

Crowdfunding Market Assessment, 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, Personal Care, Others], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

Global crowdfunding market is projected to witness a CAGR of 15.5% during the forecast period 2024-2031, growing from USD 20.02 billion in 2023 to USD 63.4 billion in 2031. Crowdfunding is not a new concept in terms of financing but due to digitalization and other technological advancements the global crowdfunding market has transformed the way funds are collected and utilized. The global crowdfunding market represents a dynamic and transformative force in the modern finance industry, offering a platform for individuals, entrepreneurs, and organizations to access capital, realize creative projects and drive innovation. The market is driven by technological advancements, changing consumer behaviors, and increasing demand for alternative financing solutions across various industries. Crowdfunding platforms connect project creators with diverse investors, enabling individuals and businesses to raise capital for projects, ventures, or charitable causes.

In the modern world, there are multiple methods and types of crowdfunding, ranging from donation-based crowdfunding campaigns supporting charitable and social causes to equity crowdfunding platforms facilitating investment in promising startups and businesses; the crowdfunding ecosystem encompasses a broad spectrum of models and opportunities. Crowdfunding has been revolutionized by fintech firms and online platforms, which allow startups and business houses to reach a wider audience through innovative strategies and transparent communication. The global crowdfunding market is poised to grow at an impressive

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growth rate as more startups are forming and require capital and funding for their varied projects and operations, and in such a scenario, crowdfunding is an attractive model of financing where such businesses don't have to dilute their equity in every case.

Access to Capital Drive Global Crowdfunding Market Growth

One of the primary drivers of the global crowdfunding market is access to capital, which plays a pivotal role in market growth and democratizes the financing landscape for individuals, startups, and small businesses. Crowdfunding has established itself as an attractive and alternative financing source for business houses and startups that face several challenges in raising capital and funds from banks, venture capitalists, or angel investors. It provides a platform for individuals and businesses to raise capital directly from a diverse pool of backers, circumventing traditional gatekeepers and financial intermediaries.

Also, accessing capital can be challenging for early-stage startups and projects due to limited track records or collateral.

Crowdfunding bridges the gap by enabling founders to raise seed capital or initial funding through pre-sales, donations, or equity investments from backers willing to take on higher risk in exchange for potential returns. Crowdfunding platforms have a global reach, connecting project creators with backers worldwide. Global connectivity expands the pool of potential investors and contributors, increasing the likelihood of reaching funding goals and facilitating cross-border collaboration and investment opportunities.

In November 2023, Functional beverage company NERD Focus launched an equity crowdfunding campaign with a USD 19.5 million value and a target of generating USD 15,000 to USD 1.23 million. The campaign is hosted on StartEngine, a crowdfunding platform, and is open to investors for as low as USD 399. The money will be used by the business to support both new product creation and national expansion. According to the firm, NERD Focus dubbed the "original think drink", made with a combination of nootropics, adaptogens, and caffeine to provide the benefits for improved cognition and prolonged energy.

Support for Social Cause

Support for social causes is a powerful driver of the global crowdfunding market, fueling the growth of platforms dedicated to philanthropy, charity giving, and social impact initiatives. Crowdfunding provides individuals, organizations, and communities with a platform to raise funds and support causes they are passionate about, driving positive change and addressing pressing social challenges. Crowdfunding empowers grassroots movements and community-driven initiatives by providing a decentralized platform for individuals and groups to raise funds for causes they care about. It allows ordinary people to become agents of change and mobilize support for social issues ranging from human rights and environmental conservation to healthcare and education.

Crowdfunding platforms have a global reach, enabling individuals and organizations to connect with supporters worldwide. This global connectivity fosters collaboration, knowledge sharing, and cross-cultural exchange, amplifying the impact of social initiatives and fostering a sense of global solidarity in addressing shared challenges. Even in the cases of crisis response and disaster relief efforts, crowdfunding plays an important role in allowing communities to mobilize resources and support quickly in times of need. Whether providing aid to disaster-stricken areas, supporting humanitarian relief efforts, or assisting marginalized communities, crowdfunding facilitates rapid response and collective action in times of crisis.

In October 2023, more than USD 400,000 was donated by the public in response to a fundraising campaign to assist Mary Lou Retton, a gymnast, and Olympic Champion who has been fighting for her life against a rare form of pneumonia in a Texas hospital, with her medical expenses. With a USD 50,000 target, the crowdsourcing campaign to help with Retton's medical bills raised more than USD 400,000.

Digitalization and Internet Aiding Market Growth

The widespread ability of the internet and digital transformation has played a major role in the growth of global crowdfunding market. The widespread adoption of the internet and digital devices has opened opportunities for crowdfunding platforms to reach a broader audience that transcends boundaries and facilitates ventures, businesses, and startups to raise funds. Digital platforms make it convenient for various types of people to participate in crowdfunding campaigns for various purposes besides business. Nowadays, people join to raise and gather funds for social causes, political campaigns, and others seamlessly and hassle-free. Social media, email marketing, and digital advertising tools further amplify the visibility of crowdfunding campaigns, reaching a wider audience and increasing the likelihood of fundraising success. Digitalization allows crowdfunding platforms to leverage data analytics and insights to optimize campaign performance, identify trends, and target relevant audiences effectively.

In November 2023, Digital Bank Kroo ended its crowdsourcing campaign after raising an incredible USD 2,542,021.80. This

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exceeded the original USD 1,264,965 goal, indicating a high public demand for improved banking options. In this funding round, Kroo attracted 2,702 investors from more than 45 countries, with an average investment of more than USD 936.

Regional Analysis of Global Crowdfunding Market

In the current scenario of the digital age where crowdfunding is used to fund businesses and startups is more formal and everything is recorded and transparent. As of now, the global crowdfunding market has the most potential in developed countries of Europe and in the United States, where technology is widely adopted and utilized to its full potential. Crowdfunding transcends boundaries, and it can connect business houses with potential donors and financiers from any part of the world; but due to the restrictions of financial literacy and funds in the developing countries of Asia, Africa, and South America, the majority of crowdfunding is restricted within the boundaries of developed countries such as the United States, the United Kingdom, and other European countries.

In September 2023, the specialists in deodorant balms, AKT London, are using crowdfunding to take their brand to the next level, following a six-month growth spurt. The plastic-free company wants to fund USD 1,018,060 to launch a new product line and enter the United States market.

Future Market Scenario (2024 - 2031F)

□ In the coming years, the market will continue to grow assisted by increasing awareness, adoption, and acceptance of crowdfunding as a mainstream financing option. As more individuals, businesses, and non-profits recognize the benefits of crowdfunding, the volume and diversity of crowdfunding campaigns are expected to expand across sectors and geographies.

□ As the market continues to grow and gain traction, it is expected that the regulatory frameworks governing crowdfunding will continue to evolve, adapting the technological advancements and addressing emerging challenges such as investor protection, fraud prevention, and market integrity. Improved regulatory compliance will foster market growth and boost investor confidence and safeguard their interests.

□ It is expected that crowdfunding platforms will evolve and leverage technologies such as AI and blockchain that will enable decentralized fund-raising mechanisms and improve transparency, security and efficiency in fundraising processes, opening new possibilities for decentralized finance (DeFi) and alternative investment opportunities.

Key Players Landscape and Outlook

The outlook for the global crop insurance market is positive. It is expected that the market will continue to grow and expand in the forecast period due to various market drivers such as the adoption of financing models and widespread availability and adoption of the internet. Apart from current crowdfunding models, the global crowdfunding market will witness the diversification of funding models beyond traditional reward-based and donation-based crowdfunding, with the emergence of hybrid funding models, revenue-sharing arrangements, and tokenized investment opportunities. Blockchain technology will play an increasingly important role in crowdfunding, enabling tokenization of assets, smart contracts, and decentralized fundraising mechanisms.

Blockchain-based crowdfunding platforms will enhance transparency, security, and efficiency in fundraising processes.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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