

## **UAE Fintech - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 130 pages | Mordor Intelligence

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### **Report description:**

UAE Fintech Market Analysis

UAE fintech market size in 2026 is estimated at USD 52.07 billion, growing from 2025 value of USD 46.67 billion with 2031 projections showing USD 90.06 billion, growing at 11.58% CAGR over 2026-2031. This growth reflects sustained public-private investment, rising digital wallet use, and progressive open-finance regulations that reinforce the UAE's position as the dominant fintech hub in the Middle East. Smartphone penetration above 96% has accelerated mobile-first payment adoption, while the Central Bank's Financial Infrastructure Transformation (FIT) program and the Digital Dirham project are reshaping wholesale and retail settlement rails. Strategic capital from sovereign wealth funds is deepening the venture pipeline, and the multiplicity of common-law financial free zones enables firms to choose optimal regulatory pathways. Competitive intensity is also rising as incumbent banks form technology partnerships to safeguard deposits and fee income against agile newcomers.

UAE Fintech Market Trends and Insights

Venture-Capital Inflows Accelerate Ecosystem Expansion

Record 2024 funding rounds such as Qashio's USD 19.8 million Series A and Fortis's USD 20 million raise underscore growing institutional confidence in the UAE fintech market. Sovereign wealth funds, including Mubadala and ADQ, have begun supporting early-stage deals to reinforce local intellectual property creation. Access to patient capital shortens go-to-market cycles and enables rapid regional rollout of payment corridors linking Asia, Africa, and Europe. Deeper pools of growth equity are also

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allowing scale-ups to pursue strategic buy-and-build plays that widen product portfolios and lift switching costs for corporate clients. The resulting flywheel is expected to sustain double-digit expansion even as global venture activity moderates.

#### Smartphone Penetration Drives Mobile-First Finance

With 96% of residents owning smart devices, mobile banking adoption surpassed 83% in 2025, and 69% of users favor digital wallets over cards. Frictionless onboarding, biometric log-ins, and QR payments have become baseline expectations, compelling providers to continuously iterate user-experience design. Riding on this established infrastructure, the upcoming Digital Dirham retail wallet will facilitate programmable payroll, remittances, and government disbursements. This initiative is expected to streamline financial transactions, enhance accessibility for users, and support the broader adoption of digital payment systems. Moreover, heightened mobile engagement contributes to data lakes, bolstering credit scoring for under-banked microbusinesses and promoting inclusive finance throughout the northern emirates.

#### Cybersecurity and Data-Privacy Risks Moderate Adoption

The Central Bank's Open Finance Regulation embeds mandatory on-shore data-residency rules, compelling providers to maintain costly local hosting infrastructure while also adhering to strict encryption thresholds. Rising consumer anxiety due to repeated high-profile breaches continues to undermine trust, slowing wallet adoption unless firms proactively invest in zero-trust architectures and obtain ISO 27001 certification. The rapid expansion into virtual-asset services further increases attack surfaces, making coordinated threat-intelligence sharing between DIFC and VARA licensees a critical requirement. These challenges highlight the importance of building strong regulatory-technology partnerships to ensure resilience. At the same time, providers must prioritize customer education to reduce misinformation and strengthen confidence in digital financial ecosystems.

Other drivers and restraints analyzed in the detailed report include:

ESG-Linked Islamic Fintech Bolsters Sustainable Finance  
AI and Blockchain Enable Next-Generation Solutions  
Senior Tech-Talent Shortage Constrains Product Velocity

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Digital payments held 56.88% of UAE fintech market size in 2025 on the back of instant mobile transfers and a thriving remittance corridor. Insurtech, although smaller, is projected to log a 13.91% CAGR to 2031, underpinned by API-driven micro-policy issuance at e-commerce checkout points. Wio Bank's embedded-insurance partnership with Shory exemplifies cross-selling synergies that lift average revenue per user. Meanwhile, regulatory clarity around AED-backed stablecoins is catalyzing B2B invoice settlement solutions, providing corporates with near-real-time liquidity management.

Asset-light neobanks continue to grow their share by routing salary accounts to digital wallets, capturing transaction data that feeds lending algorithms. Point-of-sale financing tools now convert retail purchases into installments within seconds, reducing cart abandonment for electronics and travel merchants. In parallel, ADGM's tokenization sandbox is enabling fractional real-estate investments, generating new fee lines for platform operators. These intertwined developments ensure the UAE fintech market remains the nexus for end-to-end embedded finance across the Gulf.

Retail users accounted for 60.02% of the UAE fintech market share in 2025 as super-apps bundled payments, ride-hailing, and grocery delivery into unified interfaces. However, the business segment is forecast to grow at 12.85% CAGR through 2031 as SMEs digitalize trade flows. Hubpay's multicurrency virtual IBAN, for instance, enables exporters to receive GCC proceeds in hours

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rather than days. The Central Bank's API mandates further ease reconciliation by standardizing transaction meta-data. As digital adoption accelerates, more SMEs are expected to integrate fintech solutions directly into their ERP systems. This shift is likely to generate new demand for cross-border compliance tools and automated trade-finance platforms.

Large corporates are pivoting to pay-by-link and request-to-pay models that lower card interchange costs. Treasury heads also value programmable settlement logic embedded in the Digital Dirham pilot, which can automate withholding tax or customs levies at source. Collectively, these enterprise-grade innovations will gradually rebalance the UAE fintech market toward a 55-45 retail-business split by decade end. The evolution of these payment models also supports greater cash-flow visibility and working-capital efficiency for large firms. At the same time, regulatory sandboxes will play a key role in scaling pilot programs into mainstream adoption.

The UAE Fintech Market Report is Segmented by Service Proposition (Digital Payments, Digital Lending and Financing, Digital Investments, Insurtech, Neobanking), End-User (Retail, Businesses), User Interface (Mobile Applications, Web/Browser, POS/IoT Devices), and Geography (Dubai, Abu Dhabi, Rest of UAE). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Tabby FZ LLC Yallacompare Insurance Broker Beehive P2P Limited Sarwa Digital Wealth Shuaa Capital psc Sehteq NOW Payment Services Provider Mamo Limited Tap Payments Ziina Payment Wio Bank e& Money CredibleX Feedzai Binance UAE Detekta BTSE VertoFX Vestun Seamless.finance

Additional Benefits:

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

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