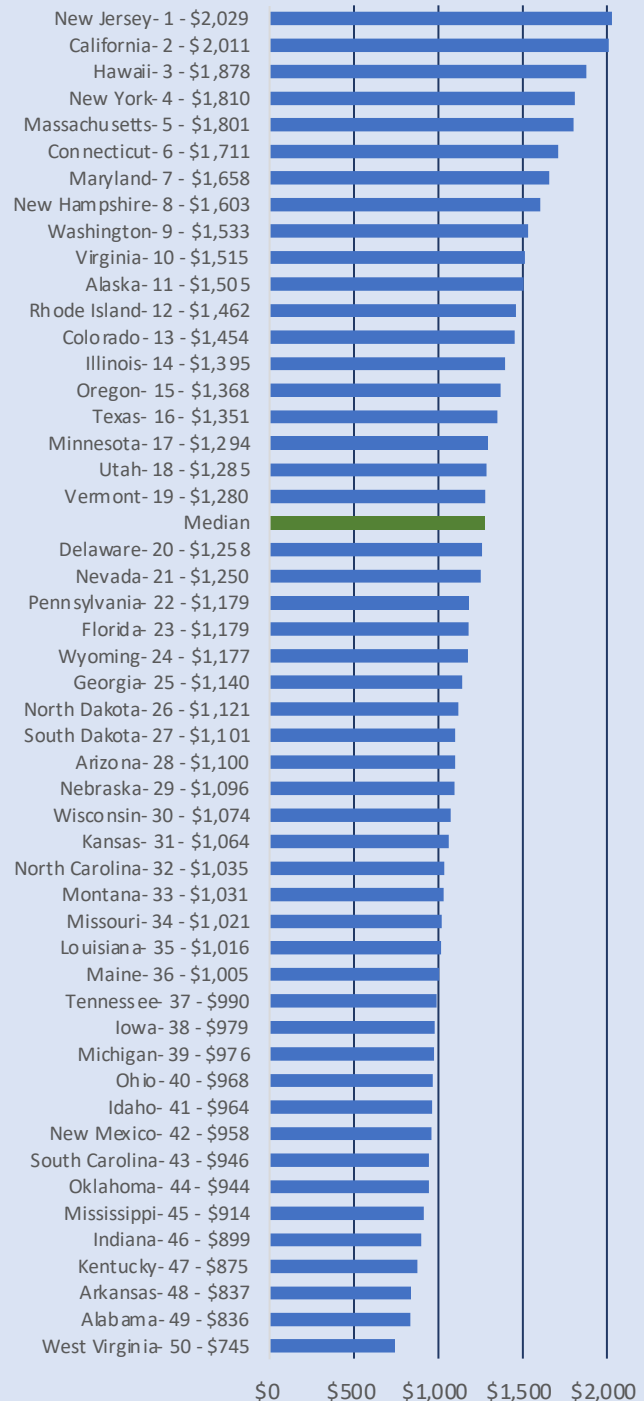
\$1,279 Median monthly bill per paying household

40% Households with bill



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Median Monthly Bill By State



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* Mortgage based on U.S. Census Mortgage data inclusive of taxes and homeowners insurance.

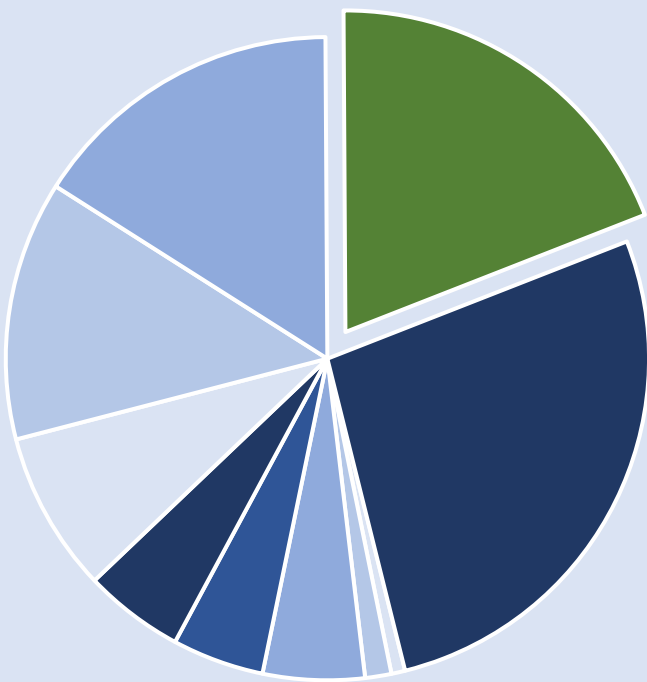
** percent of the 10 most common bills.

Rent: U.S. Household Market Size

\$558 billion

Rent* Spend

19% of household bill pay expense**



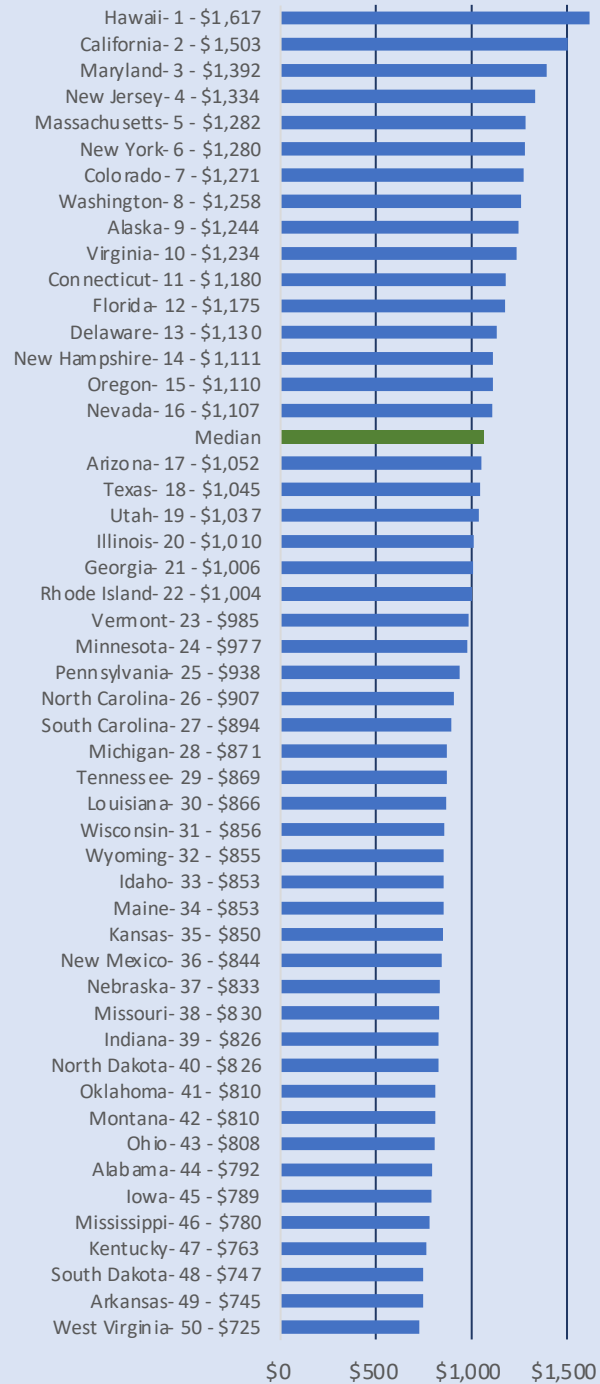
\$1,062 Median monthly bill per paying household

34% Households with bill



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Median Monthly Bill by State



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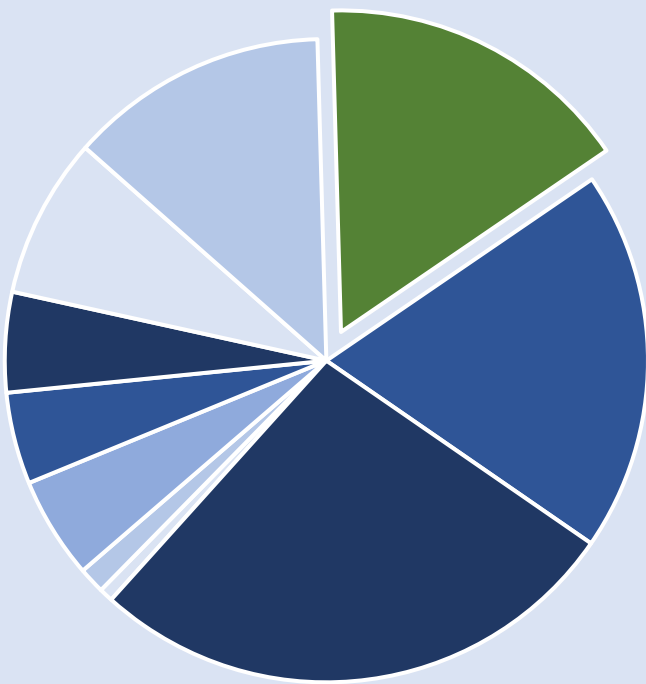
* Rent based on the Zillow Rent Index. ** percent of the 11 most common bills.

Auto Loans: U.S. Household Market Size

\$463 billion

Auto Loans Spend

16% of household bill pay expense*



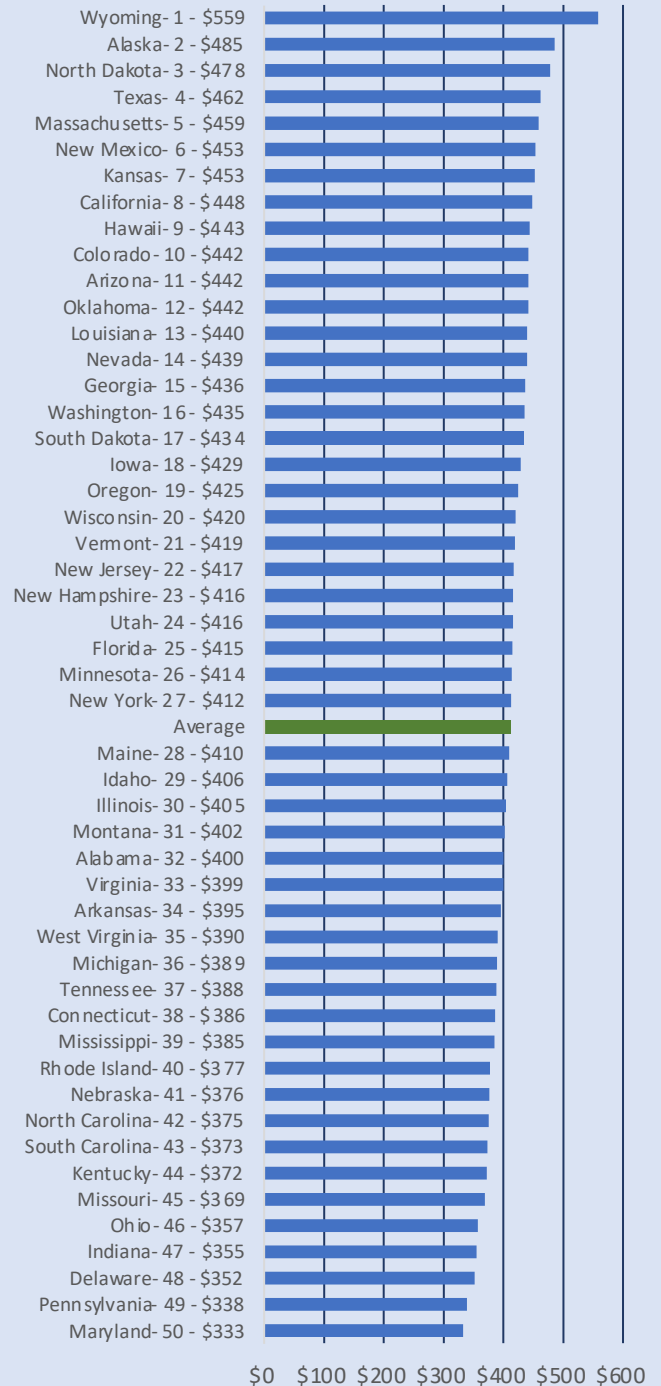
\$412 Average monthly bill per paying household

73% Households with bill



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Average Monthly Bill by State



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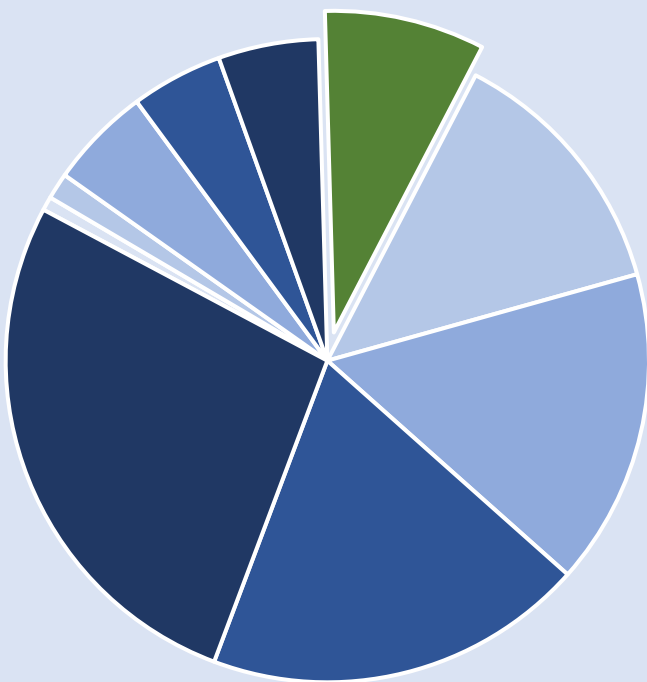
* percent of the 10 most common bills

Utilities: U.S. Household Market Size

\$380 billion

Utilities Spend

13% of household bill pay expense*



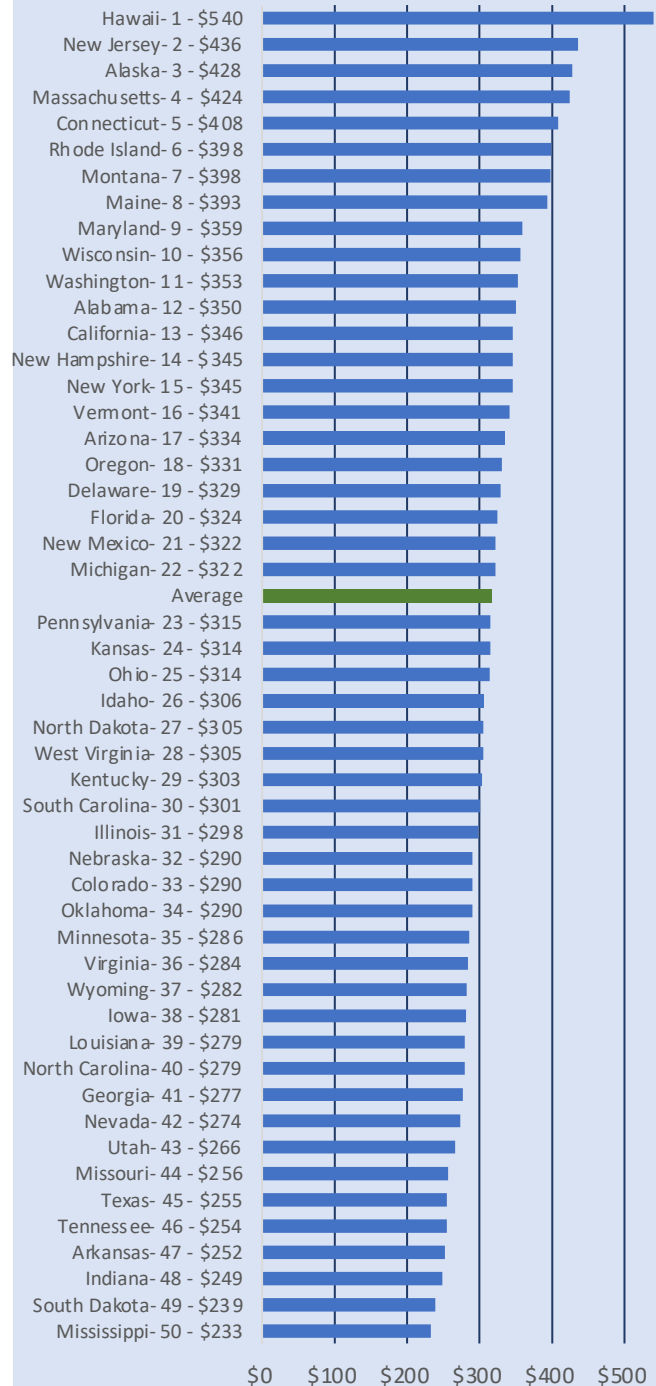
\$316 Average monthly bill per paying household

78% Households with bill



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Average Monthly Bill by State



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* percent of the 10 most common bills

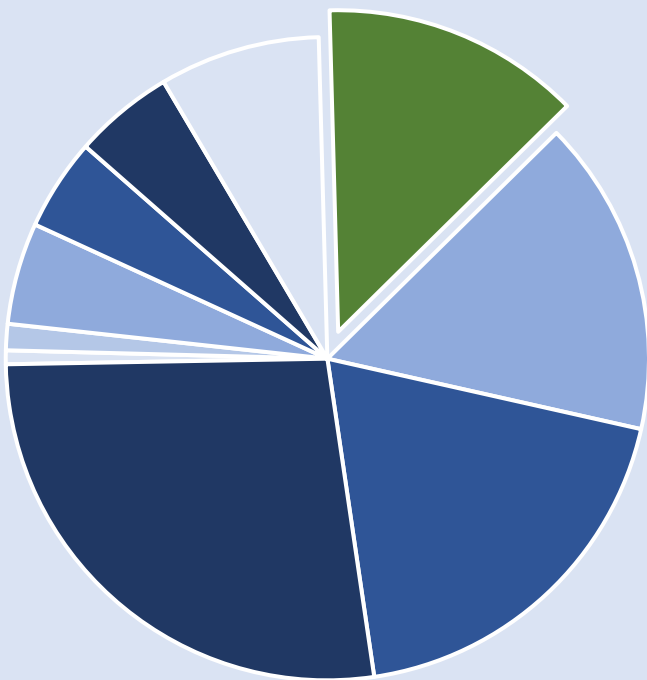
Auto Insurance: U.S. Household Market Size

\$235 billion

Auto Insurance Spend

8%

of household bill pay expense*



\$186

Average monthly bill per paying household

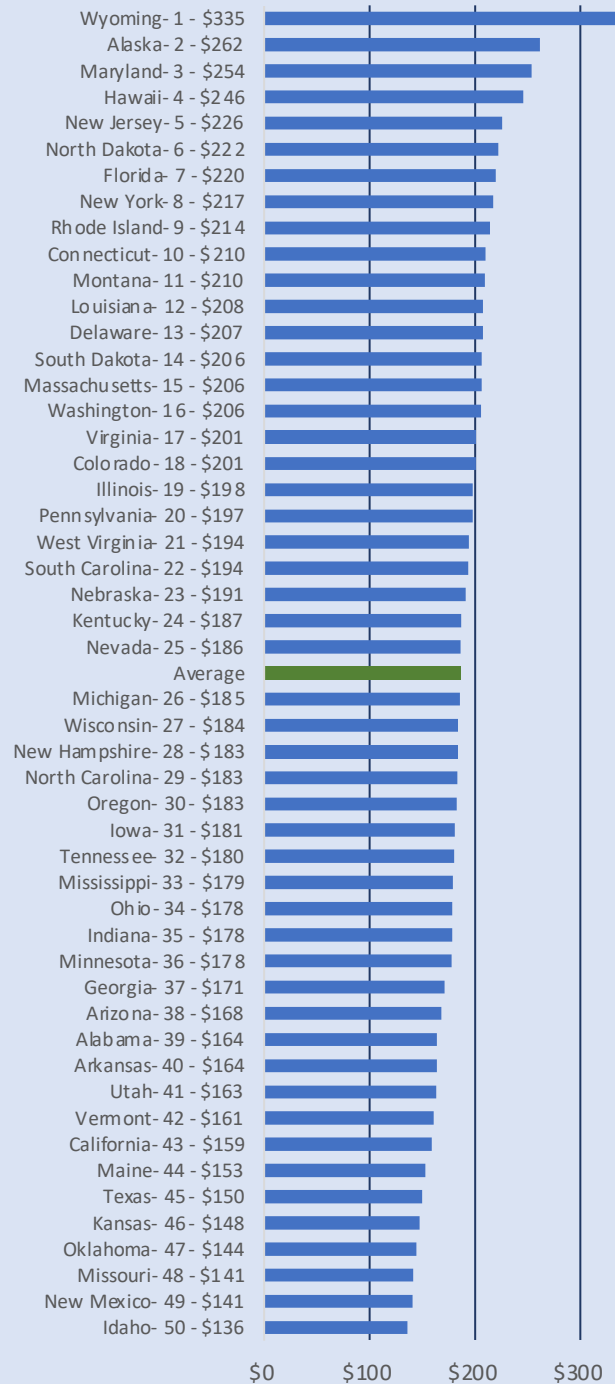
82%

Households with bill



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Average Monthly Bill by State



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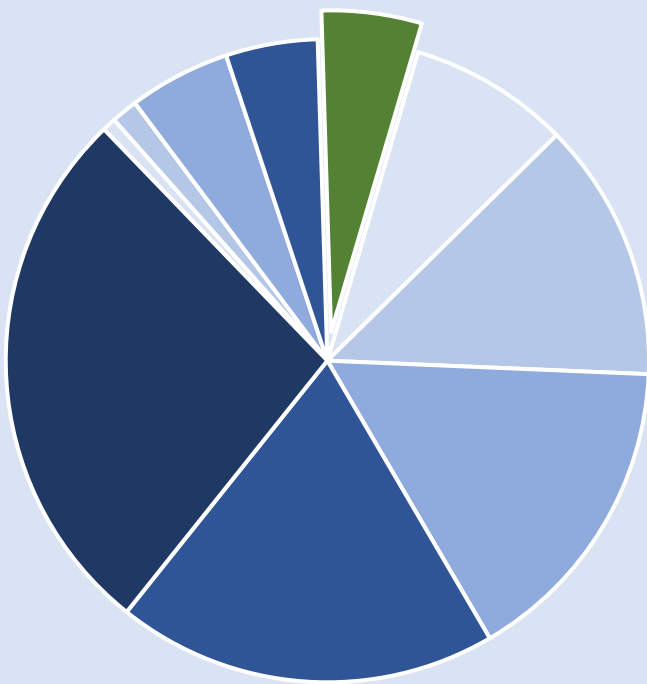
* percent of the 10 most common bills

Cable & Internet: U.S. Household Market Size

\$147 billion

Cable & Internet Spend

5% of household bill pay expense*



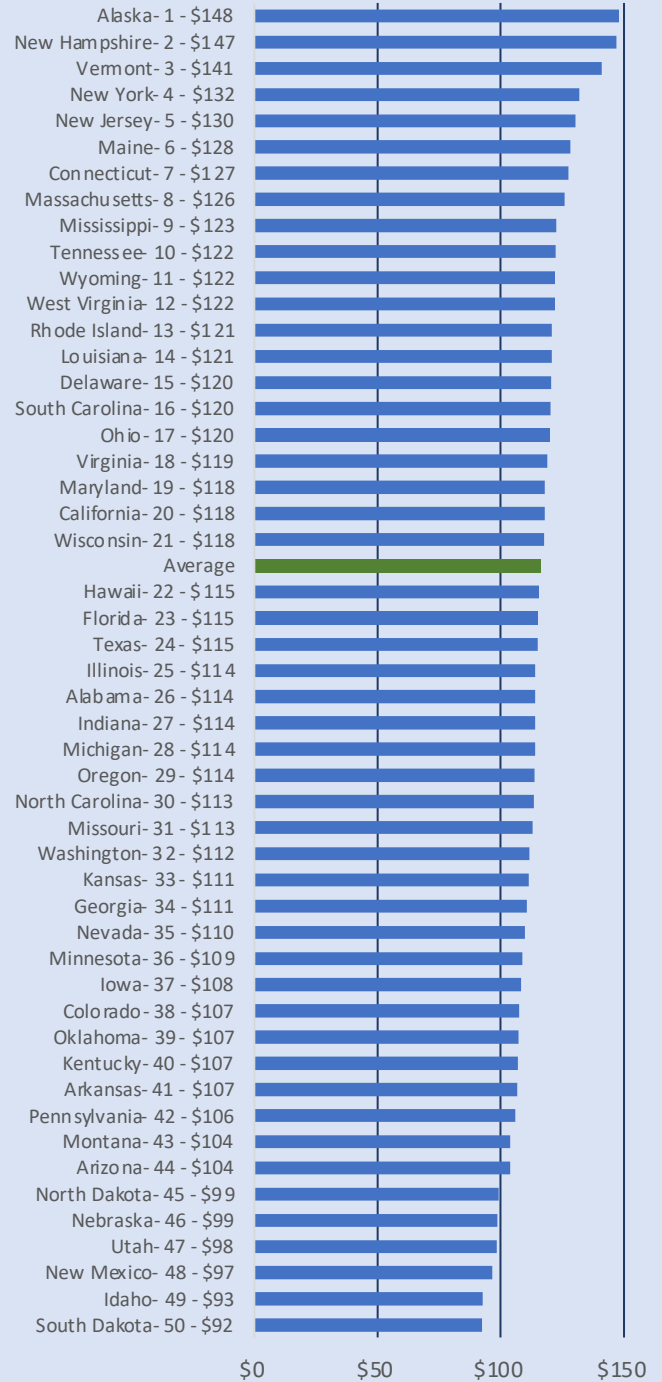
\$116 Average monthly bill per paying household

82% Households with bill



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Average Monthly Bill by State



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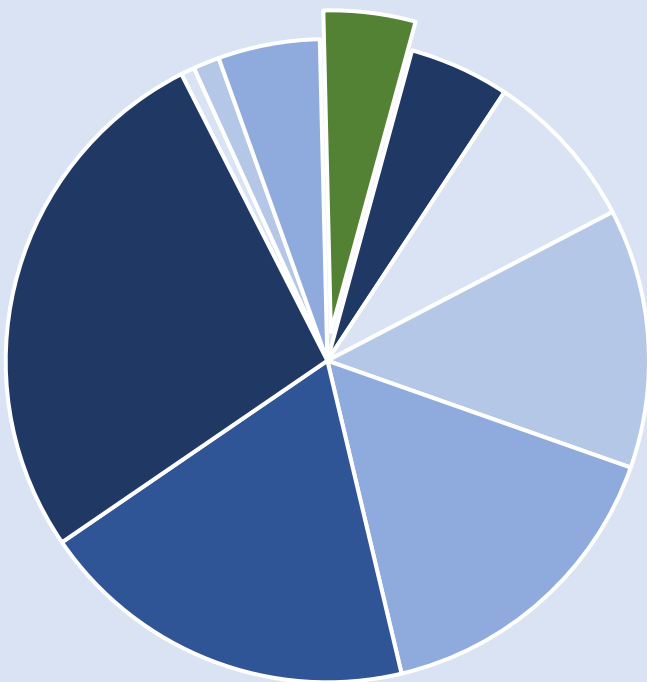
* percent of the 10 most common bills

Health Insurance: U.S. Household Market Size

\$134 billion

Health Insurance Spend

5% of household bill pay expense*



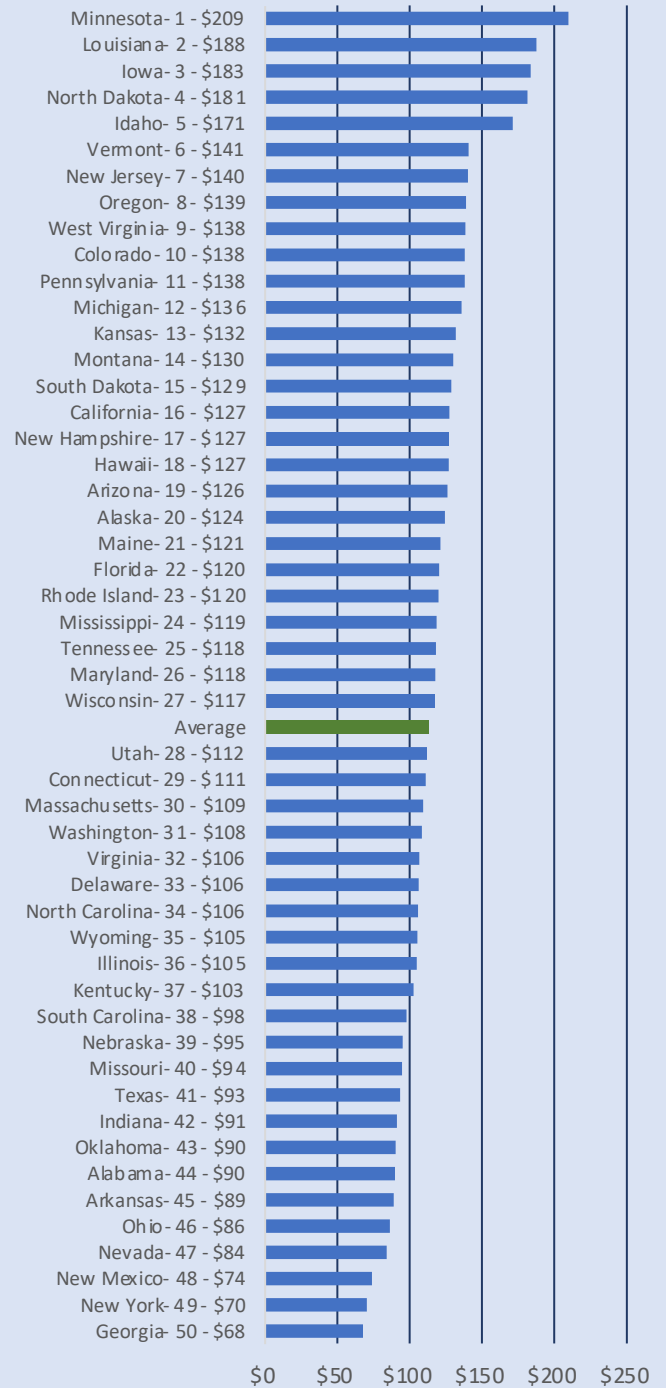
\$113 Average monthly bill per paying household

77% Households with bill



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Average Monthly Bill by State



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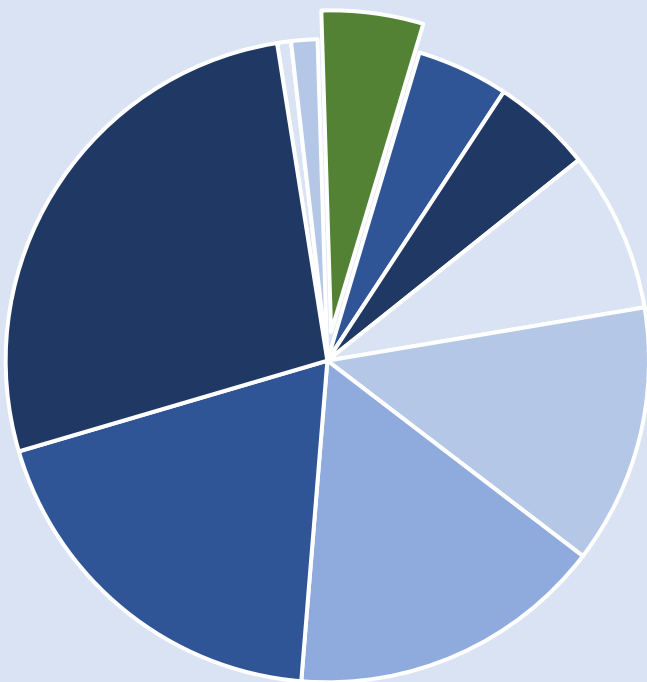
* percent of the 10 most common bills

Mobile Phone: U.S. Household Market Size

\$149 billion

Mobile Phone Spend

5% of household bill pay expense*



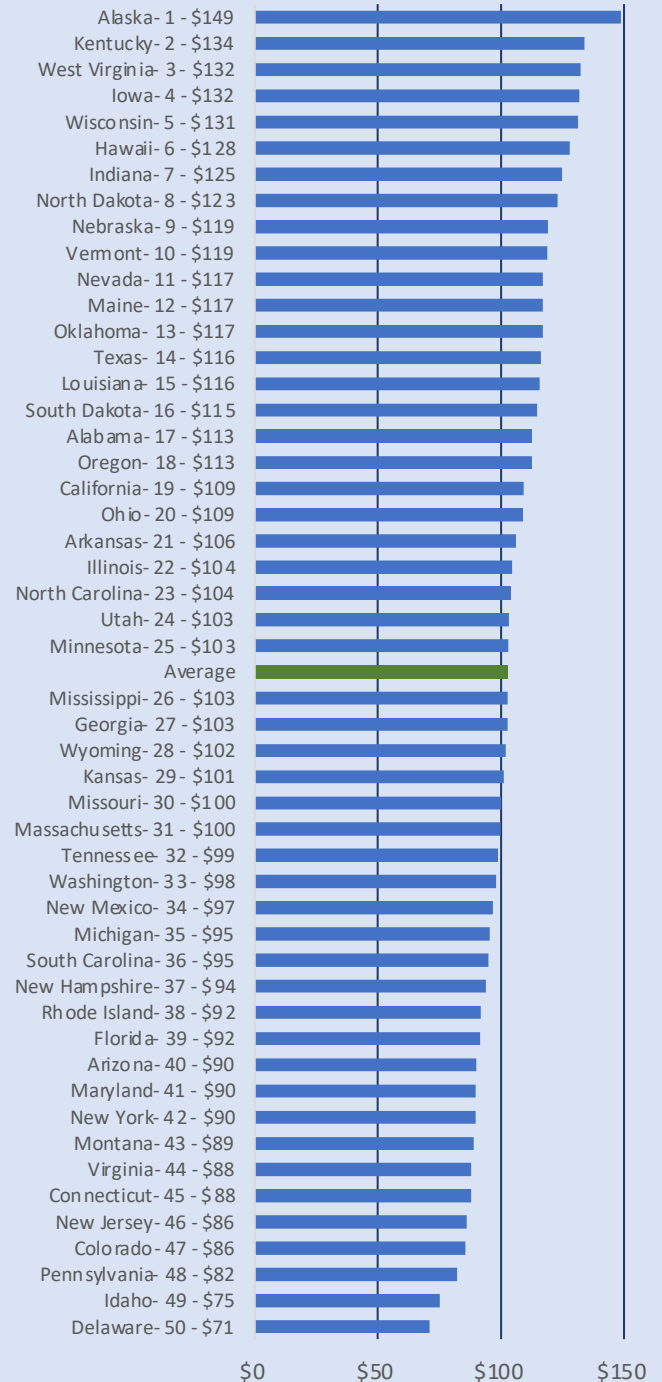
\$103 Average monthly bill per paying household

94% Households with bill



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Average Monthly Bill by State



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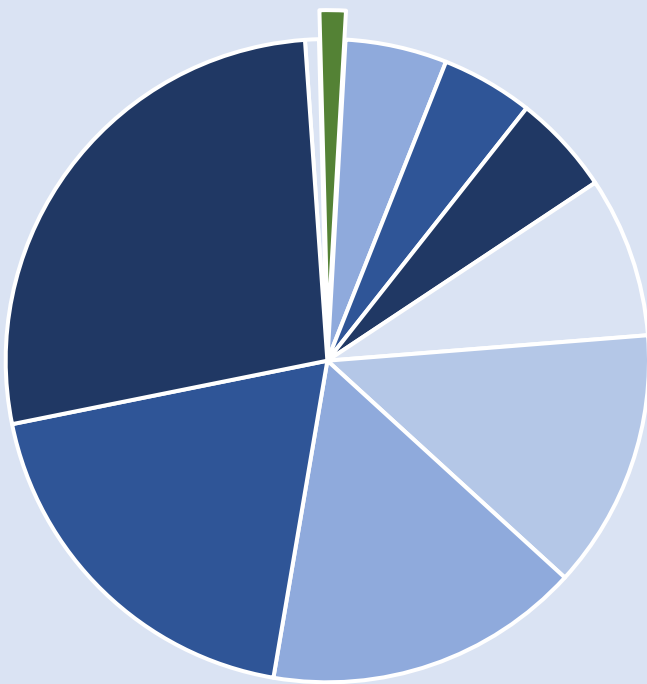
* percent of the 10 most common bills

Life Insurance: U.S. Household Market Size

\$38 billion

Life Insurance Spend

1% of household bill pay expense*



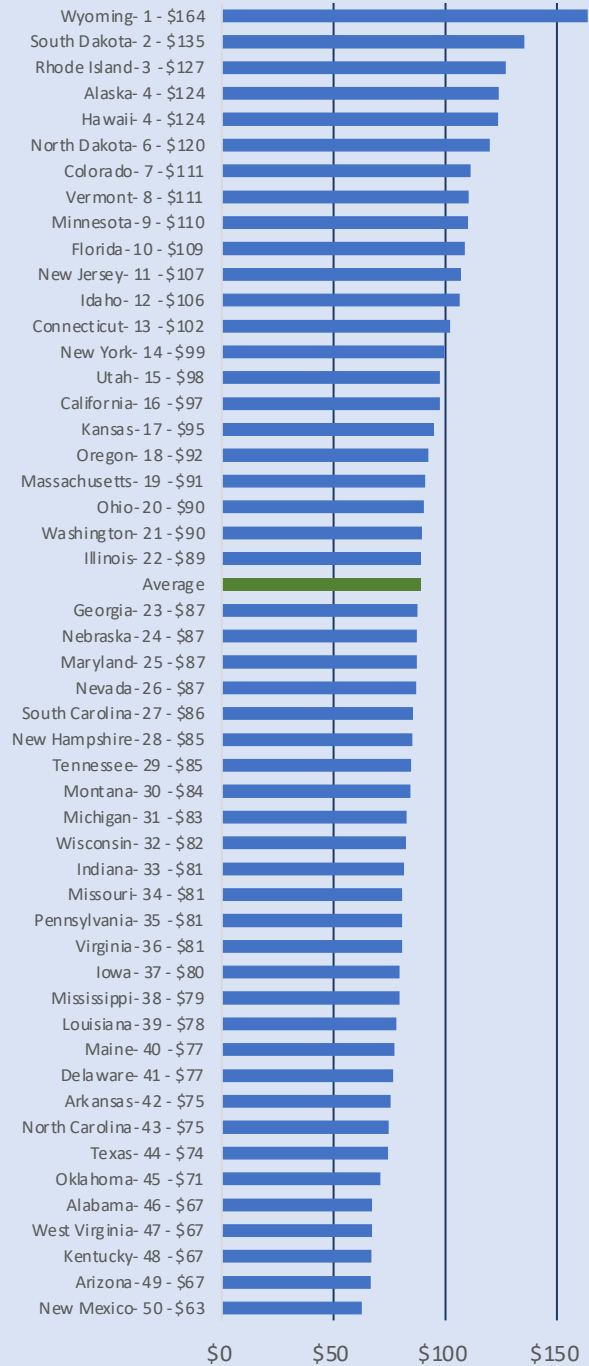
\$89 Average monthly bill per paying household

28% Households with bill



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Average Monthly Bill by State



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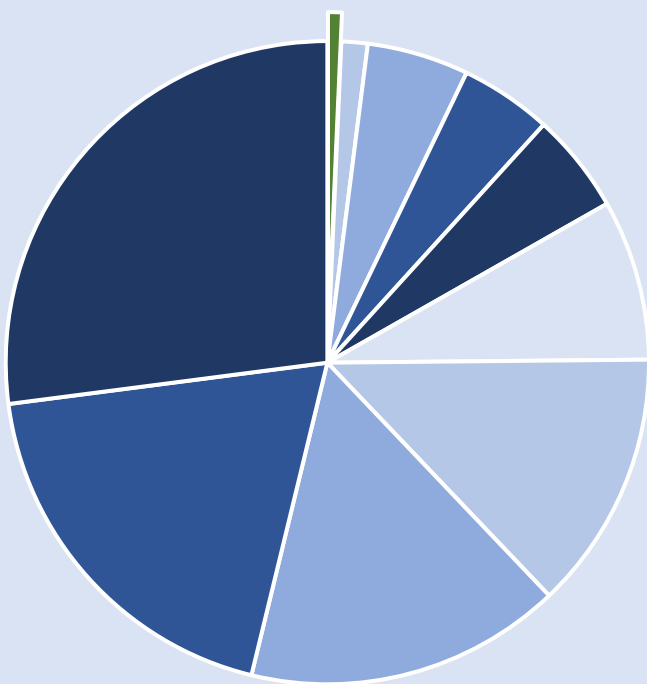
* percent of the 10 most common bills

Alarm & Security: U.S. Household Market Size

\$20 billion

Alarm & Security Spend

1% of household bill pay expense*



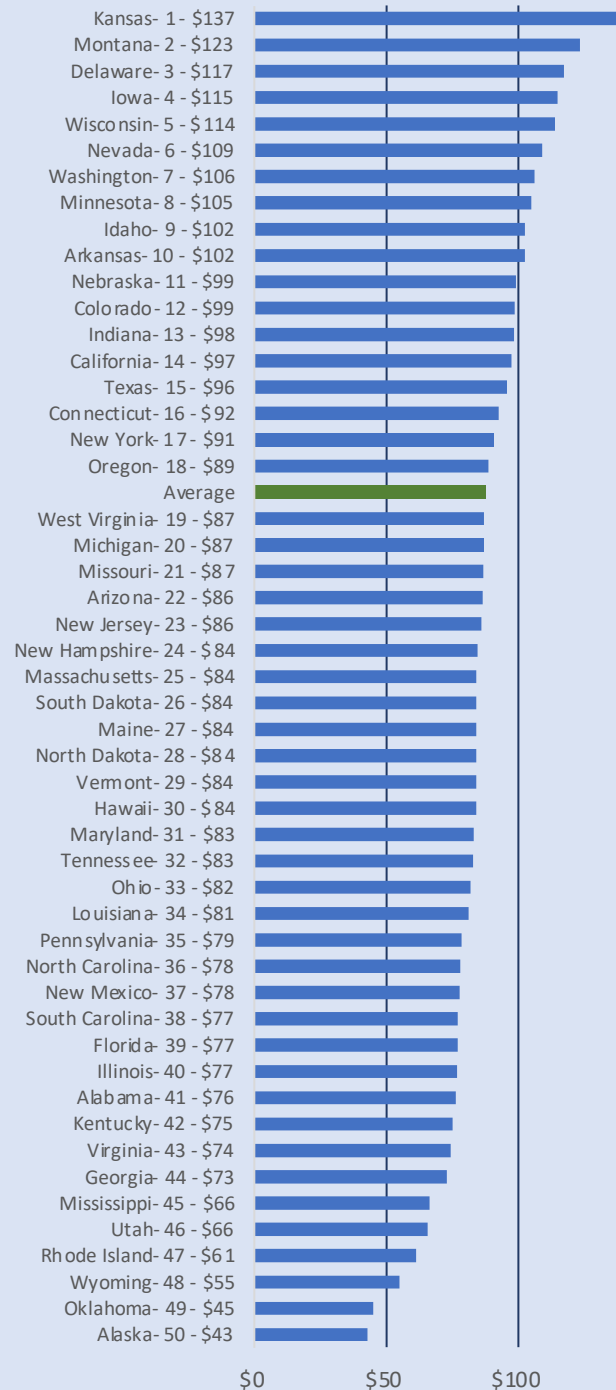
\$87 Average monthly bill per paying household

15% Households with bill



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Average Monthly Bill by State



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* percent of the 10 most common bills

About doxoINSIGHTS Proprietary Data

doxoINSIGHTS provides insight into U.S. bill pay statistics and behavior, leveraging doxo's unique, aggregate, anonymized bill pay data comprised of actual bill payment activity to confirmed household service providers. This foundation of validated payment behavior provides greater insight and reliability. doxo bill pay statistics bring together the broadest available data set for analyzing actual household payment activity. The doxoINSIGHTS Bill Pay data is:

- Statistically significant, with over 4 million paying consumers;
- Geographically diverse, capturing payment activity in all 37,000+ U.S. zip codes;
- Economically representative, with participation from all income brackets;
- Covering 45 different biller service categories, with more than 75,000 unique billers;
- Capturing all payment funding sources, including bank accounts, credit cards, and debit cards

For more information about doxoINSIGHTS visit www.doxo.com/insights.

Additional Data Sources

Total consumer household spending

- The Balance, [Personal Consumption Expenditures](#)

Median mortgage & rent

- U.S. Census Bureau, [Quick Facts 2020](#)