

# Personal Finance Software Market by Product Type (Web-based Software and Mobile-based Software) and End-User (Small Business and Individual): Global Opportunity Analysis and Industry Forecast, 2020–2027

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## Abstracts

Personal finance software is a platform, which provides several functionalities to the user such as generating reports of the assets, tracking the budget, and analyzing the user investment performance. In addition, it includes different modules for processing of financial information, including creating asset plan, and monitoring & reassessment of the asset. Furthermore, various banks and fintech companies adopt this software to manage their financial module and to increase their productivity, thereby fueling the market growth. In addition, personal finance software provides numerous benefits to its clients such as online banking, report groups, check printing, mobile billing, and various others. Moreover, many banks also adopt this software to reduce human error and to complete a complicated task more efficiently in less time.

Rise in need to track & manage income of consumers and surge in mobile applications across the globe are the major factors that drive the growth of the market. In addition, increase in focus of organizations on digitization of their financial services and upsurge in internet users across the globe fuel the growth of the market. However, security and compliance issues in personal finance software and availability of open source finance software hamper the growth of the market. Furthermore, increased adoption of personal finance software among developing economies is expected to provide lucrative opportunities for the market growth.

The global personal finance software market is segmented based on product type, end-user, and region. Based on product type, the market is bifurcated into web-based

software and mobile-based software. Based on end-user, the market is categorized into small business and individual. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the global personal finance software market analysis are Buxfer Inc., Doxo Inc., Money Dashboard, Microsoft Corporation, Moneyspire Inc., Personal Capital Corporation, PocketSmith Ltd., The Infinite Kind, You Need a Budget LLC, and Quicken Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

### Key Benefits for Stakeholders

The study presents an in-depth analysis of the global personal finance software market along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information about key drivers, restraints, opportunities and their impact analysis of the global personal finance software market share.

Porter's five forces analysis illustrates the potency of buyers and suppliers in the market.

The quantitative analysis of the market from 2020 to 2027 is provided to determine the market potential.

### Key Market Segments

#### By Product Type

Web-based Software

Mobile-based Software

#### By End-User

Small Business

Individuals

By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Singapore

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Buxfer Inc.

Doxo Inc.

Money Dashboard

Microsoft Corporation

Moneyspire Inc.

Personal Capital Corporation

PocketSmith Ltd.

The Infinite Kind

You Need a Budget LLC

Quicken Inc.

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