

Embedded Banking Market By Type (Payment Processing, Lending, Contactless Payment, Wealth Management, Others), By Industry Vertical (Retail and E-commerce, Transportation and Logistics, Healthcare, Media and Entertainment, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-11-01 | 334 pages | Allied Market Research

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Report description:

The embedded banking market refers to how financial services are included in non-financial platforms, goods, or applications so that users can conveniently access banking and related services while still engaging in their regular interactions. This strategy democratizes access to financial services and eliminates the need for clients to deal directly with traditional banks by integrating financial services into routine activities such as online shopping and personal money management. Furthermore, financial institutions such as e-commerce platforms, merchants, fintech companies, and social media networks are able to integrate banking functions such as insurance, investment options, lending, savings accounts, and payments into their products. This is known as embedded banking. Customers gain from the simplicity of making financial transactions or accessing financial information when connecting with such platforms. They can pay with their preferred applications, request loans at the point of sale, or get customized financial advice based on their spending habits. In addition, the need for a comprehensive customer experience, the possibility of creating new revenue sources, and the capacity to increase client loyalty through extensive offerings are the main forces behind the growth of embedded banking. Furthermore, embedded banking is essential to increase financial inclusion as it makes financial services available to people who might not have easy access to traditional banks.

The embedded banking market is driven by the digitalization in the banking sector. Financial institutions have utilized technology to provide integrated and smooth banking experiences across non-banking channels. The demand for embedded banking solutions has increased as a result of clients being able to effortlessly access banking services, manage their accounts, and execute financial transactions thanks to this digital transformation. Furthermore, enhanced customer experience plays a major role in the growth of the embedded banking market. However, security and data privacy concerns could hamper the expansion of embedded banking markets. Customers could be hesitant to use such services due to concerns about possible breaches of

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security and unwanted access to private financial data. These concerns may cause people to be hesitant to use embedded banking solutions, which could hinder their general acceptance. Furthermore, the lack of digital literacy in emerging countries must restrict the embedded banking market growth. On the contrary, the embedded banking market can benefit from diversifying revenue streams for non-banking entities. since they enable companies to add more revenue to their operations by integrating banking services into their platforms and charging fees, commissions, or interest on loans. In the end, this drives the expansion of the embedded banking market by allowing them to improve their overall business strategy, monetize their user base, and boost profitability.

The embedded banking market is segmented on the basis of type, industry vertical and region. On the basis of type, the market is segmented into payment processing, lending, contactless payment, wealth management and others. On the basis of industry vertical, it is bifurcated into retail and e-commerce, transportation and logistics, healthcare, media and entertainment, and others. On the basis of region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyses the profiles of key players operating in the embedded banking market such as Cybrid Inc., EdgeVerve Systems Limited, Finastra, Fiserv, Inc., Lendflo, Moshpit Technologies, Inc., PayPal, PAYRIX, Stripe, Inc., Zopa Bank Limited. These players have adopted various strategies to increase their market penetration and strengthen their position in the embedded banking market.

Key Benefits for Stakeholders

- The study provides in-depth analysis of the global embedded banking 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 embedded banking 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 embedded banking market from 2022 to 2032 is provided to determine the market potential.

Additional benefits you will get with this purchase are:

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Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Investment Opportunities
- Market share analysis of players by products/segments
- Regulatory Guidelines
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Market share analysis of players at global/region/country level
- SWOT Analysis

Key Market Segments

By Type

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- Payment Processing
- Lending
- Contactless Payment
- Wealth Management
- Others

By Industry Vertical

- Retail and E-commerce
- Transportation and Logistics
- Healthcare
- Media and Entertainment
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Finastra
- Fiserv, Inc.
- PayPal Holdings, Inc.
- PAYRIX
- Cybrid Inc.
- Zopa Bank Limited
- EdgeVerve Systems Limited
- Lendflow
- Stripe, Inc.
- Moshpit Technologies, Inc.

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