

Global Wallet as a Service (WaaS) Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our latest research, the global Wallet as a Service (WaaS) market size will reach USD million in 2031, growing at a CAGR of %over the analysis period.

Wallet as a Service (WaaS) refers to a cloud-based solution that provides businesses with the infrastructure and tools to create, manage, and deploy digital wallets without having to build the technology from scratch. This service typically includes functionalities for secure storage, transaction processing, user authentication, and compliance with regulatory standards. WaaS allows companies to integrate digital wallet capabilities into their platforms, enabling them to offer features such as mobile payments, digital asset management, and loyalty programs efficiently. By leveraging WaaS, businesses can focus on their core operations while outsourcing the complexities of wallet infrastructure to specialized providers.

The Wallet as a Service (WaaS) market is experiencing significant growth, driven by the increasing demand for digital payment solutions and the rising adoption of cryptocurrencies. Major sales regions include North America, Europe, and Asia-Pacific, with the latter showing particularly robust expansion due to the rapid digitization of financial services and a high rate of mobile wallet adoption. Market opportunities are abundant in sectors such as e-commerce, banking, and fintech, where seamless and secure transaction capabilities are critical. However, challenges persist, including stringent regulatory environments, cybersecurity risks, and the need for continuous technological innovation to meet evolving consumer expectations and combat sophisticated fraud tactics. The integration of blockchain technology and artificial intelligence presents promising avenues for addressing these challenges and enhancing the functionality and security of WaaS platforms.

This report is a detailed and comprehensive analysis for global Wallet as a Service (WaaS) 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 Wallet as a Service (WaaS) market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Wallet as a Service (WaaS) market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Wallet as a Service (WaaS) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Wallet as a Service (WaaS) market shares of main players, in revenue (\$ Million), 2020-2025

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 Wallet as a Service (WaaS)
- 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 Wallet as a Service (WaaS) 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 Coinbase, Fireblocks, Crypto APIs, Cobo, Wallet Factory, Green Packet, ChainUp, Thirdweb, CPAY, Magic, etc.

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

Market segmentation

Wallet as a Service (WaaS) market is split by Type and by Application. For the period 2020-2031, 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

Managed Wallet as a Service (WaaS)

Non-managed Wallet as a Service (WaaS)

Market segment by Application

Retail and E-commerce

Banking and Financial Services

Telecommunications

Transportation and Mobility

Gaming and Entertainment

Others

Market segment by players, this report covers

Coinbase

Fireblocks

Crypto APIs

Cobo

Wallet Factory

Green Packet

ChainUp

Thirdweb

CPAY

Magic

Particle

Web3Auth

Trust Wallet

OKX

Stardust

Fordefi

SmartMediaTech

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 Wallet as a Service (WaaS) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Wallet as a Service (WaaS), with revenue, gross margin, and global market share of Wallet as a Service (WaaS) from 2020 to 2025.

Chapter 3, the Wallet as a Service (WaaS) 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 2020 to 2031

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 2020 to 2025. and Wallet as a Service (WaaS) market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Wallet as a Service (WaaS).

Chapter 13, to describe Wallet as a Service (WaaS) research findings and conclusion.

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