

Crowdfunding Market Report by Type (P2P Lending, Equity Investment, Hybrid, Reward-based, and Others), End Use (Entrepreneurship, Social Cause, Movies and Theater, Real Estate, Music, Technology, Publishing, and Others), and Region 2024-2032

Market Report | 2024-03-02 | 147 pages | IMARC Group

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Report description:

The global crowdfunding market size reached US\$ 16.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 42.9 Billion by 2032, exhibiting a growth rate (CAGR) of 11.26% during 2024-2032. The growing technological innovations in crowdfunding platforms, rising demand for crowdfunding campaigns to offer better exposure to upcoming projects, and increasing number of startup projects represent some of the key factors driving the market.

Crowdfunding refers to a small amount of capital obtained from a large number of individuals to finance a new business venture. It relies on vast networks of people through social media and crowdfunding websites to bring investors and entrepreneurs together. It is used to increase entrepreneurship by expanding the pool of investors beyond the traditional circle of owners, relatives, and venture capitalists. It allows investors to select from several projects and generate revenue from a percentage of the funds raised. Crowdfunding assists in pitching a project or business through the online platform for enhanced marketing and media attention. It also aids in testing the reaction of the public to new products or ideas and promotes various brands through their networks. It is more efficient as compared to applying for a loan or seeking out accredited investors while providing validation and social proof. As it is a fast way to raise finance with no upfront fees, the demand for crowdfunding is rising across the globe.

Crowdfunding Market Trends:

At present, the rising crowdfunding activities on social media platforms and increasing presence of upcoming projects represent one of the key factors supporting the growth of the market. In addition, the growing technological innovations in crowdfunding

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platforms, such as using artificial intelligence (AI) and machine learning (ML) technologies, are positively influencing the market. Besides this, there is a rise in the demand for crowdfunding campaigns to offer better exposure to upcoming projects around the world. This, along with the increasing number of startup projects, is offering lucrative growth opportunities to industry investors. Moreover, the rising awareness among the masses about the benefits of crowdfunding platforms is propelling the growth of the market. Apart from this, there is an increase in the utilization of crowdfunding platforms as they help people start online campaigns, predict the behavior of investors, create innovative content, detect fraud, show targeted ads, and verify the identities of campaigners. This, coupled with the growing employment of AI-driven chatbots in crowdfunding platforms to assist the campaigners in fundraising deals and launch campaigns, is offering a favorable market outlook. Additionally, the increasing demand for debt-based crowdfunding to allow startup companies to access funds at a lower cost without navigating through the complicated procedures of conventional banking is bolstering the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global crowdfunding market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type and end use.

Type Insights:

- P2P Lending
- Equity Investment
- Hybrid
- Reward-based
- Others

The report has provided a detailed breakup and analysis of the crowdfunding market based on the type. This includes P2P lending, equity investment, hybrid, reward-based, and others.

End Use Insights:

- Entrepreneurship
- Social Cause
- Movies and Theater
- Real Estate
- Music
- Technology
- Publishing
- Others

A detailed breakup and analysis of the crowdfunding market based on the end use has also been provided in the report. This includes entrepreneurship, social cause, movies and theater, real estate, music, technology, publishing, and others.

Regional Insights:

- North America
- United States
- Canada
- Asia Pacific
- China
- Japan

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India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others) was the largest market for crowdfunding. Some of the factors driving the Europe crowdfunding market included technology advancements, establishment of laws allowing access of crowdfunding sites, increasing number of proptech businesses, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global crowdfunding market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include CircleUp Network Inc., Crowdfunder Limited, Fundable LLC, Fundrise LLC, GoFundMe Inc., Indiegogo Inc., Patreon Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global crowdfunding market in 2023?
2. What is the expected growth rate of the global crowdfunding market during 2024-2032?
3. What are the key factors driving the global crowdfunding market?
4. What has been the impact of COVID-19 on the global crowdfunding market?
5. What are the key regions in the global crowdfunding market?
6. Who are the key players/companies in the global crowdfunding market?

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