E-Brokerages - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The E-Brokerages Market is expected to register a CAGR of greater than 6.5% during the forecast period.

E-brokerage or an online broker is one who deals with clients through the Internet rather than at a physical location. Those active in internet trading will frequently contact these specialists or organizations to help them buy and sell shares.

The COVID-19 outbreak has resulted in major financial market falls and raised financial market dangers all around the world. Central banks and governments have thrown their policy tools into the market and launched never-before-seen assistance programs. As the COVID-19 epidemic progresses, investors boost their trading operations, both at the extensive and intensive margins. The number of investors who open their first account with the broker grows, while veteran investors increase their average trading activity. As the number of COVID-19 instances doubles, investors' weekly trading increases considerably. Investors establish additional stock and index positions, but do not shift to safe-haven (gold) or particularly "risky" assets (CFDs on stocks, cryptocurrencies).

Brokerages are fairly diversified. Along with fulfilling orders, the players offer other investment strategies and other financial advisory services. A big chunk of their topline comes from filling buy and sell orders from clients. Commission and fee-based revenue come from the principal transactions. Along with it, interest income earned from investments and dividends, investment banking revenue through underwriting, and advisory services. The companies in this industry have varying levels of debt. Large brokers doing significant investment banking business often carry heavy debt burdens. While conservative companies are those who tend to depend on commissions and hold lighter debt balances.

Online Brokerage Market Trends

Zero commission in United States equity markets change market dynamics

United States Securities Acts Amendments of 1975 ended fixed trade commissions. Since then the equity commissions have been on a downward trend for both institutional and retail clients. This culminated in zero-commission trading for retail investors in the United States. For a few years, the mobile app-based brokerage Robinhood Markets Inc. has offered free trades and a USD 0 minimum balance to draw in millennial investors. And big financial-services companies have been cranking out other kinds of free offers. Fidelity Investments Inc. initiated index funds with zero fees, and JPMorgan Chase & Co. rolled out a service that offered clients 100 commission-free stock and ETF trades in their first year.

Brokerages also make money by catering to investment advisers, loaning customers cash to buy stocks on margin, and lending out securities to short sellers hoping to profit on a decline in prices. One of the greatest sources of revenue for brokers is to invest or loan out the money clients don't have in play in the market which is put into banking subsidiaries of brokerage houses. The revenue loss from implementing zero-commission can be covered by the surge in customer base. The revenue breakup of a few major brokerage houses indicates the hidden potential of such other sources of revenue for brokers.

Online Trading Platform is driving the growth of the market

The development of technology plays a crucial role in the development of the global online trading platform market. Digital technology is advancing at a rapid pace, and online trading platforms have actually developed in terms of sophistication, usability and feature richness. In addition, improvements in internet connectivity, mobile technology, and trading software are providing the market profitable development opportunities.

The demand for customized trading platforms is expected to grow as end-users, including government and non-profit banks, increase their demand for customized trading solutions. ETPs can make a significant contribution to the growth of government securities markets at times when trading volumes have reached or are on track to reach a certain minimum critical mass.

The industry is expanding as trading platforms are increasingly adopting blockchain and artificial intelligence technologies to improve their accuracy and efficiency. The combination of automation, algorithms, and high-fidelity trading has also been driven by increasing trends in electronic trading, which aims to simplify the trade execution, improve efficiency, and enable advanced trading strategies, thus supporting market development.

Empirica introduced its trading algorithm called Volume-Weighted Average Price (VWAP). It is capable of lowering the impact on the market price by using a pre-computed schedule for implementing a bigger order.

Online Brokerage Industry Overview

This industry's competitive environment is fairly fragmented, with the participation of well-known brands as well as some regional and local businesses. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and by tapping new markets.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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