

Global Banking-as-a-Service Market Size study & Forecast, by Product (Platform, Services), by Component (API-Based Banking-as-a-Service, Cloud-Based Banking-as-a-Service), by End-use (Banks, NBFC, Government, Others) and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/GCB91F6EA40CEN.html>

Date: October 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GCB91F6EA40CEN

Abstracts

Global Banking-as-a-Service Market is valued at approximately USD 19.65 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 16.2% over the forecast period 2022-2029. Banking-as-a-Service (BaaS) is the provision of banking products to non-bank third parties with the help of APIs. It is an end-to-end process that enables third parties such as non-FinTech, FinTech, developers, and others for lending them to access and use varied financial services capabilities. This is a model in which licensed banks incorporate their digital banking services directly into the products of other non-bank businesses. Accordingly, the rising demand for financial services, increasing digitalization, coupled with the growing availability of Application Programming Interfaces (APIs) are some prominent factors that are bolstering the market growth across the globe.

According to Statista, in 2018, there were nearly 5,686 fintech startups present in America 3,581 in the EMEA region (Europe, the Middle East, and Africa), and 2,864 in the Asia Pacific. Also, the number of fintech startups increases and reached 10,775 startups in America, 9,323 startups in the EMEA, and 6,268 in the Asia Pacific region in the year 2021. Thereby, the rising number of fintech startups is surging the demand for Banking-as-a-Service, which is leveraging the market growth worldwide. In addition, the rising integration of artificial intelligence in the banking-as-a-service platform, as well as the increasing number of internet services are creating various lucrative opportunities

for market growth over the forthcoming years. However, the increase in cyber-attack on personal banking information and the high cost associated with the BaaS ecosystem is hampering market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Banking-as-a-Service Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the space in terms of revenue, owing to the increasing investments in technological advancements, and high presence of the leading market players in the region. Whereas, Asia Pacific is expected to grow at the highest CAGR during the forecast period of 2022-2029. Factors such as growing awareness regarding the advantages of BaaS, development of the region's emerging economies such as China, India, Indonesia, Malaysia, Philippines, and Thailand, along with the rising number of initiatives for promoting BaaS experience are burgeoning the market growth in the near future.

Major market players included in this report are:

Green Dot Bank

Solarisbank AG

PayPal Holdings, Inc.

Fidor Solutions AG

Moven Enterprise

The Currency Cloud Ltd.

Treezor

Bnkbl Ltd.

MatchMove Pay Pte Ltd.

Block, Inc.

Recent Developments in the Market:

In July 2022, Finastra declared offering its HSBC's Foreign Exchange (FX) services to mid-tier banks across the Asia Pacific (APAC) region. The company offers this new service by using its own FusionFabric.cloud platform under a BaaS experience.

In April 2022, Mondu, entered into a partnership with Raisin Bank- a BaaS provider, to offer the Buy Now, Pay Later (BNPL) services to online B2B marketplaces and merchants. The BNPL product enables reasonable payment arrangements via direct interaction with online retailers' checkout techniques. The company is engaging in the management of the processing of payments and associated services if a business customer utilizes one of the accepted payment options.

In November 2021, BM Technologies, Inc., announced the acquisition of First Sound Bank- a community business bank. The combined business is named BMTX Bank,

which is a fintech-based financial institution that emphasizes nationwide digital customer service, backed by its community banking segment, which is likely to keep operating in the greater Seattle region.

Global Banking-as-a-Service Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, Component, End-use, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Platform

Services

By Component:

API-Based Banking-as-a-Service

Cloud-Based Banking-as-a-Service

By End-use:

Banks

NBFC

Government

Others

By Region:

North America

U.S.

Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Banking-as-a-Service Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Banking-as-a-Service Market, by Product, 2019-2029 (USD Billion)
 - 1.2.3. Banking-as-a-Service Market, by Component, 2019-2029 (USD Billion)
 - 1.2.4. Banking-as-a-Service Market, by End-use, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL BANKING-AS-A-SERVICE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL BANKING-AS-A-SERVICE MARKET DYNAMICS

- 3.1. Banking-as-a-Service Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Rising demand for financial services
 - 3.1.1.2. Growing availability of Application Programming Interfaces (APIs)
 - 3.1.2. Market Challenges
 - 3.1.2.1. Increase in cyber-attack on the personal banking information
 - 3.1.2.2. High cost associated with BaaS ecosystem
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising integration of artificial intelligence in the banking-as-a-service platform
 - 3.1.3.2. Increasing number of internet services

CHAPTER 4. GLOBAL BANKING-AS-A-SERVICE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL BANKING-AS-A-SERVICE MARKET, BY PRODUCT

- 6.1. Market Snapshot
- 6.2. Global Banking-as-a-Service Market by Product, Performance - Potential Analysis
- 6.3. Global Banking-as-a-Service Market Estimates & Forecasts by Product, 2019-2029 (USD Billion)
- 6.4. Banking-as-a-Service Market, Sub Segment Analysis
 - 6.4.1. Platform
 - 6.4.2. Services

CHAPTER 7. GLOBAL BANKING-AS-A-SERVICE MARKET, BY COMPONENT

- 7.1. Market Snapshot
- 7.2. Global Banking-as-a-Service Market by Component, Performance - Potential Analysis
- 7.3. Global Banking-as-a-Service Market Estimates & Forecasts by Component, 2019-2029 (USD Billion)

7.4. Banking-as-a-Service Market, Sub Segment Analysis

7.4.1. API-Based Banking-as-a-Service

7.4.2. Cloud-Based Banking-as-a-Service

CHAPTER 8. GLOBAL BANKING-AS-A-SERVICE MARKET, BY END-USE

8.1. Market Snapshot

8.2. Global Banking-as-a-Service Market by End-use, Performance - Potential Analysis

8.3. Global Banking-as-a-Service Market Estimates & Forecasts by End-use, 2019-2029 (USD Billion)

8.4. Banking-as-a-Service Market, Sub Segment Analysis

8.4.1. Banks

8.4.2. NBFC

8.4.3. Government

8.4.4. Others

CHAPTER 9. GLOBAL BANKING-AS-A-SERVICE MARKET, REGIONAL ANALYSIS

9.1. Banking-as-a-Service Market, Regional Market Snapshot

9.2. North America Banking-as-a-Service Market

9.2.1. U.S. Banking-as-a-Service Market

9.2.1.1. Product breakdown estimates & forecasts, 2019-2029

9.2.1.2. Component breakdown estimates & forecasts, 2019-2029

9.2.1.3. End-use breakdown estimates & forecasts, 2019-2029

9.2.2. Canada Banking-as-a-Service Market

9.3. Europe Banking-as-a-Service Market Snapshot

9.3.1. U.K. Banking-as-a-Service Market

9.3.2. Germany Banking-as-a-Service Market

9.3.3. France Banking-as-a-Service Market

9.3.4. Spain Banking-as-a-Service Market

9.3.5. Italy Banking-as-a-Service Market

9.3.6. Rest of Europe Banking-as-a-Service Market

9.4. Asia-Pacific Banking-as-a-Service Market Snapshot

9.4.1. China Banking-as-a-Service Market

9.4.2. India Banking-as-a-Service Market

9.4.3. Japan Banking-as-a-Service Market

9.4.4. Australia Banking-as-a-Service Market

9.4.5. South Korea Banking-as-a-Service Market

9.4.6. Rest of Asia Pacific Banking-as-a-Service Market

9.5. Latin America Banking-as-a-Service Market Snapshot

9.5.1. Brazil Banking-as-a-Service Market

9.5.2. Mexico Banking-as-a-Service Market

9.6. Rest of The World Banking-as-a-Service Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Top Market Strategies

10.2. Company Profiles

10.2.1. Green Dot Bank

10.2.1.1. Key Information

10.2.1.2. Overview

10.2.1.3. Financial (Subject to Data Availability)

10.2.1.4. Product Summary

10.2.1.5. Recent Developments

10.2.2. Solarisbank AG

10.2.3. PayPal Holdings, Inc.

10.2.4. Fidor Solutions AG

10.2.5. Moven Enterprise

10.2.6. The Currency Cloud Ltd.

10.2.7. Treezor

10.2.8. Bnkbl Ltd.

10.2.9. MatchMove Pay Pte Ltd.

10.2.10. Block, Inc.

CHAPTER 11. RESEARCH PROCESS

11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Banking-as-a-Service Market, report scope

TABLE 2. Global Banking-as-a-Service Market estimates & forecasts by Region
2019-2029 (USD Billion)

TABLE 3. Global Banking-as-a-Service Market estimates & forecasts by Product
2019-2029 (USD Billion)

TABLE 4. Global Banking-as-a-Service Market estimates & forecasts by Component
2019-2029 (USD Billion)

TABLE 5. Global Banking-as-a-Service Market estimates & forecasts by End-use
2019-2029 (USD Billion)

TABLE 6. Global Banking-as-a-Service Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 7. Global Banking-as-a-Service Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 8. Global Banking-as-a-Service Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 9. Global Banking-as-a-Service Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 10. Global Banking-as-a-Service Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 11. Global Banking-as-a-Service Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 12. Global Banking-as-a-Service Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 13. Global Banking-as-a-Service Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 14. Global Banking-as-a-Service Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 15. Global Banking-as-a-Service Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 16. U.S. Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 17. U.S. Banking-as-a-Service Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 18. U.S. Banking-as-a-Service Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 19. Canada Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 20. Canada Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. Canada Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. UK Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 23. UK Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. UK Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. Germany Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 26. Germany Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. Germany Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. France Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 29. France Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. France Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. Italy Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 32. Italy Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Italy Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Spain Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 35. Spain Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. Spain Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. RoE Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 38. RoE Banking-as-a-Service Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 39. RoE Banking-as-a-Service Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 40. China Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 41. China Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. China Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. India Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 44. India Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. India Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. Japan Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 47. Japan Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. Japan Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. South Korea Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 50. South Korea Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. South Korea Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. Australia Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 53. Australia Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. Australia Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. RoAPAC Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 56. RoAPAC Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. RoAPAC Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. Brazil Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 59. Brazil Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Brazil Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Mexico Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 62. Mexico Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. Mexico Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. RoLA Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 65. RoLA Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. RoLA Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. Row Banking-as-a-Service Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 68. Row Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. Row Banking-as-a-Service Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Banking-as-a-Service Market

TABLE 71. List of primary sources, used in the study of global Banking-as-a-Service Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Banking-as-a-Service Market, research methodology
 - FIG 2. Global Banking-as-a-Service Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Banking-as-a-Service Market, key trends 2021
 - FIG 5. Global Banking-as-a-Service Market, growth prospects 2022-2029
 - FIG 6. Global Banking-as-a-Service Market, porters 5 force model
 - FIG 7. Global Banking-as-a-Service Market, pest analysis
 - FIG 8. Global Banking-as-a-Service Market, value chain analysis
 - FIG 9. Global Banking-as-a-Service Market by segment, 2019 & 2029 (USD Billion)
 - FIG 10. Global Banking-as-a-Service Market by segment, 2019 & 2029 (USD Billion)
 - FIG 11. Global Banking-as-a-Service Market by segment, 2019 & 2029 (USD Billion)
 - FIG 12. Global Banking-as-a-Service Market by segment, 2019 & 2029 (USD Billion)
 - FIG 13. Global Banking-as-a-Service Market by segment, 2019 & 2029 (USD Billion)
 - FIG 14. Global Banking-as-a-Service Market, regional snapshot 2019 & 2029
 - FIG 15. North America Banking-as-a-Service Market 2019 & 2029 (USD Billion)
 - FIG 16. Europe Banking-as-a-Service Market 2019 & 2029 (USD Billion)
 - FIG 17. Asia pacific Banking-as-a-Service Market 2019 & 2029 (USD Billion)
 - FIG 18. Latin America Banking-as-a-Service Market 2019 & 2029 (USD Billion)
 - FIG 19. Global Banking-as-a-Service Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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