Total investment by American families in 529 plans reached a record level of $328.9 billion. In the first six months of 2018, total assets in 529 plans grew by $9.8 billion dollars.

The total number of 529 accounts continued to increase during the first half of 2018 going from 13.3 million to 13.6 million.

The average 529 account size continues to grow, reaching an all-time high of $24,153 as of June 30, 2018.