

# Global Digital Banking Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Digital banking is a move to online banking, where banking services are provided over the Internet. Over the years, the market for digital channel platforms has evolved from online and mobile specific banking solutions to digital banking platforms that are not related to channels. Advanced and mature digital banking platforms are highly flexible and can integrate many different banking services through a good interactive user interface (UI) or customer experience. This factor is the main reason why global companies have such a strong pull on digital banking. In addition, Banks are now under enormous pressure to improve operational efficiency and reduce bank costs while providing advanced next-generation digital banking services. Digital banking platform vendors are now developing smart and smart banking platforms to meet the needs of Banks and customers. This includes the need for channel integration support and dynamic customer experience to make core banking easier to implement, as well as the devices customers want to use or are interested in and affordable. The digital banking industry is relatively fragmented, with many small and new companies. Large global companies are mainly located in the us and Europe. American and European companies have a long history and an unshakable position in this field. The main markets for digital banking are in developed countries. North America has the largest market for digital banking platforms in terms of revenue generation. The regional market was driven by the early adoption of digital technology in banking. The asia-pacific market is expected to grow at a good pace during the forecast period. Strong growth in IT infrastructure and significant investment in digital banking by public and private companies are expected to support growth in the regional market. North America had a 37 percent market share in 2018, followed by Europe with 38 percent. The asia-pacific consumer market is growing even faster, however, with a market share of only 20 percent in 2018. In the rest

of Asia Pacific, the Australian market is developing relatively well. In 2018, pc-based digital banking accounted for about 67% of the market share, and most of the products of the market belong to pc-based digital banking. In 2018, the market share of mobile digital banking was 33%. It is expected that the number of mobile digital banking will increase significantly in the next few years. Small and medium-sized enterprises (smes) are still the main application group in the market, accounting for about 59% of the market share in 2018. The development rate of smes is faster than that of large enterprises. By 2025, the market share of smes will expand to 60%. The development of digital Banks in China is relatively backward compared with that in Europe and the United States. Many large enterprises are still in the financing stage, and the market is expected to develop rapidly in the next few years.

This report provides a deep insight into the global Digital Banking market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Digital Banking Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Digital Banking market in any manner.

### Global Digital Banking Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Urban FT

Kony

Backbase

Technisys

Infosys

Digiliti Money

Innofis

Mobilearth

D3 Banking Technology

Alkami

Q2

Misys

SAP

Market Segmentation (by Type)

by Terminal

PC

Mobile

Market Segmentation (by Application)

Individual

SME Digital Banking

Corporate Digital Banking

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Digital Banking Market

Overview of the regional outlook of the Digital Banking Market:

## Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Digital Banking Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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