

# **Alternative Lending Market By Type (Peer-to-Peer Lending, Crowdfunding, Invoice Trading), By Tenure (Short-term, Mid-term, Long-term), By End Users (Individual, Businesses): Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The global alternative lending market was valued at \$354.8 billion in 2023, and is projected to reach \$1,076.3 billion by 2033, growing at a CAGR of 11.6% from 2024 to 2033.

Alternative lending refers to loan options available to consumers and businesses other than those options from traditional banks. Fintechs and non-banking companies are increasingly entering the alternative lending market to offer customized lending products designed for specific regions, demographic segments, or industries. It involves non-traditional methods of providing finance, typically outside the scope of traditional banks and financial institutions. This model has become increasingly popular due to its flexibility, speed, and accessibility for borrowers who do not meet the standard requirements of traditional lenders. Alternative lending offers a variety of options, such as peer-to-peer lending, crowdfunding, marketplace lending, and online personal loans.

Factors such as increase in demand for flexible financing options and surge in favorable regulatory changes positively impact the growth of the alternative lending market. In addition, rise in peer-to-peer (P2P) lending and crowdfunding lending due to easier access to capital, lower borrowing costs, more inclusive financial services, and surge in trust in fast & transparent online platforms, is expected to fuel the growth of the market during the forecast period.

Moreover, technological advancements and shift in consumer preferences toward more

accessible and efficient lending solutions are expected to positively impact on the growth of the market in the future. However, data privacy & security concerns, credit risk, and loan default are expected to hamper market growth. Furthermore, the expansion of lending platforms creates numerous opportunities in emerging markets by increasing access to credit, boosting financial inclusion and economic growth. Moreover, partnerships and collaboration between traditional banks and alternative lenders are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

On the other hand, the integration of AI, blockchain, and data analytics in lending platforms is expected to provide lucrative growth opportunities for the market in the upcoming years. Moreover, the development of technology to enhance loan decision-making, improve security, and streamline processes is anticipated to create lucrative opportunities for market growth, making solutions faster, more efficient, and more transparent. For instance, in August 2020, Funding Circle Limited collaborated with Santander to support small UK businesses by providing streamlined access to funding.

## **Segment Review**

The alternative lending market is segmented into type, tenure, end user, and region. By type, the alternative lending market is segmented into peer-to-peer lending, crowdfunding lending, and invoice trading. By tenure, the market is segregated into short-term, mid-term, and long-term. By end user, the market is divided into individual and businesses. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## **Key Findings**

By type, the peer-to-peer lending segment accounted for the largest alternative lending market size in 2023.

By tenure, the mid-term segment accounted for the largest alternative lending market share in 2023.

By end user, the businesses segment accounted for the largest market share in 2023.

Region-wise, North America generated the highest revenue in 2023.

## **Competition Analysis**

*Alternative Lending Market By Type (Peer-to-Peer Lending, Crowdfunding, Invoice Trading), By Tenure (Short-ter...*

The market players operating in the alternative lending market are Funding Circle Limited, Prosper Funding LLC, Affirm, Inc., Upstart, OnDeck, Bluevine Inc, Fundbox, capify, MoneyLion Inc, Biz2Credit, Clearco, Kiva, Crowd2Fund, Loanpad, American Express Company, Tala, LendingClub, LenDenClub, Bond Street Servicing, LLC, and Planethome Investment AG. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the alternative lending market globally.

### **Key Benefits for Stakeholders**

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the alternative lending market analysis from 2023 to 2033 to identify the prevailing alternative lending market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the alternative lending market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global alternative lending market trends, key players, market segments, application areas, and market growth strategies.

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Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

## Key Market Segments

### By Type

Crowdfunding

Invoice Trading

Peer-to-Peer Lending

### By Tenure

Short-term

Mid-term

Long-term

### By End Users

Individual

Businesses

### By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Europe

LAMEA

Latin America

Middle East

Africa

Key Market Players

OnDeck

Bluevine Inc

Fundbox

Clearco

Kiva

LenDenClub

Capify

Bond Street Servicing, LLC

Loanpad Limited

Upstart Network, Inc.

Tala

Funding Circle Limited

American Express Company

Affirm, Inc.

Biz2Credit

LendingClub

PlanetHome Investment AG

Crowd2Fund Limited

MoneyLion Inc.

Prosper Funding LLC

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
  - 3.3.1. Low bargaining power of suppliers
  - 3.3.2. Low threat of new entrants
  - 3.3.3. Low threat of substitutes
  - 3.3.4. Low intensity of rivalry
  - 3.3.5. Low bargaining power of buyers
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Rise of peer-to-peer (P2P) and crowdfunding
    - 3.4.1.2. Increasing demand for flexible financing options
    - 3.4.1.3. Surge in favorable regulatory changes
  - 3.4.2. Restraints
    - 3.4.2.1. Data privacy and security concerns
    - 3.4.2.2. Credit risk and loan default in alternative lending
  - 3.4.3. Opportunities
    - 3.4.3.1. Integration of AI, blockchain, and data analytics

## **CHAPTER 4: ALTERNATIVE LENDING MARKET, BY TYPE**

### 4.1. Overview

#### 4.1.1. Market size and forecast

### 4.2. Peer-to-Peer Lending

#### 4.2.1. Key market trends, growth factors and opportunities

#### 4.2.2. Market size and forecast, by region

#### 4.2.3. Market share analysis by country

### 4.3. Crowdfunding

#### 4.3.1. Key market trends, growth factors and opportunities

#### 4.3.2. Market size and forecast, by region

#### 4.3.3. Market share analysis by country

### 4.4. Invoice Trading

#### 4.4.1. Key market trends, growth factors and opportunities

#### 4.4.2. Market size and forecast, by region

#### 4.4.3. Market share analysis by country

## **CHAPTER 5: ALTERNATIVE LENDING MARKET, BY TENURE**

### 5.1. Overview

#### 5.1.1. Market size and forecast

### 5.2. Short-term

#### 5.2.1. Key market trends, growth factors and opportunities

#### 5.2.2. Market size and forecast, by region

#### 5.2.3. Market share analysis by country

### 5.3. Mid-term

#### 5.3.1. Key market trends, growth factors and opportunities

#### 5.3.2. Market size and forecast, by region

#### 5.3.3. Market share analysis by country

### 5.4. Long-term

#### 5.4.1. Key market trends, growth factors and opportunities

#### 5.4.2. Market size and forecast, by region

#### 5.4.3. Market share analysis by country

## **CHAPTER 6: ALTERNATIVE LENDING MARKET, BY END USERS**

### 6.1. Overview

#### 6.1.1. Market size and forecast

### 6.2. Individual

- 6.2.1. Key market trends, growth factors and opportunities
- 6.2.2. Market size and forecast, by region
- 6.2.3. Market share analysis by country
- 6.3. Businesses
  - 6.3.1. Key market trends, growth factors and opportunities
  - 6.3.2. Market size and forecast, by region
  - 6.3.3. Market share analysis by country

## **CHAPTER 7: ALTERNATIVE LENDING MARKET, BY REGION**

- 7.1. Overview
  - 7.1.1. Market size and forecast By Region
- 7.2. North America
  - 7.2.1. Key market trends, growth factors and opportunities
  - 7.2.2. Market size and forecast, by Type
  - 7.2.3. Market size and forecast, by Tenure
  - 7.2.4. Market size and forecast, by End Users
  - 7.2.5. Market size and forecast, by country
    - 7.2.5.1. U.S.
      - 7.2.5.1.1. Market size and forecast, by Type
      - 7.2.5.1.2. Market size and forecast, by Tenure
      - 7.2.5.1.3. Market size and forecast, by End Users
    - 7.2.5.2. Canada
      - 7.2.5.2.1. Market size and forecast, by Type
      - 7.2.5.2.2. Market size and forecast, by Tenure
      - 7.2.5.2.3. Market size and forecast, by End Users
- 7.3. Europe
  - 7.3.1. Key market trends, growth factors and opportunities
  - 7.3.2. Market size and forecast, by Type
  - 7.3.3. Market size and forecast, by Tenure
  - 7.3.4. Market size and forecast, by End Users
  - 7.3.5. Market size and forecast, by country
    - 7.3.5.1. UK
      - 7.3.5.1.1. Market size and forecast, by Type
      - 7.3.5.1.2. Market size and forecast, by Tenure
      - 7.3.5.1.3. Market size and forecast, by End Users
    - 7.3.5.2. Germany
      - 7.3.5.2.1. Market size and forecast, by Type
      - 7.3.5.2.2. Market size and forecast, by Tenure

- 7.3.5.2.3. Market size and forecast, by End Users
- 7.3.5.3. France
  - 7.3.5.3.1. Market size and forecast, by Type
  - 7.3.5.3.2. Market size and forecast, by Tenure
  - 7.3.5.3.3. Market size and forecast, by End Users
- 7.3.5.4. Italy
  - 7.3.5.4.1. Market size and forecast, by Type
  - 7.3.5.4.2. Market size and forecast, by Tenure
  - 7.3.5.4.3. Market size and forecast, by End Users
- 7.3.5.5. Spain
  - 7.3.5.5.1. Market size and forecast, by Type
  - 7.3.5.5.2. Market size and forecast, by Tenure
  - 7.3.5.5.3. Market size and forecast, by End Users
- 7.3.5.6. Rest of Europe
  - 7.3.5.6.1. Market size and forecast, by Type
  - 7.3.5.6.2. Market size and forecast, by Tenure
  - 7.3.5.6.3. Market size and forecast, by End Users
- 7.4. Asia-Pacific
  - 7.4.1. Key market trends, growth factors and opportunities
  - 7.4.2. Market size and forecast, by Type
  - 7.4.3. Market size and forecast, by Tenure
  - 7.4.4. Market size and forecast, by End Users
  - 7.4.5. Market size and forecast, by country
    - 7.4.5.1. China
      - 7.4.5.1.1. Market size and forecast, by Type
      - 7.4.5.1.2. Market size and forecast, by Tenure
      - 7.4.5.1.3. Market size and forecast, by End Users
    - 7.4.5.2. Japan
      - 7.4.5.2.1. Market size and forecast, by Type
      - 7.4.5.2.2. Market size and forecast, by Tenure
      - 7.4.5.2.3. Market size and forecast, by End Users
    - 7.4.5.3. India
      - 7.4.5.3.1. Market size and forecast, by Type
      - 7.4.5.3.2. Market size and forecast, by Tenure
      - 7.4.5.3.3. Market size and forecast, by End Users
    - 7.4.5.4. Australia
      - 7.4.5.4.1. Market size and forecast, by Type
      - 7.4.5.4.2. Market size and forecast, by Tenure
      - 7.4.5.4.3. Market size and forecast, by End Users

#### 7.4.5.5. South Korea

7.4.5.5.1. Market size and forecast, by Type

7.4.5.5.2. Market size and forecast, by Tenure

7.4.5.5.3. Market size and forecast, by End Users

#### 7.4.5.6. Rest of Europe

7.4.5.6.1. Market size and forecast, by Type

7.4.5.6.2. Market size and forecast, by Tenure

7.4.5.6.3. Market size and forecast, by End Users

### 7.5. LAMEA

7.5.1. Key market trends, growth factors and opportunities

7.5.2. Market size and forecast, by Type

7.5.3. Market size and forecast, by Tenure

7.5.4. Market size and forecast, by End Users

7.5.5. Market size and forecast, by country

#### 7.5.5.1. Latin America

7.5.5.1.1. Market size and forecast, by Type

7.5.5.1.2. Market size and forecast, by Tenure

7.5.5.1.3. Market size and forecast, by End Users

#### 7.5.5.2. Middle East

7.5.5.2.1. Market size and forecast, by Type

7.5.5.2.2. Market size and forecast, by Tenure

7.5.5.2.3. Market size and forecast, by End Users

#### 7.5.5.3. Africa

7.5.5.3.1. Market size and forecast, by Type

7.5.5.3.2. Market size and forecast, by Tenure

7.5.5.3.3. Market size and forecast, by End Users

## CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Introduction

8.2. Top winning strategies

8.3. Product mapping of top 10 player

8.4. Competitive dashboard

8.5. Competitive heatmap

8.6. Top player positioning, 2023

## CHAPTER 9: COMPANY PROFILES

9.1. Funding Circle Limited

- 9.1.1. Company overview
- 9.1.2. Key executives
- 9.1.3. Company snapshot
- 9.1.4. Operating business segments
- 9.1.5. Product portfolio
- 9.1.6. Business performance
- 9.1.7. Key strategic moves and developments
- 9.2. Prosper Funding LLC
  - 9.2.1. Company overview
  - 9.2.2. Key executives
  - 9.2.3. Company snapshot
  - 9.2.4. Operating business segments
  - 9.2.5. Product portfolio
- 9.3. Affirm, Inc.
  - 9.3.1. Company overview
  - 9.3.2. Key executives
  - 9.3.3. Company snapshot
  - 9.3.4. Operating business segments
  - 9.3.5. Product portfolio
  - 9.3.6. Business performance
- 9.4. Upstart Network, Inc.
  - 9.4.1. Company overview
  - 9.4.2. Key executives
  - 9.4.3. Company snapshot
  - 9.4.4. Operating business segments
  - 9.4.5. Product portfolio
  - 9.4.6. Business performance
  - 9.4.7. Key strategic moves and developments
- 9.5. OnDeck
  - 9.5.1. Company overview
  - 9.5.2. Key executives
  - 9.5.3. Company snapshot
  - 9.5.4. Operating business segments
  - 9.5.5. Product portfolio
- 9.6. American Express Company
  - 9.6.1. Company overview
  - 9.6.2. Key executives
  - 9.6.3. Company snapshot
  - 9.6.4. Operating business segments

- 9.6.5. Product portfolio
- 9.6.6. Business performance
- 9.6.7. Key strategic moves and developments
- 9.7. LendingClub
  - 9.7.1. Company overview
  - 9.7.2. Key executives
  - 9.7.3. Company snapshot
  - 9.7.4. Operating business segments
  - 9.7.5. Product portfolio
- 9.8. Bluevine Inc
  - 9.8.1. Company overview
  - 9.8.2. Key executives
  - 9.8.3. Company snapshot
  - 9.8.4. Operating business segments
  - 9.8.5. Product portfolio
  - 9.8.6. Key strategic moves and developments
- 9.9. Fundbox
  - 9.9.1. Company overview
  - 9.9.2. Key executives
  - 9.9.3. Company snapshot
  - 9.9.4. Operating business segments
  - 9.9.5. Product portfolio
  - 9.9.6. Key strategic moves and developments
- 9.10. PlanetHome Investment AG
  - 9.10.1. Company overview
  - 9.10.2. Key executives
  - 9.10.3. Company snapshot
  - 9.10.4. Operating business segments
  - 9.10.5. Product portfolio
  - 9.10.6. Business performance
- 9.11. Capify
  - 9.11.1. Company overview
  - 9.11.2. Key executives
  - 9.11.3. Company snapshot
  - 9.11.4. Operating business segments
  - 9.11.5. Product portfolio
  - 9.11.6. Key strategic moves and developments
- 9.12. MoneyLion Inc.
  - 9.12.1. Company overview

- 9.12.2. Key executives
- 9.12.3. Company snapshot
- 9.12.4. Operating business segments
- 9.12.5. Product portfolio
- 9.12.6. Business performance
- 9.13. Biz2Credit
  - 9.13.1. Company overview
  - 9.13.2. Key executives
  - 9.13.3. Company snapshot
  - 9.13.4. Operating business segments
  - 9.13.5. Product portfolio
  - 9.13.6. Business performance
  - 9.13.7. Key strategic moves and developments
- 9.14. Clearco
  - 9.14.1. Company overview
  - 9.14.2. Key executives
  - 9.14.3. Company snapshot
  - 9.14.4. Operating business segments
  - 9.14.5. Product portfolio
  - 9.14.6. Key strategic moves and developments
- 9.15. Kiva
  - 9.15.1. Company overview
  - 9.15.2. Key executives
  - 9.15.3. Company snapshot
  - 9.15.4. Operating business segments
  - 9.15.5. Product portfolio
  - 9.15.6. Business performance
- 9.16. LenDenClub
  - 9.16.1. Company overview
  - 9.16.2. Key executives
  - 9.16.3. Company snapshot
  - 9.16.4. Operating business segments
  - 9.16.5. Product portfolio
- 9.17. Bond Street Servicing, LLC
  - 9.17.1. Company overview
  - 9.17.2. Key executives
  - 9.17.3. Company snapshot
  - 9.17.4. Operating business segments
  - 9.17.5. Product portfolio

## 9.18. Crowd2Fund Limited

9.18.1. Company overview

9.18.2. Key executives

9.18.3. Company snapshot

9.18.4. Operating business segments

9.18.5. Product portfolio

## 9.19. Loanpad Limited

9.19.1. Company overview

9.19.2. Key executives

9.19.3. Company snapshot

9.19.4. Operating business segments

9.19.5. Product portfolio

## 9.20. Tala

9.20.1. Company overview

9.20.2. Key executives

9.20.3. Company snapshot

9.20.4. Operating business segments

9.20.5. Product portfolio

## List Of Tables

### LIST OF TABLES

TABLE 01. GLOBAL ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 02. ALTERNATIVE LENDING MARKET FOR PEER-TO-PEER LENDING, BY REGION, 2023-2033 (\$BILLION)

TABLE 03. ALTERNATIVE LENDING MARKET FOR CROWDFUNDING, BY REGION, 2023-2033 (\$BILLION)

TABLE 04. ALTERNATIVE LENDING MARKET FOR INVOICE TRADING, BY REGION, 2023-2033 (\$BILLION)

TABLE 05. GLOBAL ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 06. ALTERNATIVE LENDING MARKET FOR SHORT-TERM, BY REGION, 2023-2033 (\$BILLION)

TABLE 07. ALTERNATIVE LENDING MARKET FOR MID-TERM, BY REGION, 2023-2033 (\$BILLION)

TABLE 08. ALTERNATIVE LENDING MARKET FOR LONG-TERM, BY REGION, 2023-2033 (\$BILLION)

TABLE 09. GLOBAL ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 10. ALTERNATIVE LENDING MARKET FOR INDIVIDUAL, BY REGION, 2023-2033 (\$BILLION)

TABLE 11. ALTERNATIVE LENDING MARKET FOR BUSINESSES, BY REGION, 2023-2033 (\$BILLION)

TABLE 12. ALTERNATIVE LENDING MARKET, BY REGION, 2023-2033 (\$BILLION)

TABLE 13. NORTH AMERICA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 14. NORTH AMERICA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 15. NORTH AMERICA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 16. NORTH AMERICA ALTERNATIVE LENDING MARKET, BY COUNTRY, 2023-2033 (\$BILLION)

TABLE 17. U.S. ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 18. U.S. ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 19. U.S. ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 20. CANADA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 21. CANADA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 22. CANADA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 23. EUROPE ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 24. EUROPE ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 25. EUROPE ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 26. EUROPE ALTERNATIVE LENDING MARKET, BY COUNTRY, 2023-2033  
(\$BILLION)

TABLE 27. UK ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 28. UK ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 29. UK ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 30. GERMANY ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 31. GERMANY ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 32. GERMANY ALTERNATIVE LENDING MARKET, BY END USERS,  
2023-2033 (\$BILLION)

TABLE 33. FRANCE ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 34. FRANCE ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 35. FRANCE ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 36. ITALY ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 37. ITALY ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 38. ITALY ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 39. SPAIN ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 40. SPAIN ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 41. SPAIN ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 42. REST OF EUROPE ALTERNATIVE LENDING MARKET, BY TYPE,  
2023-2033 (\$BILLION)

TABLE 43. REST OF EUROPE ALTERNATIVE LENDING MARKET, BY TENURE,  
2023-2033 (\$BILLION)

TABLE 44. REST OF EUROPE ALTERNATIVE LENDING MARKET, BY END USERS,  
2023-2033 (\$BILLION)

TABLE 45. ASIA-PACIFIC ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 46. ASIA-PACIFIC ALTERNATIVE LENDING MARKET, BY TENURE,  
2023-2033 (\$BILLION)

TABLE 47. ASIA-PACIFIC ALTERNATIVE LENDING MARKET, BY END USERS,  
2023-2033 (\$BILLION)

TABLE 48. ASIA-PACIFIC ALTERNATIVE LENDING MARKET, BY COUNTRY,  
2023-2033 (\$BILLION)

TABLE 49. CHINA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 50. CHINA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 51. CHINA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 52. JAPAN ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 53. JAPAN ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 54. JAPAN ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 55. INDIA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 56. INDIA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033  
(\$BILLION)

TABLE 57. INDIA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 58. AUSTRALIA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033  
(\$BILLION)

TABLE 59. AUSTRALIA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033

(\$BILLION)

TABLE 60. AUSTRALIA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 61. SOUTH KOREA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 62. SOUTH KOREA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 63. SOUTH KOREA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 64. REST OF EUROPE ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 65. REST OF EUROPE ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 66. REST OF EUROPE ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 67. LAMEA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 68. LAMEA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 69. LAMEA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 70. LAMEA ALTERNATIVE LENDING MARKET, BY COUNTRY, 2023-2033 (\$BILLION)

TABLE 71. LATIN AMERICA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 72. LATIN AMERICA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 73. LATIN AMERICA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 74. MIDDLE EAST ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 75. MIDDLE EAST ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 76. MIDDLE EAST ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033 (\$BILLION)

TABLE 77. AFRICA ALTERNATIVE LENDING MARKET, BY TYPE, 2023-2033 (\$BILLION)

TABLE 78. AFRICA ALTERNATIVE LENDING MARKET, BY TENURE, 2023-2033 (\$BILLION)

TABLE 79. AFRICA ALTERNATIVE LENDING MARKET, BY END USERS, 2023-2033  
(\$BILLION)

TABLE 80. FUNDING CIRCLE LIMITED: KEY EXECUTIVES

TABLE 81. FUNDING CIRCLE LIMITED: COMPANY SNAPSHOT

TABLE 82. FUNDING CIRCLE LIMITED: SERVICE SEGMENTS

TABLE 83. FUNDING CIRCLE LIMITED: PRODUCT PORTFOLIO

TABLE 84. FUNDING CIRCLE LIMITED: KEY STRATEGIES

TABLE 85. PROSPER FUNDING LLC: KEY EXECUTIVES

TABLE 86. PROSPER FUNDING LLC: COMPANY SNAPSHOT

TABLE 87. PROSPER FUNDING LLC: SERVICE SEGMENTS

TABLE 88. PROSPER FUNDING LLC: PRODUCT PORTFOLIO

TABLE 89. AFFIRM, INC.: KEY EXECUTIVES

TABLE 90. AFFIRM, INC.: COMPANY SNAPSHOT

TABLE 91. AFFIRM, INC.: SERVICE SEGMENTS

TABLE 92. AFFIRM, INC.: PRODUCT PORTFOLIO

TABLE 93. UPSTART NETWORK, INC.: KEY EXECUTIVES

TABLE 94. UPSTART NETWORK, INC.: COMPANY SNAPSHOT

TABLE 95. UPSTART NETWORK, INC.: SERVICE SEGMENTS

TABLE 96. UPSTART NETWORK, INC.: PRODUCT PORTFOLIO

TABLE 97. UPSTART NETWORK, INC.: KEY STRATEGIES

TABLE 98. ONDECK: KEY EXECUTIVES

TABLE 99. ONDECK: COMPANY SNAPSHOT

TABLE 100. ONDECK: SERVICE SEGMENTS

TABLE 101. ONDECK: PRODUCT PORTFOLIO

TABLE 102. AMERICAN EXPRESS COMPANY: KEY EXECUTIVES

TABLE 103. AMERICAN EXPRESS COMPANY: COMPANY SNAPSHOT

TABLE 104. AMERICAN EXPRESS COMPANY: SERVICE SEGMENTS

TABLE 105. AMERICAN EXPRESS COMPANY: PRODUCT PORTFOLIO

TABLE 106. AMERICAN EXPRESS COMPANY: KEY STRATEGIES

TABLE 107. LENDINGCLUB: KEY EXECUTIVES

TABLE 108. LENDINGCLUB: COMPANY SNAPSHOT

TABLE 109. LENDINGCLUB: SERVICE SEGMENTS

TABLE 110. LENDINGCLUB: PRODUCT PORTFOLIO

TABLE 111. BLUEVINE INC: KEY EXECUTIVES

TABLE 112. BLUEVINE INC: COMPANY SNAPSHOT

TABLE 113. BLUEVINE INC: SERVICE SEGMENTS

TABLE 114. BLUEVINE INC: PRODUCT PORTFOLIO

TABLE 115. BLUEVINE INC: KEY STRATEGIES

TABLE 116. FUNDBOX: KEY EXECUTIVES

TABLE 117. FUNDBOX: COMPANY SNAPSHOT  
TABLE 118. FUNDBOX: SERVICE SEGMENTS  
TABLE 119. FUNDBOX: PRODUCT PORTFOLIO  
TABLE 120. FUNDBOX: KEY STRATERGIES  
TABLE 121. PLANETHOME INVESTMENT AG: KEY EXECUTIVES  
TABLE 122. PLANETHOME INVESTMENT AG: COMPANY SNAPSHOT  
TABLE 123. PLANETHOME INVESTMENT AG: SERVICE SEGMENTS  
TABLE 124. PLANETHOME INVESTMENT AG: PRODUCT PORTFOLIO  
TABLE 125. CAPIFY: KEY EXECUTIVES  
TABLE 126. CAPIFY: COMPANY SNAPSHOT  
TABLE 127. CAPIFY: SERVICE SEGMENTS  
TABLE 128. CAPIFY: PRODUCT PORTFOLIO  
TABLE 129. CAPIFY: KEY STRATERGIES  
TABLE 130. MONEYLION INC.: KEY EXECUTIVES  
TABLE 131. MONEYLION INC.: COMPANY SNAPSHOT  
TABLE 132. MONEYLION INC.: SERVICE SEGMENTS  
TABLE 133. MONEYLION INC.: PRODUCT PORTFOLIO  
TABLE 134. BIZ2CREDIT: KEY EXECUTIVES  
TABLE 135. BIZ2CREDIT: COMPANY SNAPSHOT  
TABLE 136. BIZ2CREDIT: PRODUCT SEGMENTS  
TABLE 137. BIZ2CREDIT: PRODUCT PORTFOLIO  
TABLE 138. BIZ2CREDIT: KEY STRATERGIES  
TABLE 139. CLEARCO: KEY EXECUTIVES  
TABLE 140. CLEARCO: COMPANY SNAPSHOT  
TABLE 141. CLEARCO: PRODUCT SEGMENTS  
TABLE 142. CLEARCO: PRODUCT PORTFOLIO  
TABLE 143. CLEARCO: KEY STRATERGIES  
TABLE 144. KIVA: KEY EXECUTIVES  
TABLE 145. KIVA: COMPANY SNAPSHOT  
TABLE 146. KIVA: PRODUCT SEGMENTS  
TABLE 147. KIVA: PRODUCT PORTFOLIO  
TABLE 148. LENDENCLUB: KEY EXECUTIVES  
TABLE 149. LENDENCLUB: COMPANY SNAPSHOT  
TABLE 150. LENDENCLUB: SERVICE SEGMENTS  
TABLE 151. LENDENCLUB: PRODUCT PORTFOLIO  
TABLE 152. BOND STREET SERVICING, LLC: KEY EXECUTIVES  
TABLE 153. BOND STREET SERVICING, LLC: COMPANY SNAPSHOT  
TABLE 154. BOND STREET SERVICING, LLC: SERVICE SEGMENTS  
TABLE 155. BOND STREET SERVICING, LLC: PRODUCT PORTFOLIO

TABLE 156. CROWD2FUND LIMITED: KEY EXECUTIVES

TABLE 157. CROWD2FUND LIMITED: COMPANY SNAPSHOT

TABLE 158. CROWD2FUND LIMITED: SERVICE SEGMENTS

TABLE 159. CROWD2FUND LIMITED: PRODUCT PORTFOLIO

TABLE 160. LOANPAD LIMITED: KEY EXECUTIVES

TABLE 161. LOANPAD LIMITED: COMPANY SNAPSHOT

TABLE 162. LOANPAD LIMITED: SERVICE SEGMENTS

TABLE 163. LOANPAD LIMITED: PRODUCT PORTFOLIO

TABLE 164. TALA: KEY EXECUTIVES

TABLE 165. TALA: COMPANY SNAPSHOT

TABLE 166. TALA: PRODUCT SEGMENTS

TABLE 167. TALA: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

FIGURE 01. ALTERNATIVE LENDING MARKET, 2023-2033

FIGURE 02. SEGMENTATION OF ALTERNATIVE LENDING MARKET, 2023-2033

FIGURE 03. TOP IMPACTING FACTORS IN ALTERNATIVE LENDING MARKET  
(2023 TO 2033)

FIGURE 04. TOP INVESTMENT POCKETS IN ALTERNATIVE LENDING MARKET  
(2024-2033)

FIGURE 05. LOW BARGAINING POWER OF SUPPLIERS

FIGURE 06. LOW THREAT OF NEW ENTRANTS

FIGURE 07. LOW THREAT OF SUBSTITUTES

FIGURE 08. LOW INTENSITY OF RIVALRY

FIGURE 09. LOW BARGAINING POWER OF BUYERS

FIGURE 10. GLOBAL ALTERNATIVE LENDING MARKET: DRIVERS, RESTRAINTS  
AND OPPORTUNITIES

FIGURE 11. ALTERNATIVE LENDING MARKET, BY TYPE, 2023 AND 2033(%)

FIGURE 12. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR PEER-TO-PEER LENDING, BY COUNTRY 2023 AND 2033(%)

FIGURE 13. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR CROWDFUNDING, BY COUNTRY 2023 AND 2033(%)

FIGURE 14. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR INVOICE TRADING, BY COUNTRY 2023 AND 2033(%)

FIGURE 15. ALTERNATIVE LENDING MARKET, BY TENURE, 2023 AND 2033(%)

FIGURE 16. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR SHORT-TERM, BY COUNTRY 2023 AND 2033(%)

FIGURE 17. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR MID-TERM, BY COUNTRY 2023 AND 2033(%)

FIGURE 18. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR LONG-TERM, BY COUNTRY 2023 AND 2033(%)

FIGURE 19. ALTERNATIVE LENDING MARKET, BY END USERS, 2023 AND 2033(%)

FIGURE 20. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR INDIVIDUAL, BY COUNTRY 2023 AND 2033(%)

FIGURE 21. COMPARATIVE SHARE ANALYSIS OF ALTERNATIVE LENDING  
MARKET FOR BUSINESSES, BY COUNTRY 2023 AND 2033(%)

FIGURE 22. ALTERNATIVE LENDING MARKET BY REGION, 2023 AND 2033(%)

FIGURE 23. U.S. ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 24. CANADA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 25. UK ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 26. GERMANY ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 27. FRANCE ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 28. ITALY ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 29. SPAIN ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 30. REST OF EUROPE ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 31. CHINA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 32. JAPAN ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 33. INDIA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 34. AUSTRALIA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 35. SOUTH KOREA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 36. REST OF EUROPE ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 37. LATIN AMERICA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 38. MIDDLE EAST ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 39. AFRICA ALTERNATIVE LENDING MARKET, 2023-2033 (\$BILLION)

FIGURE 40. TOP WINNING STRATEGIES, BY YEAR (2021-2025)

FIGURE 41. TOP WINNING STRATEGIES, BY DEVELOPMENT (2021-2025)

FIGURE 42. TOP WINNING STRATEGIES, BY COMPANY (2021-2025)

FIGURE 43. PRODUCT MAPPING OF TOP 10 PLAYERS

FIGURE 44. COMPETITIVE DASHBOARD

FIGURE 45. COMPETITIVE HEATMAP: ALTERNATIVE LENDING MARKET

FIGURE 46. TOP PLAYER POSITIONING, 2023

FIGURE 47. FUNDING CIRCLE LIMITED: NET REVENUE, 2021-2023 (\$MILLION)

FIGURE 48. FUNDING CIRCLE LIMITED: REVENUE SHARE BY SEGMENT, 2023 (%)

FIGURE 49. AFFIRM, INC.: NET REVENUE, 2021-2023 (\$MILLION)

FIGURE 50. AFFIRM, INC.: REVENUE SHARE BY REGION, 2023 (%)

FIGURE 51. UPSTART NETWORK, INC.: NET REVENUE, 2021-2023 (\$MILLION)

FIGURE 52. AMERICAN EXPRESS COMPANY: NET REVENUE, 2021-2023 (\$MILLION)

FIGURE 53. AMERICAN EXPRESS COMPANY: REVENUE SHARE BY SEGMENT, 2023 (%)

FIGURE 54. AMERICAN EXPRESS COMPANY: REVENUE SHARE BY REGION, 2023 (%)

FIGURE 55. PLANETHOME INVESTMENT AG: NET REVENUE, 2021-2023

(\$MILLION)

FIGURE 56. MONEYLION INC.: NET REVENUE, 2021-2023 (\$MILLION)

FIGURE 57. MONEYLION INC.: REVENUE SHARE BY SEGMENT, 2023 (%)

FIGURE 58. BIZ2CREDIT: NET REVENUE, 2022-2024 (\$MILLION)

FIGURE 59. KIVA: NET REVENUE, 2021-2023 (\$MILLION)

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