

Global Robo-Advisory Solutions Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Robo-Advisory Solutions market size is expected to reach \$ 11037 million by 2032, rising at a market growth of 10.4% CAGR during the forecast period (2026-2032).

Robo-advisory solutions are digital wealth management platforms and services that use online questionnaires, investor profiling, risk-tolerance assessment, goal planning, asset-allocation models, ETF or fund portfolio construction, automated rebalancing, tax optimization, recurring investment plans, account monitoring and digital client workflows to deliver automated or semi-automated investment advice and portfolio management. This study focuses on solutions with real advisory, portfolio construction, automated management or white-label deployment capabilities. The market includes direct-to-consumer robo-advisors, bank- or broker-operated digital advice services, hybrid human-plus-digital advisory platforms, and B2B technology platforms that enable financial institutions to launch their own digital wealth propositions. The category's value lies in converting client goals, investment horizons, risk preferences, account types and constraints into executable and monitored portfolios, rather than merely displaying market data or selling funds. This definition is consistent with the SEC's explanation of robo-advisers as automated digital investment advisory programs that collect investor information through web or mobile interfaces and use it to create and manage investment portfolios.

From a supply-side perspective, the market has moved beyond the original wave of independent robo-advisor startups. Betterment and Wealthfront remain important examples of direct-to-consumer digital wealth platforms, while Vanguard, Charles Schwab, Fidelity, J.P.Morgan and other large financial institutions use existing client bases, asset-management capabilities and trusted brands to scale digital advice. At the same time, B2B wealthtech providers such as FNZ, InvestCloud, additiv, Bambu,

Quantifeed and Objectway supply white-label or modular technology that enables banks, brokers, insurers and asset managers to launch their own digital advice propositions. This distinction matters for market sizing: B2C robo-advisors generate advisory or platform fees directly from investors, while B2B providers monetize through software subscriptions, licensing, implementation and managed platform services. The broad supplier pool is therefore larger than the visible consumer robo-advisor market.

Demand is supported by long-term forces such as retirement savings, ETF adoption, lower account minimums, mobile-first investing, mass-affluent wealth accumulation and banks' need to digitize advisory services. However, the market is not a simple high-growth story. Pure digital robo-advice is fee-sensitive, customer acquisition can be expensive, and some banks have withdrawn from standalone robo-advisory offerings after failing to achieve sufficient scale. Recent industry moves show a shift toward consolidation, hybrid advice and enterprise wealth-technology platforms. Schwab has moved away from its premium hybrid robo service while retaining its core automated investing platform, and SigFig has rebranded as Tandems to focus more on AI-enabled wealth software for financial institutions. These developments indicate that automation remains valuable, but the winning business model increasingly depends on distribution scale, trusted brands, embedded banking relationships and advisor-productivity tools.

From a product-evolution perspective, robo-advisory solutions are expanding from basic ETF portfolio allocation into broader digital wealth operating systems. Early solutions centered on questionnaires, risk scoring, model portfolios and automatic rebalancing. Current offerings increasingly include tax-loss harvesting, direct indexing, cash management, automated bond portfolios, ESG options, goal-based planning, retirement projections, AI assistants, advisor workflow automation and multi-account wealth views. Wealthfront continues to publish automation-focused product updates such as tax-loss harvesting performance, while FNZ's AdvisorAI illustrates how AI is being embedded into wealth platforms to help advisors deliver more personalized advice at scale. The future market will likely be shaped by hybrid models rather than fully autonomous advice alone: automation will handle onboarding, portfolio monitoring and routine actions, while human advisors and AI-assisted workflows address complex planning and client relationship management.

This report studies the global Robo-Advisory Solutions demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Robo-Advisory Solutions, and provides market size (US\$ million) and Year-over-Year (YoY)

growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Robo-Advisory Solutions that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Robo-Advisory Solutions total market, 2021-2032, (USD Million)

Global Robo-Advisory Solutions total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Robo-Advisory Solutions total market, key domestic companies, and share, (USD Million)

Global Robo-Advisory Solutions revenue by player, revenue and market share 2021-2026, (USD Million)

Global Robo-Advisory Solutions total market by Type, CAGR, 2021-2032, (USD Million)

Global Robo-Advisory Solutions total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Robo-Advisory Solutions 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 Betterment LLC, Wealthfront Corporation, The Vanguard Group, Inc., The Charles Schwab Corporation, Fidelity Investments, SoFi Technologies, Inc., Acorns Grow Incorporated, M1 Holdings Inc., Robinhood Markets, Inc., Tandems, Inc., etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Robo-Advisory Solutions market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Robo-Advisory Solutions Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Robo-Advisory Solutions Market, Segmentation by Type:

Direct-to-Consumer Robo-Advisors

Bank-owned Digital Advice Platforms

Broker-owned Robo-Advisory Services

White-label Robo-Advisory Platforms

Hybrid Human-Digital Advice Solutions

Embedded Wealth Management Solutions

Global Robo-Advisory Solutions Market, Segmentation by Investment Product Scope:

ETF-based Portfolios

Mutual Fund Portfolios

Stock and Direct Indexing Portfolios

Bond and Fixed-income Portfolios

ESG and Sustainable Portfolios

Thematic Portfolios

Shariah-compliant Portfolios

Multi-asset Portfolios

Global Robo-Advisory Solutions Market, Segmentation by Delivery Model:

Mobile-first App Platform

Web-based Investment Platform

API-based Wealth Infrastructure

SaaS Robo-Advisory Platform

On-premises or Private Cloud Deployment

Managed Platform Service

Global Robo-Advisory Solutions Market, Segmentation by Application:

Manufacturing

Defense

Banking, Financial Services, and Insurance (BFSI)

Transportation and Logistics

Healthcare and Life Sciences

Retail

Others

Companies Profiled:

Betterment LLC

Wealthfront Corporation

The Vanguard Group, Inc.

The Charles Schwab Corporation

Fidelity Investments

SoFi Technologies, Inc.

Acorns Grow Incorporated

M1 Holdings Inc.

Robinhood Markets, Inc.

Tandems, Inc.

Investnet, Inc.

AdvisorEngine Inc.

Broadridge Financial Solutions, Inc.

JPMorgan Chase&Co.

Wealthsimple Technologies Inc.

Questrade Financial Group Inc.

Moneyfarm

Scalable Capital GmbH

Yomoni

Nalo

Finax, o.c.p., a.s.

Inyova AG

FNZ Group

InvestCloud, Inc.

additiv AG

Avaloq Group AG

Temenos AG

Objectway Group

Bambu

Quantifeed

Endowus

Syfe Pte. Ltd.

StashAway

Sarwa Digital Wealth Limited

Wahed Invest LLC

WealthNavi Inc.

Money Design Co., Ltd.

Rakuten Securities, Inc.

FOLIO Co., Ltd.

Fount Inc.

Key Questions Answered

1. How big is the global Robo-Advisory Solutions market?
2. What is the demand of the global Robo-Advisory Solutions market?
3. What is the year over year growth of the global Robo-Advisory Solutions market?
4. What is the total value of the global Robo-Advisory Solutions market?
5. Who are the Major Players in the global Robo-Advisory Solutions market?
6. What are the growth factors driving the market demand?

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