

Non-profit Crowdfunding Platform Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Report description:

The Global Non-Profit Crowdfunding Platform Market reached USD 293.5 million in 2024 and is projected to grow at a CAGR of 13.1% between 2025 and 2034. The rapid evolution of digital payment technologies has dramatically reshaped the way people donate to charitable causes, making online giving more seamless, secure, and accessible than ever before. As technology continues to evolve, non-profit crowdfunding platforms are capitalizing on the widespread use of mobile wallets, UPI, cryptocurrency donations, and API-enabled payment solutions to offer a wide range of payment options. This has made the donation process easier for donors worldwide, encouraging more frequent and higher-value contributions.

The rising inclination toward online fundraising is also fueled by increasing internet penetration, smartphone adoption, and heightened awareness around social causes, healthcare emergencies, and community welfare. Additionally, the growing trust in crowdfunding platforms due to enhanced security, transparency, and real-time campaign tracking is encouraging more individuals, corporations, and communities to engage in digital philanthropy. As the world continues to witness global crises, natural disasters, healthcare emergencies, and educational disparities, non-profit crowdfunding platforms have emerged as crucial tools for driving collective action and channeling funds toward immediate relief and long-term support. This growing reliance on online donation platforms is expected to further accelerate the market's expansion over the next decade.

The non-profit crowdfunding platform market is classified by cause into medical aid, education, animal welfare, disaster relief, community welfare, and others. In 2024, the medical aid segment accounted for 35.8% of the total market share, driven largely by surging healthcare costs and the increasing need for urgent medical treatments. Individuals facing unaffordable surgeries, specialized treatments, and long-term care expenses are turning to these platforms for financial support, making medical crowdfunding one of the most sought-after categories on these platforms. The growing number of medical emergencies, coupled with inadequate insurance coverage in many regions, is further driving the demand for healthcare-related crowdfunding initiatives.

Based on platform type, the non-profit crowdfunding platform market includes donation-based, peer-to-peer, reward-based, and hybrid models. Among these, donation-based crowdfunding is set to generate USD 160 million by 2034, propelled by growing contributions toward medical fundraising, disaster relief, and various social causes. Donation-based crowdfunding enables

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individuals and organizations to raise funds without providing any financial returns to donors, making it an accessible and effective option for a wide range of causes. The rising popularity of tax-deductible donations has also contributed to the segment's growth, as donors increasingly seek causes that offer tax incentives alongside impact-driven outcomes.

Regionally, North America accounted for a 35% share of the global non-profit crowdfunding platform market in 2024, with the United States leading the region's growth. The U.S. has witnessed a surge in digital philanthropy as individuals and corporations alike prefer direct, transparent, and flexible giving options. The widespread presence of established crowdfunding platforms, combined with favorable tax laws supporting charitable contributions, has significantly fueled market growth in the region.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Research Design

1.1.1 Research Approach

1.1.2 Data Collection Methods

1.2 Base Estimates & Calculations

1.2.1 Base Year Calculation

1.2.2 Key Trends For Market estimation

1.3 Forecast model

1.4 Primary research and validation

1.4.1 Primary sources

1.4.2 Data mining sources

1.5 Market scope & definition

Chapter 2 Executive Summary

2.1 Industry synopsis, 2021 - 2034

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Payment processors

3.1.2 Technology providers

3.1.3 Regulatory bodies

3.1.4 Donors

3.1.5 Non-profit organizations

3.2 Supplier landscape

3.3 Profit margin analysis

3.4 Technology & innovation landscape

3.5 Patent analysis

3.6 Key news & initiatives

3.7 Case studies

3.8 Regulatory landscape

3.9 Impact forces

3.9.1 Growth drivers

3.9.1.1 Increased adoption of digital payment technologies

3.9.1.2 Growing emphasis on transparent impact reporting

3.9.1.3 Rise of social media-integrated fundraising campaigns

3.9.1.4 Greater focus on donor retention strategies

3.9.2 Industry pitfalls & challenges

3.9.2.1 Fraud concerns

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3.9.2.2 Platform fees and processing costs

3.10 Growth potential analysis

3.11 Porter's analysis

3.12 PESTEL analysis

Chapter 4 Competitive Landscape, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

Chapter 5 Market Estimates & Forecast, By Platform, 2021 - 2034 (USD Million)

5.1 Key trends

5.2 Donation-based

5.3 Peer-to-Peer

5.4 Reward-based

5.5 Hybrid

Chapter 6 Market Estimates & Forecast, By Cause, 2021 - 2034 (USD Million)

6.1 Key trends

6.2 Medical aid

6.3 Disaster relief

6.4 Education

6.5 Community welfare

6.6 Animal welfare

6.7 Others

Chapter 7 Market Estimates & Forecast, By Donor, 2021 - 2034 (USD Million)

7.1 Key trends

7.2 Individuals

7.3 Corporates

7.4 Nonprofits

7.5 Government

Chapter 8 Market Estimates & Forecast, By Region, 2021 - 2034 (USD Million)

8.1 Key trends

8.2 North America

8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 UK

8.3.2 Germany

8.3.3 France

8.3.4 Italy

8.3.5 Spain

8.3.6 Russia

8.3.7 Nordics

8.4 Asia Pacific

8.4.1 China

8.4.2 India

8.4.3 Japan

8.4.4 Australia

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- 8.4.5 South Korea
- 8.4.6 Southeast Asia
- 8.5 Latin America
- 8.5.1 Brazil
- 8.5.2 Mexico
- 8.5.3 Argentina

8.6 MEA

- 8.6.1 UAE
- 8.6.2 South Africa
- 8.6.3 Saudi Arabia

Chapter 9 Company Profiles

- 9.1 Betterplace.org
- 9.2 Charity: water
- 9.3 Chuffed
- 9.4 Classy
- 9.5 Donadora
- 9.6 Donorbox
- 9.7 Fundly
- 9.8 GlobalGiving
- 9.9 GoFundMe
- 9.10 Goteo
- 9.11 ImpactGuru
- 9.12 Indiegogo
- 9.13 JustGiving
- 9.14 Ketto
- 9.15 Leetchi
- 9.16 M-Changa
- 9.17 Mightycause
- 9.18 MyCause
- 9.19 Patreon
- 9.20 Thundafund

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