

Embedded Finance Market Size, Share & Trends Analysis Report By Type (Embedded Payment, Embedded Insurance), By Business Model (B2B, B2C, B2B2B, B2B2C), By End-use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Embedded Finance Market Size Growth & Trends

The global embedded finance market size is anticipated to reach USD 588.49 billion by 2030, expanding at a CAGR of 32.8% from 2024 to 2030, according to a new report by Grand View Research, Inc. The increasing integration of financial services into non-financial platforms, creating seamless and personalized experiences for consumers, is a significant factor contributing to the growth of the market. This convergence of industries, commonly referred to as 'banking-as-a-service,' allows businesses outside the traditional financial sector to embed financial products directly into their offerings.

Furthermore, the rise of Application Programming Interfaces (APIs) is transforming how financial services are accessed and consumed. The accessibility and interoperability provided by APIs enable businesses to integrate diverse financial functionalities effortlessly, thereby contributing to the growth of the market.

Advancements in technologies like artificial intelligence and machine learning are propelling the development of sophisticated algorithms for risk assessment, fraud detection, and customer personalization, thereby enhancing the overall efficiency and security of embedded financial solutions. As the Embedded Finance ecosystem continues to evolve, collaboration between fintech innovators, traditional financial

institutions, and various industries will play a pivotal role in driving innovation and expanding the scope of embedded financial services.

Governments across the globe have given high importance to fostering financial inclusion, especially in developing economies characterized by substantial unbanked and underbanked populations. With the rapid increase in internet and smartphone adoption, several nations aim to emphasize the shift toward a cashless economy while ensuring that it doesn't compromise the delivery of convenient and accessible financial services to their residents. Embedded finance emerges as a pivotal tool in simultaneously addressing both of these objectives.

Embedded Finance Market Report Highlights

Based on type, the embedded payment segment dominated the market in 2023. The growth of the segment can be attributed to the growth in adoption of digital payment across the globe

Based on business model, the B2B segment dominated the market in 2023. The B2B embedded finance provides businesses with new revenue streams, helping them improve their financial performance

Based on end-use, the retail segment dominated the market in 2023. The growth of the segment can be attributed to the rising demand for seamless and integrated financial solutions within retail ecosystems

North America dominated the regional market in 2023. The growth can be attributed to the increasing collaboration between fintech firms, traditional financial institutions, and diverse industries. This collaborative ecosystem facilitates the embedding of financial services seamlessly into various non-financial platforms, enhancing customer experiences. Additionally, the rising prevalence of digital wallets, contactless payments, and mobile banking services underscores a growing consumer preference for convenient and tech-enabled financial solutions

In February 2023, Transcard Payments announced a partnership with Coforge Limited, a global digital services and solutions provider. Under this partnership, as a Transcard Payments value-added reseller, Coforge Limited leveraged Transcard Payments's suite of embedded payment solutions

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