

MARKET REPORT

**Global fintech market analysis:
trends, investments,
emerging startups & future outlook**

March 2024

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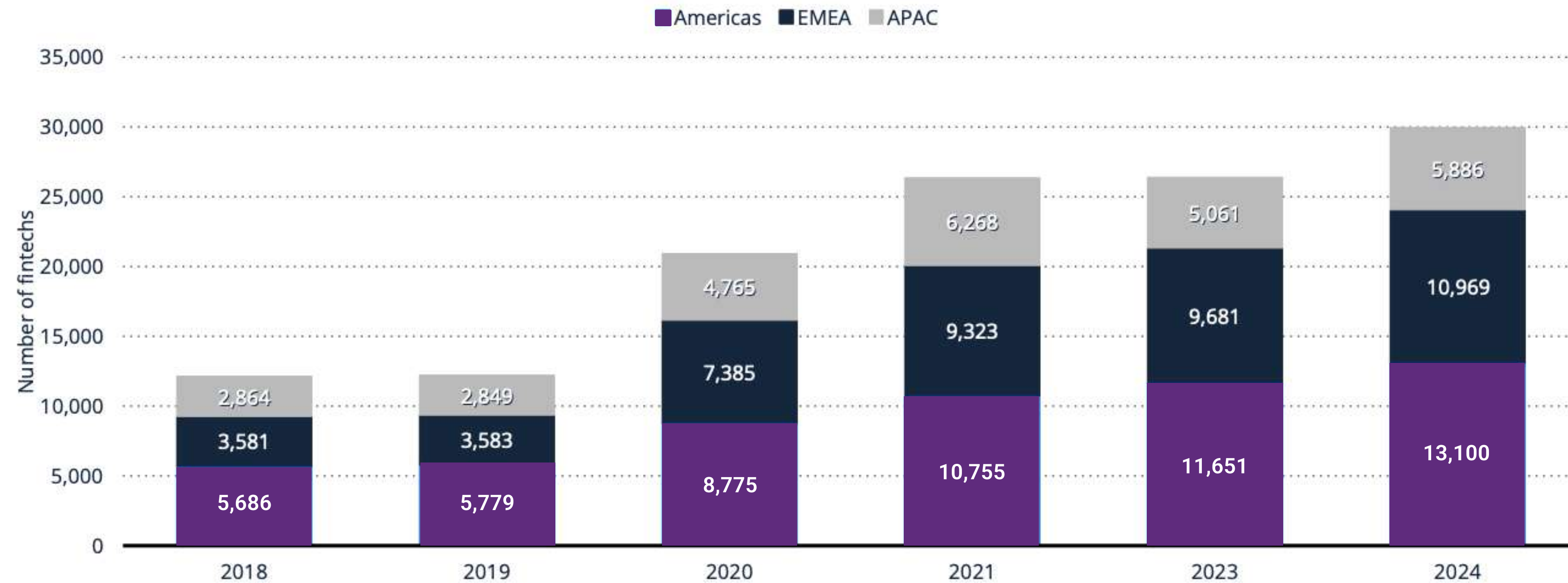
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Overview

Number of fintechs worldwide from 2018 to 2024, by region



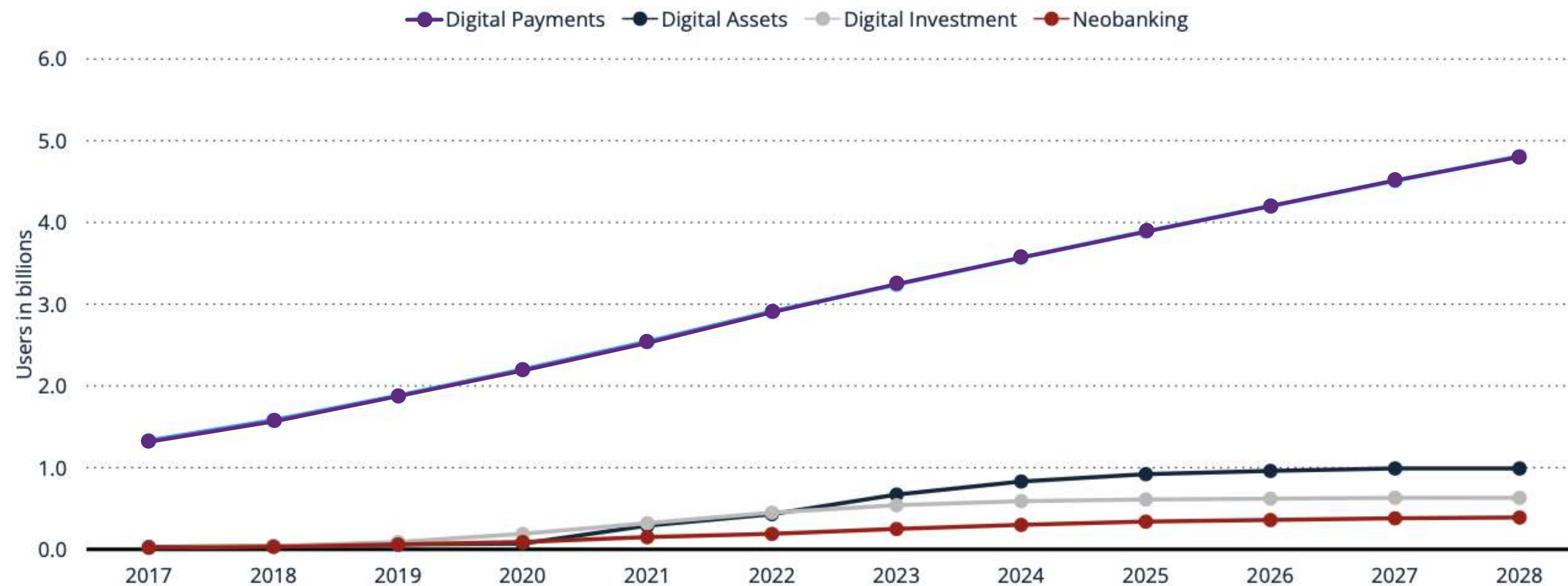
Description: As of January 2024, the Americas (comprising North America, South America, Central America, and the Caribbean) boasted the highest number of fintech companies worldwide. The region totaled approximately 13,100 fintech firms, marking an increase of nearly 1,500 compared to the previous year. In comparison, the EMEA region (encompassing Europe, the Middle East, and Africa) had 10,969 fintech companies, while the Asia Pacific region hosted 5,886. Notably, in 2023, the United States led globally in the number of fintech unicorns.

Note(s): 2018 to 2024

Source(s): DealPotential Market Insights, BCG; Statista



Number of fintech users worldwide from 2017 to 2023, with forecasts from 2024 to 2028, by segment (in billions)



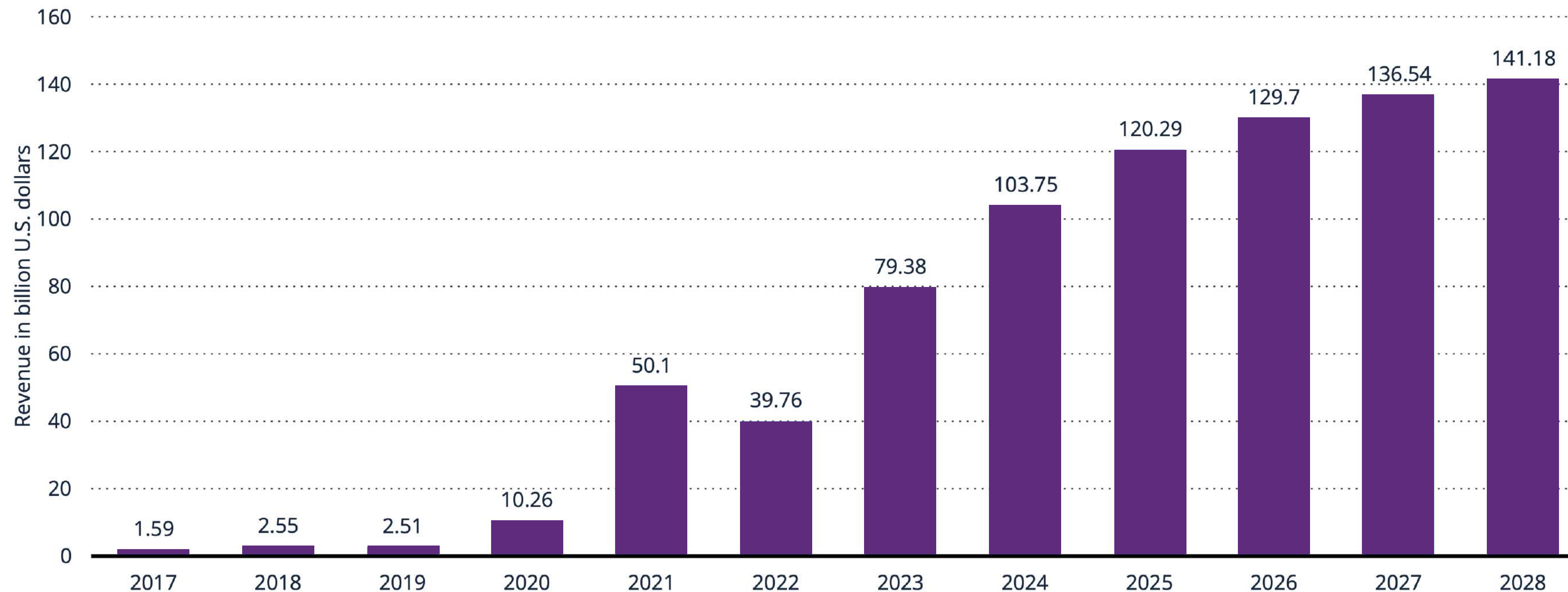
Description: During the forecast period until 2028, fluctuations are anticipated among the four observed fintech user segments. The number of digital payments users is expected to experience gradual growth, reaching 4.81 billion by 2028. Additionally, all other segments are projected to expand their user base, although they are anticipated to remain significantly lower compared to digital payments users.

Note(s): Worldwide; 2017 to 2023; data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war

Source(s): DealPotential Market Insights, Statista Digital Market Insights

Transaction and revenue value

Revenue of fintech industry worldwide from 2017 to 2023, with forecasts from 2024 to 2028 (in billion U.S. dollars)



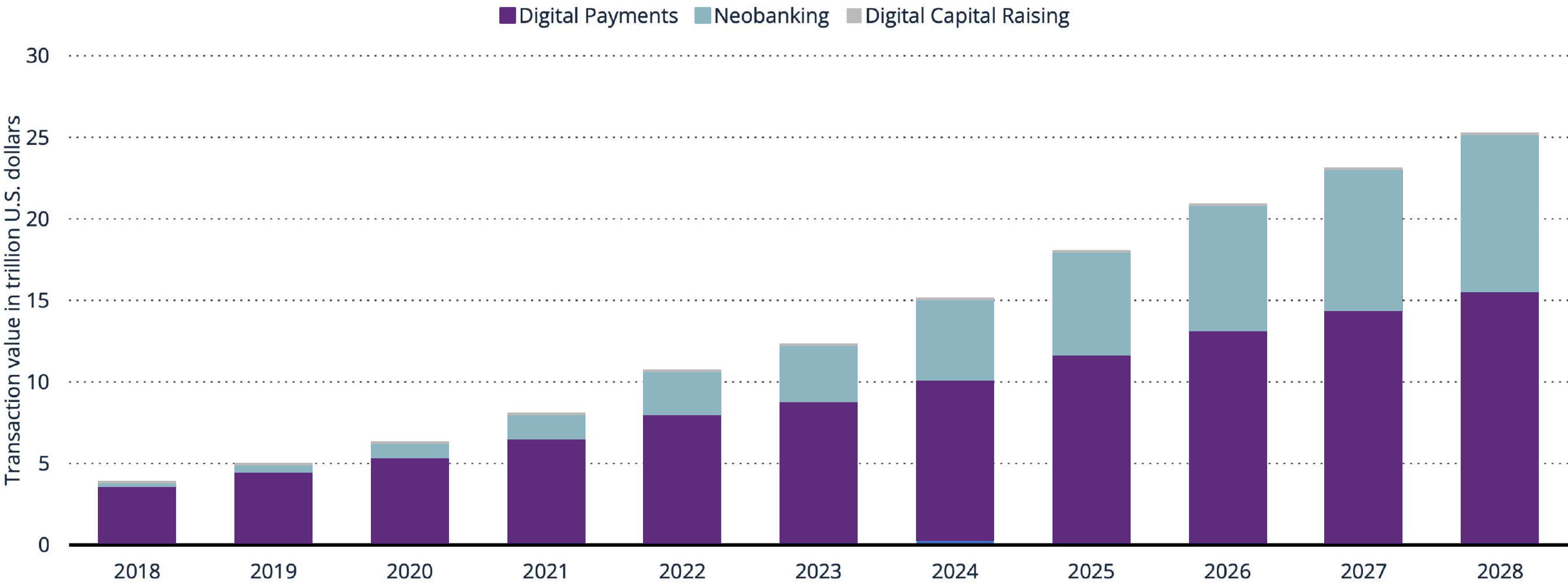
Description: Between 2017 and 2023, the revenue of the global fintech industry saw a significant rise. In 2023, the industry's total revenue was estimated at 79.38 billion U.S. dollars. The revenue of the global fintech sector is projected to continue increasing in the upcoming years, surpassing 141.18 billion U.S. dollars by 2028.

Note(s): Worldwide; 2017 to 2023; data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war

Source(s): DealPotential Market Insights, Statista Digital Market Insights



Transaction value of fintech industry worldwide from 2017 to 2023, with forecasts from 2024 to 2028, by segment (in trillion U.S. dollars)



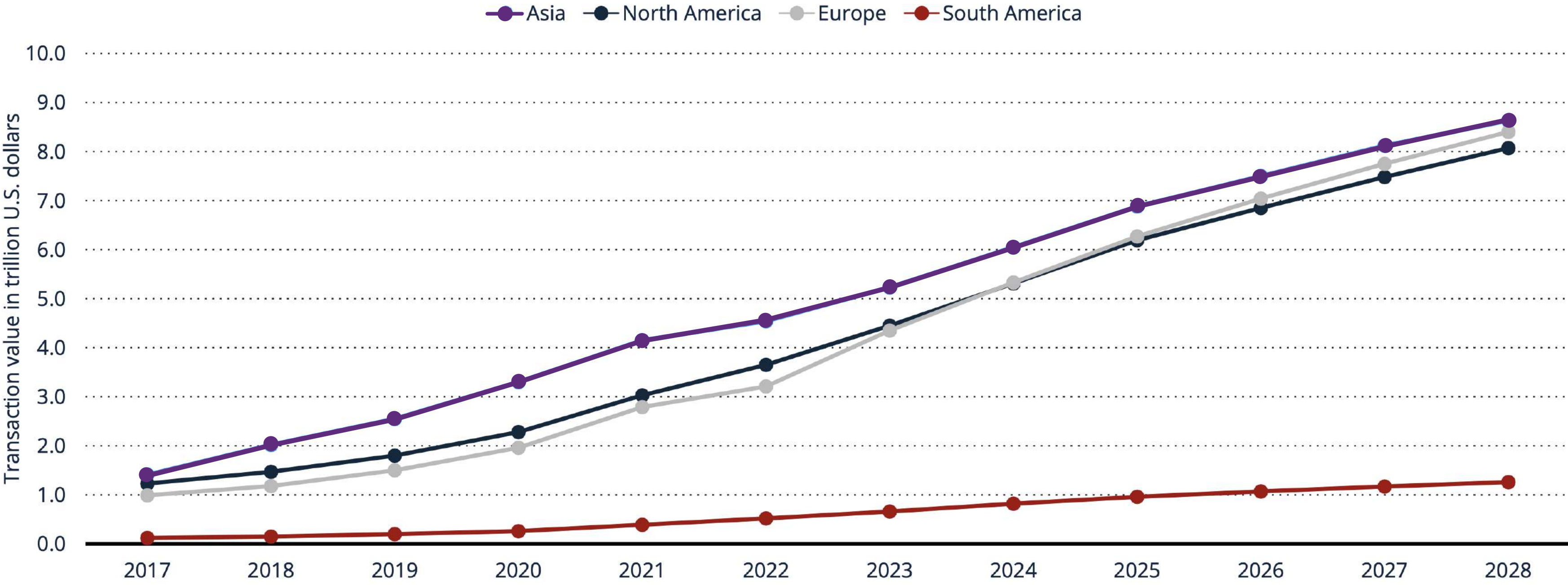
Description: Substantial fluctuations in transaction value are anticipated across all segments of the global fintech industry throughout the forecast period. Overall, the trend appears positive, with more increasing values expected across individual segments until 2028. Notably, the digital payments segment is expected to achieve the highest value throughout the period, reaching 15.53 trillion U.S. dollars by 2028.

Note(s): Worldwide; 2017 to 2023; data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war

Source(s): DealPotential Market Insights, Statista Digital Market Insights



Transaction value of fintech industry worldwide from 2017 to 2023, with forecasts from 2024 to 2028, by region (in trillion U.S. dollars)



Description: The transaction value of the fintech industry is forecasted to experience a significant increase between 2023 and 2028 across all observed regions. From 2019 to 2023, Asia held the highest transaction value, followed by North America and Europe. It is expected that Asia will continue to maintain its leading position in terms of transaction value in the coming years as well.

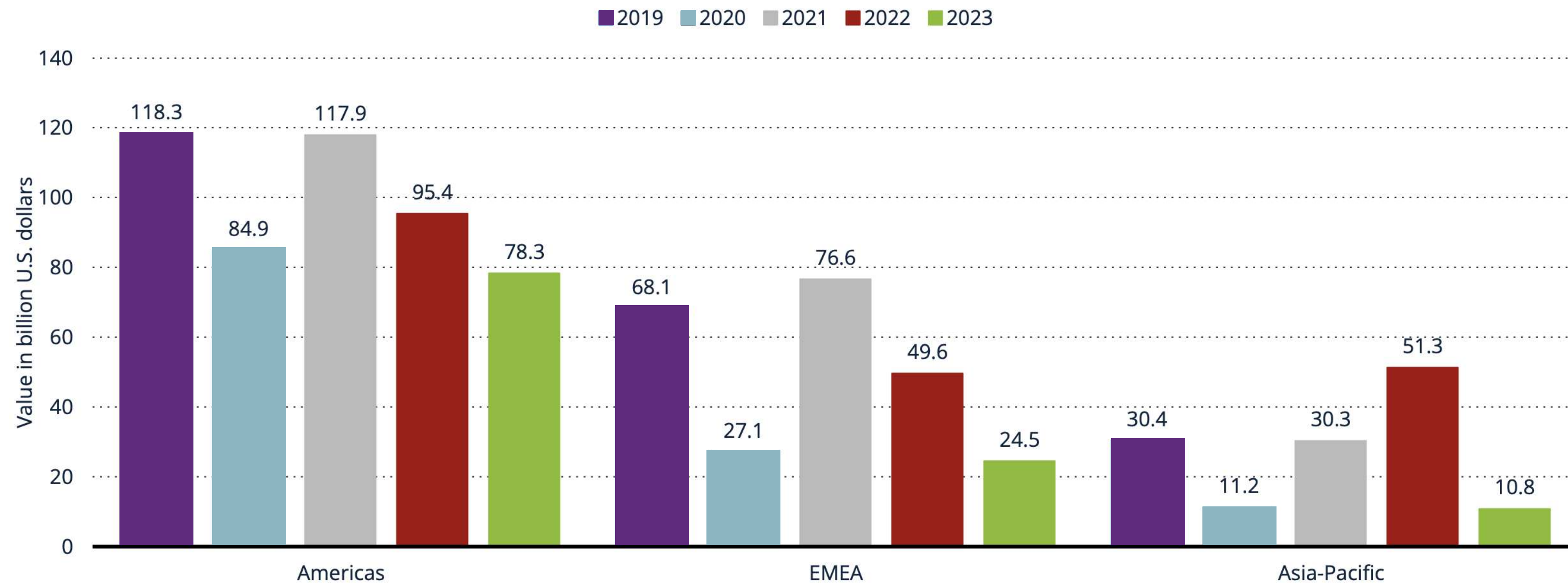
Note(s): North America, Asia, Europe, Central and South America; 2017 to 2023; data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war

Source(s): DealPotential Market Insights, Statista Digital Market Insights



Investment landscape

Value of investments in fintech worldwide from 2019 to 2023, by region (in billions U.S.dollars)

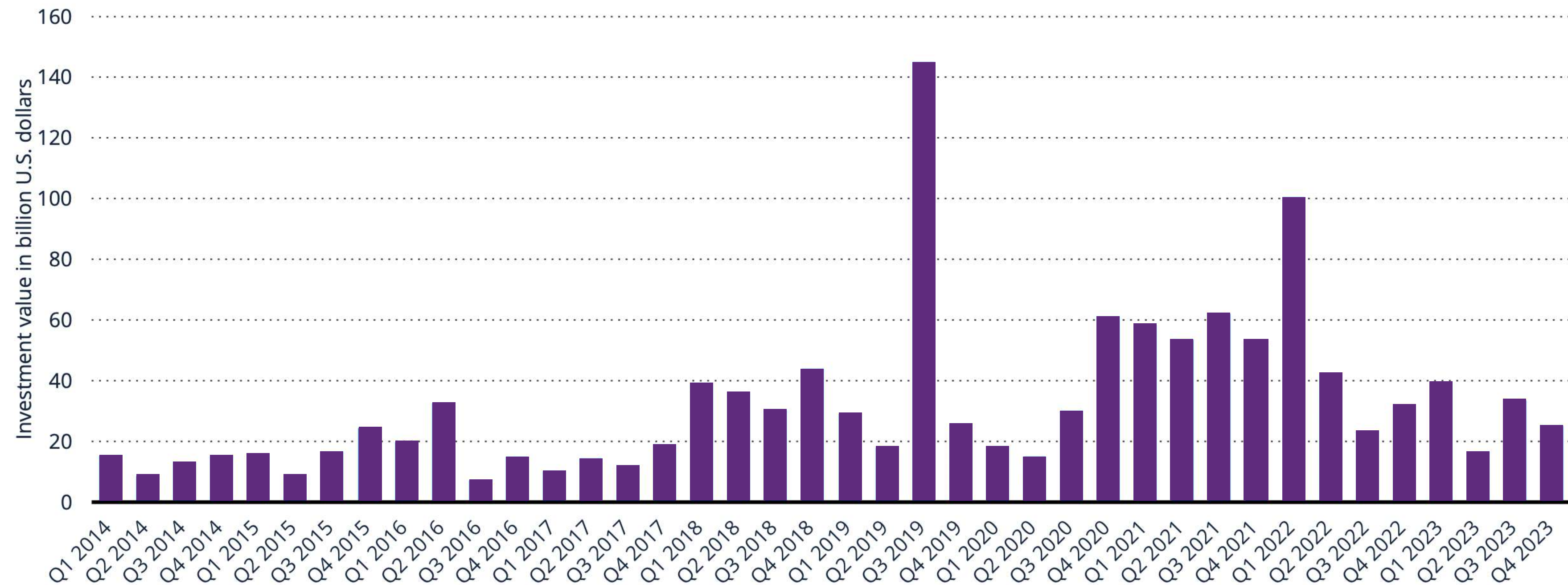


Description: The total value of investments in fintech companies worldwide witnessed a substantial increase between 2010 and 2019, reaching 216.8 billion U.S. dollars. However, in 2020, investments in fintech companies notably declined, dropping below 125 billion U.S. dollars. There was a resurgence in investment value in 2021, surpassing 225 billion U.S. dollars. Nevertheless, 2022 marked another sluggish year for fintech, with investment value decreasing notably, although it remained well above previous levels.

Source(s): DealPotential Market Insights, KPMG, Statista Digital Market Insights



Value of investments in fintech worldwide from 1st quarter 2014 to 4th quarter 2023 (in billions U.S.dollars)

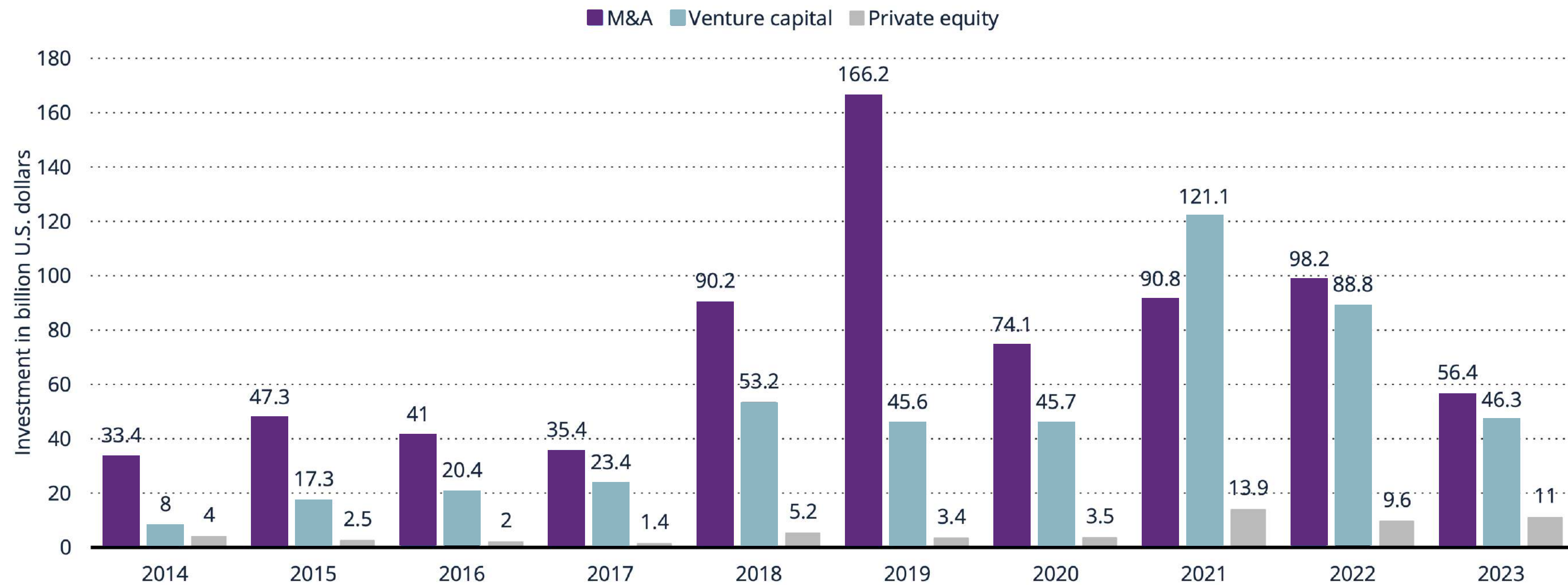


Description: The quarterly investment value in fintech worldwide reached its peak during the third quarter of 2019, totaling almost 145 billion U.S. dollars. However, after the first quarter of 2022, investment value notably declined. This downward trend continued into 2023, with quarterly investment value dropping even further. In the fourth quarter of 2023, fintech funding amounted to 24.9 billion U.S. dollars.

Note(s): Worldwide; Q1 2014 to Q4 2023

Source(s): DealPotential Market Insights, KPMG

Value of investments in fintech worldwide from 2014 to 2023, by investment type (in billions U.S.dollars)



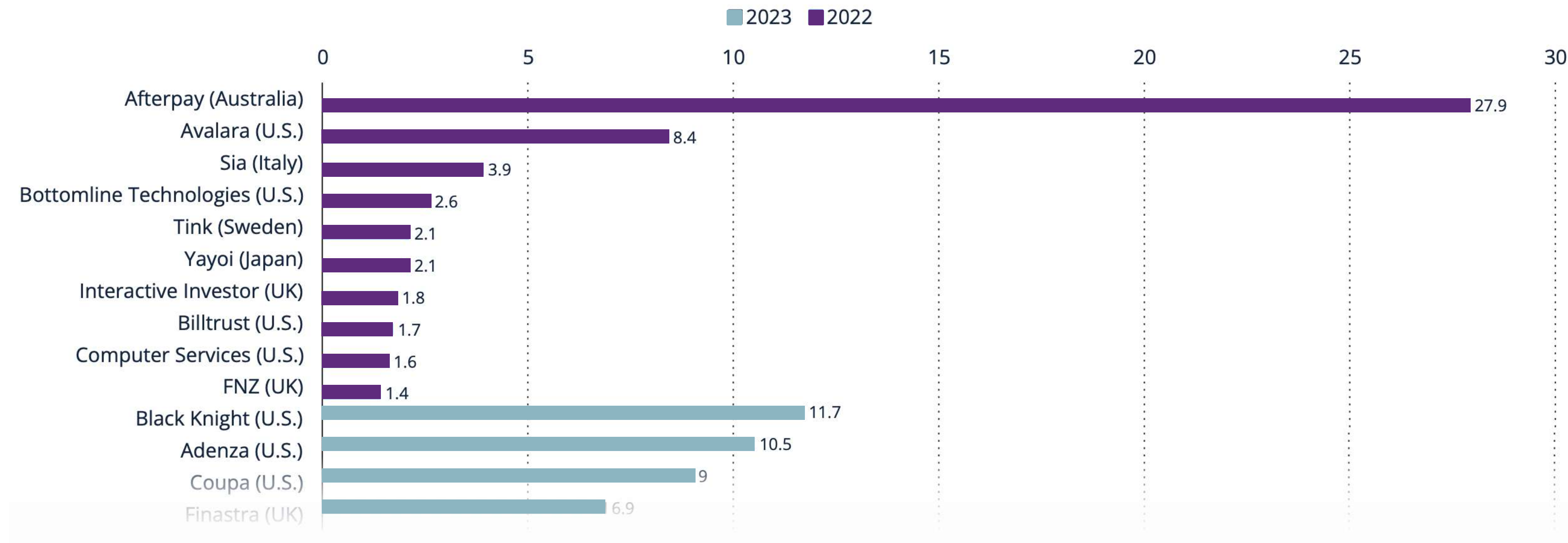
Description: In 2023, approximately 56.4 billion U.S. dollars worth of funding was recorded through M&A deals in fintechs worldwide, making it the predominant type of investment in fintech businesses. The value of venture capital invested in fintech amounted to 46.3 billion U.S. dollars. Across all investment types, the value of investment decreased in 2023.

Note(s): Worldwide; 2014 to 2023

Source(s): DealPotential Market Insights, KPMG



Largest fintech deals worldwide in 2022 and 2023 (in billions U.S.dollars)

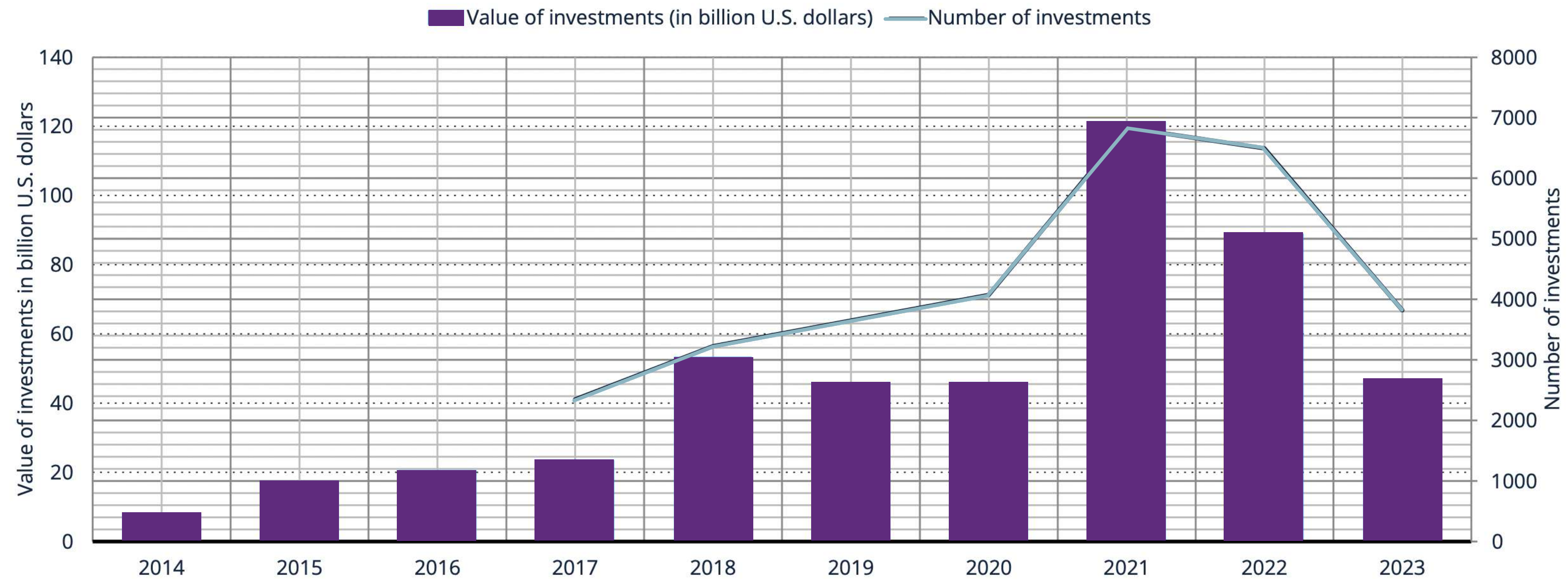


Description: The largest fintech deal globally in 2022 was Square's acquisition of the Australian-based Afterpay, totaling 27.9 billion U.S. dollars. In 2023, the largest fintech deal was the M&A deal involving Black Knight, with a value of 11.7 billion U.S. dollars. Notably, eight out of the ten largest fintech deals of 2023 occurred in the United States.

Note(s): Worldwide; 2022 and 2023

Source(s): DealPotential Market Insights, KPMG

Value and number of venture capital (VC) investments in fintech worldwide from 2014 to 2023



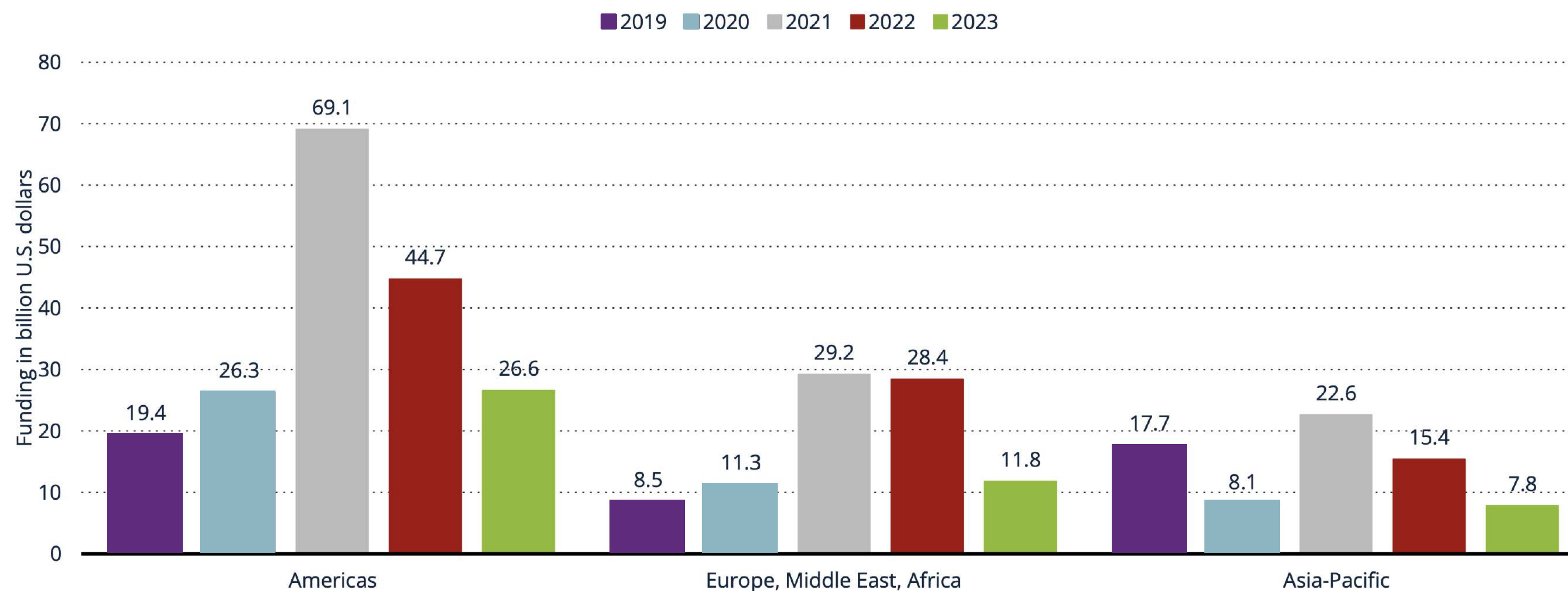
Description: The value of venture capital (VC) fintech funding saw significant growth between 2014 and 2021, with some fluctuations along the way. However, after 2021, both the value and the number of VC funding deals experienced a sharp decline. In 2023, the total value of VC investment into fintech worldwide amounted to 46.3 billion U.S. dollars, down from 88.8 billion U.S. dollars in 2022. Similarly, the number of deals also dropped sharply from 6,492 to 3,819.

Note(s): Worldwide; 2014 to 2023

Source(s): DealPotential Market Insights, KPMG



Value of venture capital (VC) investment in fintech from 2019 to 2023, by region (in billion U.S. dollars)



Description: Between 2019 and 2023, the Americas emerged as the region with the highest value of venture capital (VC) funding in the fintech sector. In 2023, the total value of VC-backed fintech funding in the Americas reached 26.6 billion U.S. dollars, significantly surpassing both the EMEA and the Asia-Pacific region. However, investment value experienced a sharp decline in every observed region in 2023, marking the second consecutive year of slowing investment activity.

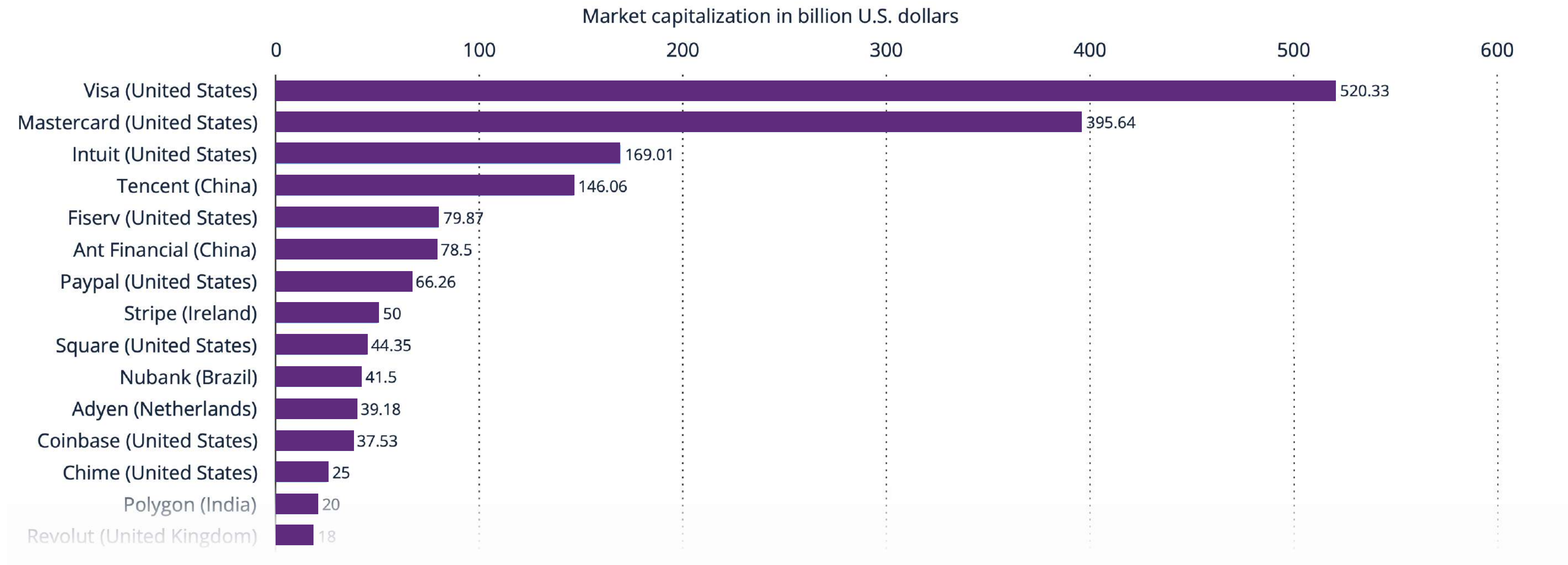
Note(s): Worldwide; 2019 to 2023

Source(s): DealPotential Market Insights, KPMG



Company landscape

Market capitalization of largest fintech companies worldwide in 2024 (in billion U.S. dollars)

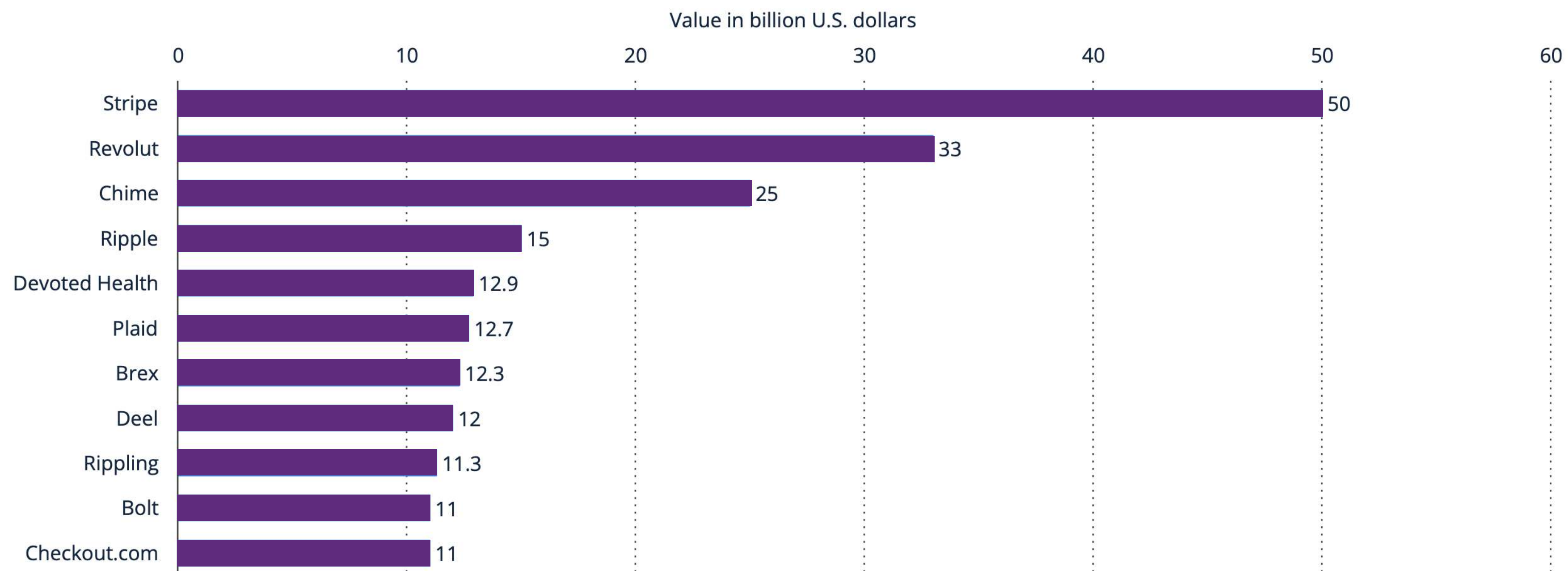


Description: As of January 2024, fintech companies based in the United States and China dominate the ranking of the largest fintech companies worldwide by market capitalization. The top two companies were the payment giants Visa and Mastercard.

Note(s): Worldwide; January 2024; The source used various sources to get to this ranking, with numbers sometimes stemming from different dates. The source admits a ranking like this "has its limitations".

Source(s): DealPotential Company Data, Google (Google Finance); Various sources (Company reports)

Leading fintech unicorns worldwide in 4th quarter 2023, by valuation (in billions U.S.dollars)



Description: In the fourth quarter of 2023, Stripe emerged as the most valuable fintech unicorn globally, boasting a market valuation of 50 billion U.S. dollars. Following closely behind was Revolut, securing the second position with a valuation of 33 billion U.S. dollars. Chime, Ripple, and Devoted Health rounded out the top five, each with their respective valuations.

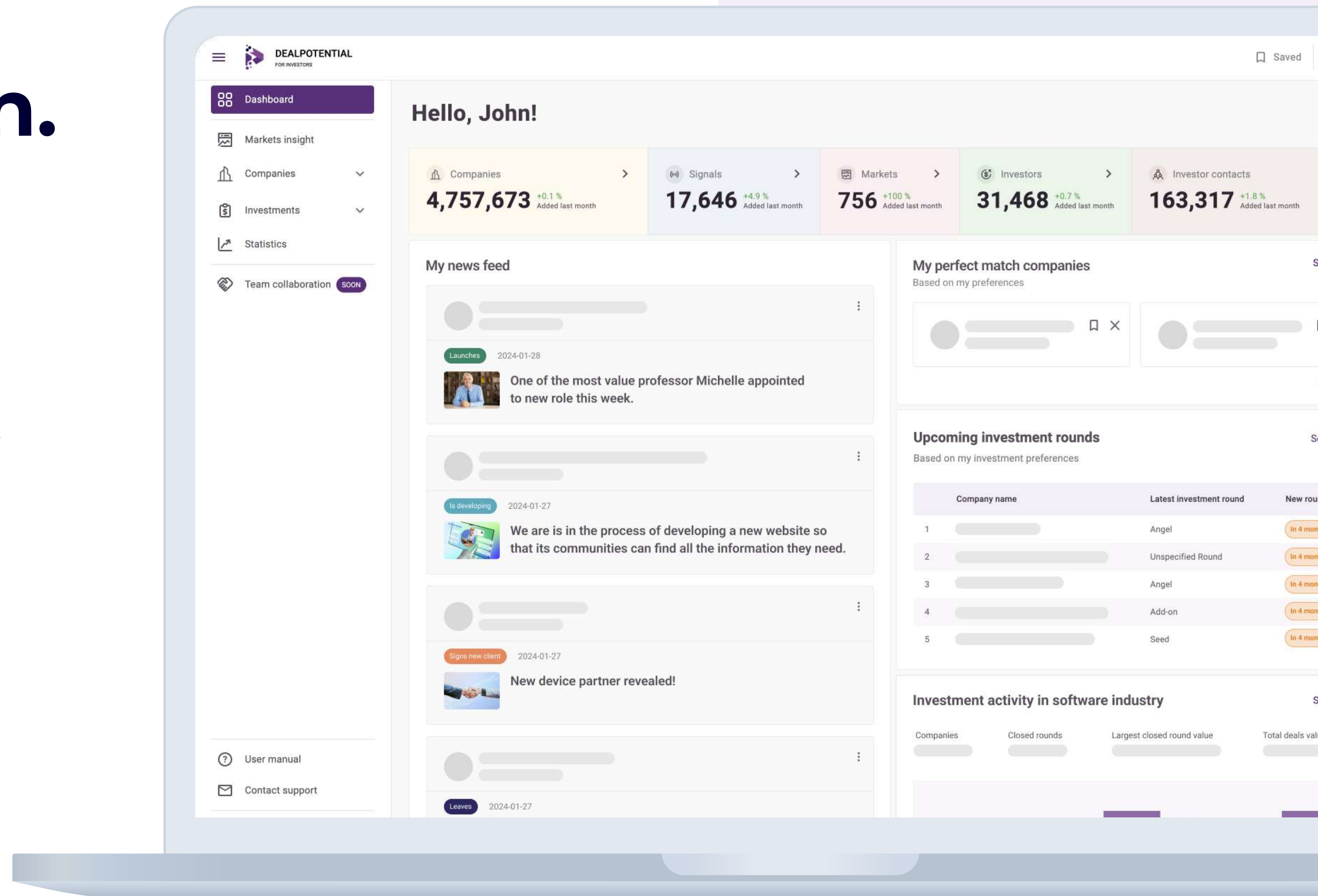
Note(s): Worldwide; Q4 2023

Source(s): DealPotential Company Data

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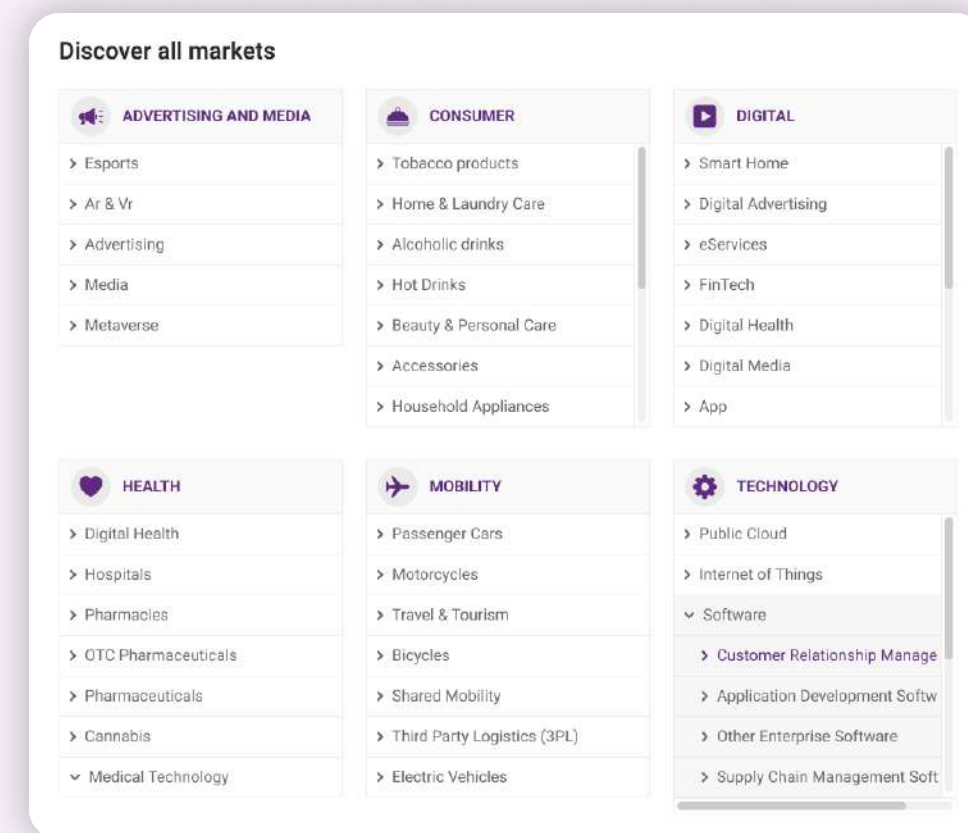
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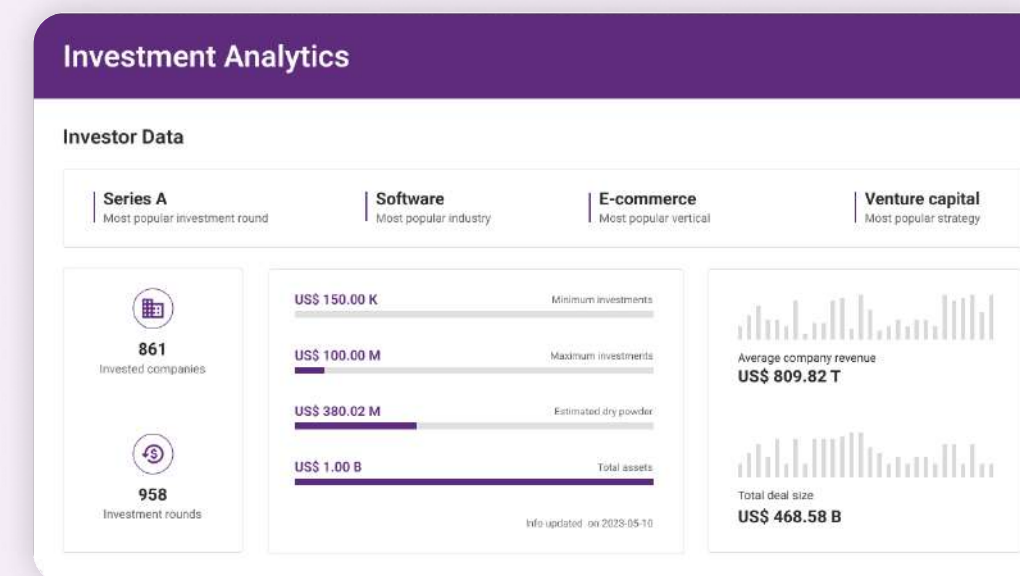
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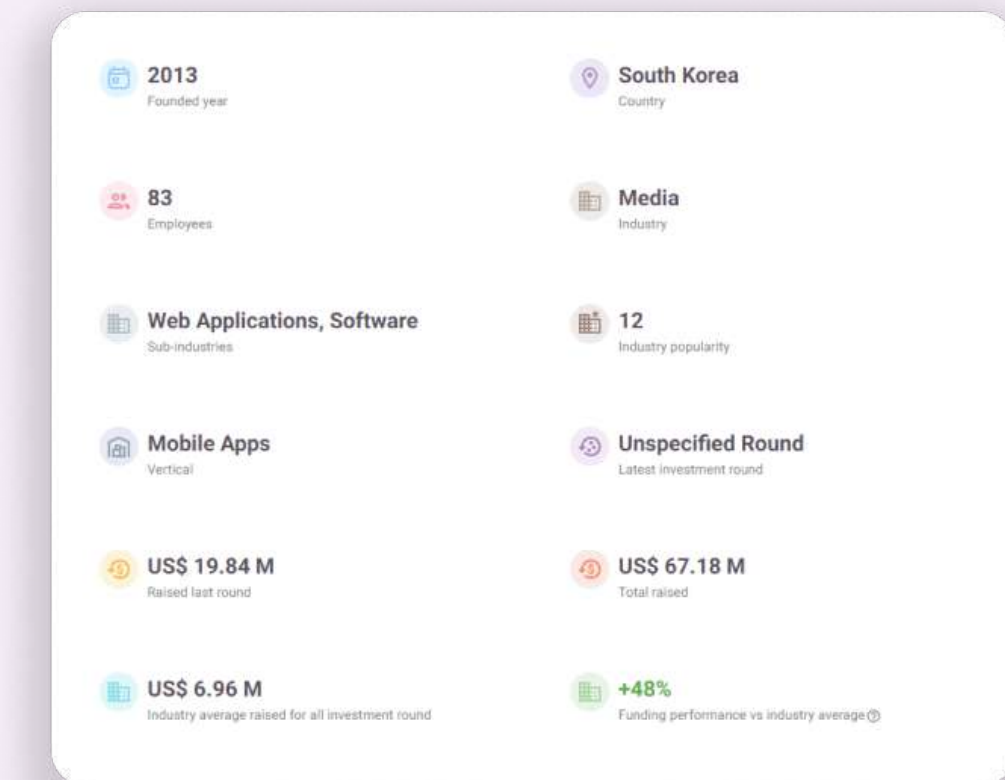
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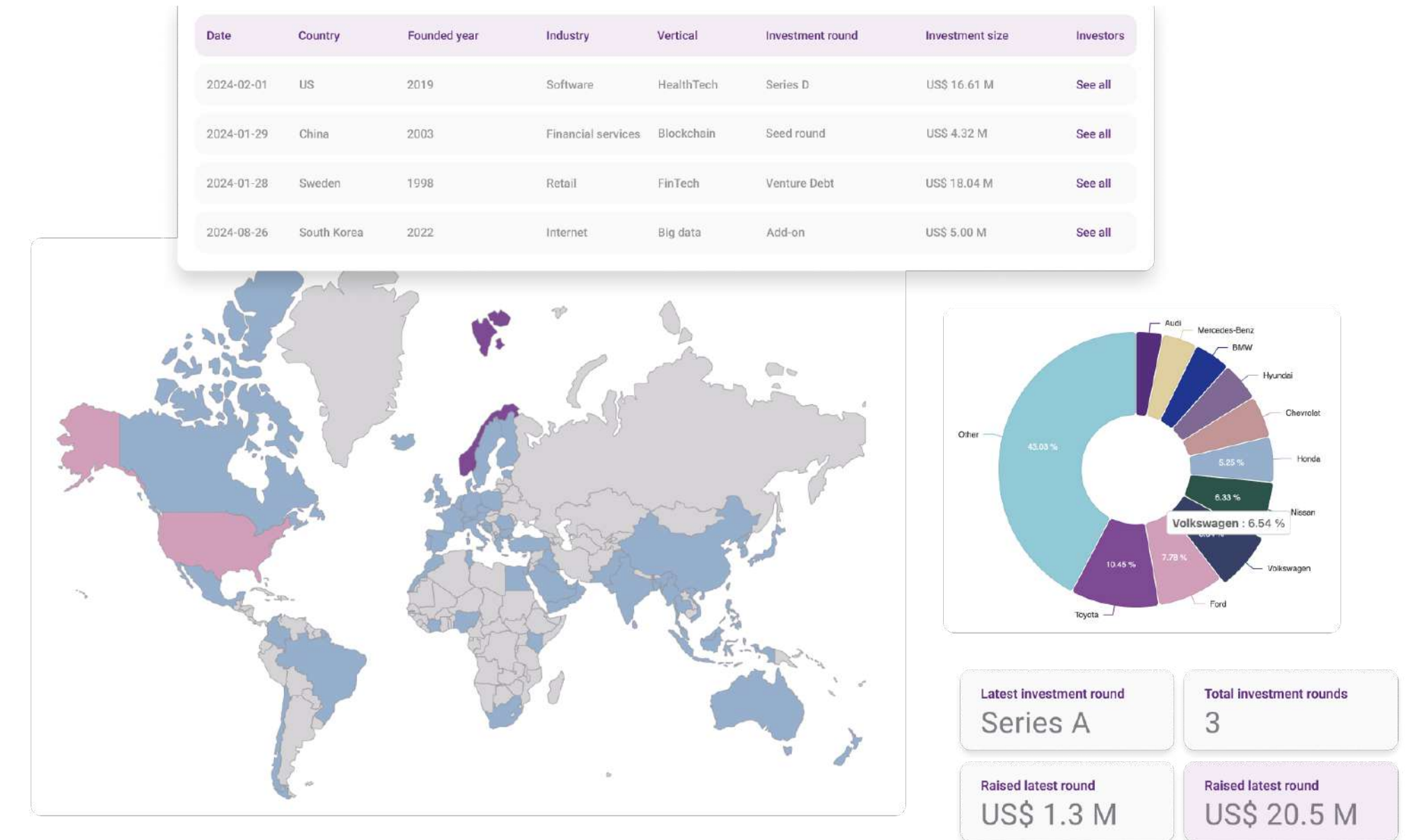
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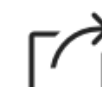


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