

Crowdfunding Market By Type (Reward-based Crowdfunding, Equity-based Crowdfunding, Debt-based Crowdfunding, Donation-based Crowdfunding, Others), By Investment Size (Small and Medium Investment, Large Investment), By Application (Food and Beverage, Technology, Media and Entertainment, Real Estate, Healthcare, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

Crowdfunding is the use of small amounts of capital from a large number of individuals to finance a new business venture. It makes use of the easy accessibility of vast networks of people through social media and crowdfunding websites to bring investors & entrepreneurs together, with the potential to increase entrepreneurship by expanding the pool of investors beyond the traditional circle of owners, relatives, and venture capitalists. Crowdfunding is most often used by startup companies or growing businesses as a way of accessing alternative funds.□ Mostly organizations, businesses, and individuals alike use crowdfunding for any type of project, for instance, charitable cause; creative project; business startup; school tuition; or personal expenses. Crowdfunding platforms have made it easier for entrepreneurs, artists, and other creatives to access funding for their projects, without having to go through traditional channels such as banks or venture capitalists. Moreover, rise of crowdfunding platforms has made it easier for individuals and small businesses to access funding for their projects, regardless of their location, credit score, or net worth. Furthermore,□ crowdfunding platforms provide a level of transparency that is not typically available in traditional funding methods. Project creators are able to share detailed information about their project and goals, allowing potential investors to make informed decisions. In addition, in some countries, governments have implemented regulations to protect investors and to make it easier for entrepreneurs to access funding via crowdfunding platforms. Thus, these are some of the factors that propel the growth of the crowdfunding market. However, lack of awareness of crowdfunding among the general public is a significant restraint for the growth of the crowdfunding market. Many people are still not familiar with the concept of crowdfunding and how it works, which is limiting the number of potential investors. On the contrary, crowdfunding provides an

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opportunity for individuals to support projects and initiatives that align with their personal values and beliefs, such as environmental sustainability or social justice. Moreover, it also offers the potential for a return on investment, making it an attractive option for those looking to generate a financial return from their investments. Thus, these factors will provide major lucrative opportunities for the market growth.

The crowdfunding market is segmented on the basis of type, investment size, application, and region. By type, it is segmented into reward-based crowdfunding, equity-based crowdfunding, debt-based crowdfunding, donation-based crowdfunding, and others. Depending on investment size, it is segmented into small & medium investment and large investment. As per application, it is segmented into healthcare, food & beverages, technology, media & entertainment, real estate, and others. According to region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the crowdfunding market such as ConnectionPoint Systems Inc. (CPSI) (FundRazr), Crowdcube Capital Ltd, Fundable, Fundly, GoFundMe, Indiegogo, Inc., Kickstarter, PBC, Seedrs Limited StartSomeGood, and Wefunder Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the crowdfunding industry.

Key benefits for stakeholders

- The study provides in-depth analysis of the global crowdfunding market along with the current & future trends to illustrate the imminent investment pockets.
- Information about key drivers, restrains, & opportunities and their impact analysis on the global crowdfunding market size are provided in the report.
- Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.
- The quantitative analysis of the global crowdfunding market from 2022 to 2031 is provided to determine the market potential.

Key Market Segments

By Type

- Reward-based Crowdfunding
- Equity-based Crowdfunding
- Debt-based Crowdfunding
- Donation-based Crowdfunding
- Others

By Investment Size

- Small and Medium Investment
- Large Investment

By Application

- Food and Beverage
- Technology
- Media and Entertainment
- Real Estate
- Healthcare
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain

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- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- StartSomeGood
- Kickstarter, PBC
- GoFundMe
- Fundly
- Seedrs Limited
- ConnectionPoint Systems Inc. (CPSI) (FundRazr)
- Fundable
- Wefunder Inc.
- Indiegogo, Inc.
- Crowdcube Capital Ltd

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