

# Global Robo-Advisory Solutions 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 Robo-Advisory Solutions market size was valued at US\$ 5505 million in 2025 and is forecast to a readjusted size of US\$ 11037 million by 2032 with a CAGR of 10.4% during review period.

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,

CharlesSchwab, 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'sAdvisorAI 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 is a detailed and comprehensive analysis for global Robo-Advisory Solutions 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 Robo-Advisory Solutions market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Robo-Advisory Solutions market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Robo-Advisory Solutions market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Robo-Advisory Solutions 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 Robo-Advisory Solutions
- 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 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.

## Market segmentation

Robo-Advisory Solutions 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

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

## Market segment 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

Market segment 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

Market segment by Application

Manufacturing

Defense

Banking, Financial Services, and Insurance (BFSI)

Transportation and Logistics

Healthcare and Life Sciences

Retail

Others

Market segment by players, this report covers

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.

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 Robo-Advisory Solutions product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Robo-Advisory Solutions, with revenue, gross margin, and global market share of Robo-Advisory Solutions from 2021 to 2026.

Chapter 3, the Robo-Advisory Solutions 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 Robo-Advisory Solutions 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 Robo-Advisory Solutions.

Chapter 13, to describe Robo-Advisory Solutions research findings and conclusion.

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