

# Global Identity Assessment and Assurance Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Identity Assessment and Assurance market size was valued at US\$ 16292 million in 2025 and is forecast to a readjusted size of US\$ 34607 million by 2032 with a CAGR of 11.4% during review period.

Identity Assessment and Assurance refers to the technology and service system that systematically verifies, evaluates, and endorses the authenticity, validity, and continued credibility of an individual's or organization's identity in digital or offline interactions. Its goal is to provide business systems with quantifiable and auditable levels of identity credibility assurance.

### Gross Profit Margin Levels

The gross profit margin for identity verification and assurance exhibits a structure of 'high for software/API platforms, relatively low for labor/data-intensive systems.' Vendors focusing on pure API/SaaS-based document and biometric verification typically achieve high gross profit margins (commonly in the **70%–85%** range) after scaling up. Their costs mainly consist of cloud computing power, model and data annotation/maintenance, and a small amount of manual review. Publicly disclosed data shows that representative vendors maintain non-GAAP gross profit margins of approximately 84%–85%, reflecting the 'software-based + scalable' attributes. On the other hand, if the solution heavily relies on human video verification (vKYC), offline branch collaboration, or large-scale third-party data purchases and credit/list searches, the gross profit margin will be lowered by labor and data sharing costs, resulting in a more 'service delivery-oriented' profit structure. Therefore, the industry will continue to

evolve towards automation (AI verification) + orchestration (policy routing) + multi-signal fusion (device/behavioral/biometrics) to improve risk control effectiveness while stabilizing gross profit.

## Industry Drivers

The core driver of growth in identity verification and assurance is the amplification of fraud and compliance risks as digital businesses move all 'account opening/login/transaction' remotely. On one hand, account theft, identity theft, deepfakes, and injection attacks render the traditional 'document + selfie' approach unsustainable, necessitating platforms to introduce stronger liveness/adversarial capabilities and continuous monitoring. On the other hand, the increasing demands from finance, encryption, cross-border payments, platform economies, and government online services for KYC/KYB, anti-money laundering, and auditable traceability are driving the implementation of 'measurable assurance levels' in identity systems (e.g., NIST's IAL/AAL/FAL framework and EU remote identity verification technical specifications constraining high-assurance processes). Simultaneously, user experience is also driving product design: companies aim to dynamically switch between 'low-risk, low-friction' and 'high-risk, high-assurance' identity orchestration, focusing costs on the most crucial aspects. Coupled with the advancement of various electronic identity and wallet (eID/ID wallet) ecosystems, identity verification is shifting from 'one-time checks' to 'reusable, trusted identities + continuous assurance,' thereby expanding the market ceiling and monetization scenarios.

This report is a detailed and comprehensive analysis for global Identity Assessment and Assurance market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

## Key Features:

Global Identity Assessment and Assurance market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Identity Assessment and Assurance market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Identity Assessment and Assurance market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Identity Assessment and Assurance market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Identity Assessment and Assurance

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Identity Assessment and Assurance market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Entrust, Experian, GBG, IDEMIA, iDenfy, InfoCert, iProov, Jumio, LexisNexis Risk Solutions, Microsoft, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market segmentation**

Identity Assessment and Assurance market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Biometric Identification

Data Comparison

Others

#### Market segment by Authentication Method

Single-Factor Assessment

Multi-Factor Assessment (Mfa)

Dynamic Risk Assessment

Others

#### Market segment by Deployment Method

Cloud-based

On-premise

#### Market segment by Application

Financial Industry

Healthcare Industry

Government and Public Service Industry

Others

#### Market segment by players, this report covers

Entrust

Experian

GBG

IDEMIA

iDenfy

InfoCert

iProov

Jumio

LexisNexis Risk Solutions

Microsoft

Onfido

Ping Identity

SEON

Signicat

Socure

Subex

Thales

Trulioo

Veriff

1Kosmos

Daon

Transmit Security

Regula

Market segment by regions, regional analysis covers  
North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)  
South America (Brazil, Rest of South America)  
Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Identity Assessment and Assurance product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Identity Assessment and Assurance, with revenue, gross margin, and global market share of Identity Assessment and Assurance from 2021 to 2026.

Chapter 3, the Identity Assessment and Assurance competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Identity Assessment and Assurance market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Identity Assessment and Assurance.

Chapter 13, to describe Identity Assessment and Assurance research findings and conclusion.

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