

# **E-Banking Market By Service type (Online banking, Mobile banking, Telephone banking, Digital payment services) , By Application (Payments, Processing services, Risk management, Customer and channel management, Others) By End user (Individual customers, Small and medium enterprises, Large enterprises) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The e-banking market was valued at \$9.3 trillion in 2023, and is projected to reach \$16.6 trillion by 2033, growing at a CAGR of 5.6% from 2024 to 2033.

E-banking, or electronic banking, refers to the use of electronic and digital platforms to deliver banking services and manage financial transactions. It encompasses online banking, mobile banking, and other digital banking solutions that enable customers to access and manage their accounts, perform transactions, and avail banking services without needing to visit a physical branch. This technology-driven approach provides convenience, speed, and accessibility, transforming traditional banking practices.

The widespread use of smartphones and high-speed internet has made e-banking accessible to a larger population, driving its adoption globally. As per the Online Banking Statistics 2024, the number of digital banking users worldwide is projected to reach 3.6 billion by 2024. The growth of the global e-banking market is further driven by increase in consumers preference for 24/7 access to financial services without the need for physical branch visits. Moreover, governments and financial institutions are promoting cashless economies, boosting the adoption of digital payment methods that

integrate seamlessly with e-banking platforms. In addition, improved cybersecurity measures and regulatory frameworks instill consumer confidence in e-banking systems, encouraging their usage, thus fostering the market growth. Furthermore, increase in penetration of mobile wallets acts as a key driving force of the global market. This is attributed to the fact that mobile wallets eliminate the need for physical cash or cards, allowing users to make quick and seamless transactions using their smartphones. This ease of use drives widespread adoption, encouraging more consumers to transition to digital payment systems. As per the Federal Reserve Payment Study, mobile wallet payments in the U.S. increased from 2.9 billion transactions in 2018 to 14.4 billion in 2022, surpassing the 11.2 billion check transactions estimated for 2021. However, increasing sophistication of cyber threats, such as phishing, hacking, and data breaches, creates security concerns among users and financial institutions. This can undermine trust in e-banking systems. Moreover, many potential users, especially older generations and individuals in underdeveloped areas, lack the technical knowledge to use e-banking platforms effectively, which restrains the market growth. On the contrary, innovations in AI, blockchain, and mobile technologies have enabled secure, efficient, and user-friendly e-banking platforms. These advancements are enhancing digital banking experiences and broadening the scope of services, which are expected to open new avenues for the expansion of the global market during the forecast period.

The global e-banking market is segmented on the basis of service type, application, end user, and region. On the basis of service type, the market is categorized into online banking, mobile banking, telephone banking, and digital payment services. By application, it is classified into payments, processing services, risk management, customer and channel management, and others. Depending on end user, it is segregated into individual customers, small & medium enterprises, and large enterprises. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By service type, the online banking segment held the highest market share in 2023; however, the digital payment segment is expected to grow faster from 2024 to 2033.

On the basis of application, the payment segment was the major shareholder in 2023; however, the processing services segment is anticipated to register the fastest growth during the forecast period.

Depending on end user, the large enterprise segment garnered the largest share in 2023; however, the individual segment is projected to dominate throughout the forecast period.

Region wise, North America held was the major revenue generator in 2023; however, Asia-Pacific is expected emerge as the most lucrative market for e-banking during the forecast period.

### Competition Analysis

The major players operating in the global e-banking market include JPMorgan Chase, Bank of America Corporation, HSBC, Wells Fargo, Citigroup, BNP Paribas, Barclays Plc., Deutsche Bank AG, ING Group, and Santander UK Plc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Regulatory Guidelines

Strategic Recommendations

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Historic market data

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Key Market Segments

By Service Type

Online banking

Mobile banking

Telephone banking

Digital payment services

By Application

Payments

Processing services

Risk management

Customer and channel management

Others

By End User

Individual customers

Small and medium enterprises

Large enterprises

## By Region

North America

U.S.

Canada

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

JPMorgan Chase

Bank of America Corporation

HSBC

Wells Fargo

Citigroup

BNP Paribas

Barclays Plc

Deutsche Bank AG

ING Group

Santander UK Plc

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