

Neobanking Market By Account Type (Business Account, Saving Account), By Service Type (Mobile Banking, Payments and Money Transfer, Checking/Savings Account, Loans, Others), By Application (Enterprise, Personal): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-07-01 | 239 pages | Allied Market Research

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Report description:

Neobanking is defined as novel banking technology which provides complete online banking solutions to its customers. Neobanking differs from traditional banks, as they have no physical offices & branches. These banks allow everything from opening an account to other services, without the need to go to a bank. These digital solutions range from banking services like accounts, loans, transfers, and cards to recommending financial services based on lifestyle choices such as spend analysis, and automated saving. Neobanks don't rely on outdated, legacy technology, and hence tend to have stringent measures for the privacy, security, and safety of their platforms. The complete safety of customer data becomes a priority. Moreover, Neobanks function 24 hours. One can effortlessly carry out day-to-day tasks like making payments, anytime, anywhere. Their customer services are customized, and the use of AI helps to solve customer concerns in real-time. Furthermore, neo-banks don't require any physical infrastructure to maintain physical branches, they save on overhead expenses. This is partly passed on to customers in the form of no or low charges for various transactions or services, and favorable interest rates. One of the primary attractions for neobank customers is lower fees and access to an account, even if they have a poor credit history. This can help individuals who struggle to open traditional banking accounts due to a lack of resources or a lower credit score. With neobanking, they can start fresh with an account tailored to fit their needs and help them reach their financial goals.

Increase in digitalization of banking activities and increase in demand for digital banking solutions is boosting the growth of the global neobanking market. In addition, increase in use of mobile banking is positively impacts the growth of the market. However, security issues and privacy concerns and high implementation cost is hampering the neobanking market growth. On the contrary, rising Investments in fintech industry is expected to offer remunerative opportunities for expansion of the market during the forecast period.

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The neobanking market is segmented on the basis of account type, service type, application, and region. On the basis of account type, the market is categorized into business account, and saving account. On the basis of service type, the market is fragmented into mobile banking, payments & money transfer, checking/saving accounts, loans, and others. By application, it is classified into enterprise, personal, and other. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. The key players that operate in the neobanking market are Monzo Bank Limited, Movencorp, Inc., WeBank, PRETA S.A.S., N26 AG, Revolut Ltd., Ubank, Pockit LTD, Starling Bank Limited, and Atom Bank PLC These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

Key Benefits of Stakeholders

The study provides an in-depth analysis of the global neobanking market forecast along with the current and future trends to explain the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on global neobanking market trend is provided in the report.

The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.

The quantitative analysis of the market from 2022 to 2032 is provided to determine the market potential.

□

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- Market share analysis of players by products/segments
- New Product Development/ Product Matrix of Key Players
- 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 Service Type

- Loans
- Others
- Mobile Banking
- Payments and Money Transfer
- Checking/Savings Account

By Application

- Enterprise
- Personal

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By Account Type

- Business Account
- Saving Account

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Atom Bank
- Monzo Bank Limited
- Movencorp Inc.
- N26
- Pockit Ltd
- PRETA S.A.S.
- Revolut Ltd
- Starling Bank
- UBank
- WeBank

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