

Embedded Payment Market Size, Share & Trends Analysis Report By Payment (In-app Payments, API-based Payments), By Deployment Model (On-Premise, Cloud), By Payment Method (Digital Wallets), By Industry Vertical, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global embedded payment market size was estimated at USD 39.14 billion in 2025, and is projected to reach USD 430.29 billion by 2033, growing at a CAGR of 35.5% from 2026 to 2033. Embedded payments are driven by the demand for seamless, in-platform checkout experiences that allow users to complete transactions without leaving the application or service.

It reduces payment friction, improves convenience, and increases transaction completion rates for businesses. The growing use of digital platforms is a major driving factor for the adoption of embedded payments. Embedded payment solutions allow businesses to integrate payment solutions directly into their platforms, enabling customers to complete transactions without leaving the application or website. Integration helps companies simplify the payment process and provide a more convenient user experience. In addition, the increasing use of online marketplaces, e-commerce platforms, and digital service applications is further supporting the growth of embedded payment solutions.

Customers are increasingly using digital wallets and mobile payment applications to make transactions more quickly and conveniently. Digital wallets such as Apple Pay, Google Wallet, Samsung Pay, and PayPal allow users to store payment details on their smartphones and complete payments through contactless methods. These wallets use

technologies such as tokenization and biometric authentication to improve security and protect sensitive financial information. Furthermore, innovation by fintech companies, such as virtual cards, integrated loyalty programs, and buy now, pay later services are encouraging businesses to embed digital wallet payments into their platforms, creating more convenient and seamless payment experiences for customers.

The investment highlights the increasing demand for embedded payments and digital commerce solutions, as businesses across industries seek seamless, integrated financial technology. For instance, in March 2025, Audax Private Equity and Lovell Minnick Partners made a strategic investment in Fortis to support its future growth. Fortis provides embedded payment solutions that help businesses add payment capabilities directly into their software and platforms. With this investment, Fortis will be able to expand its technology, strengthen its product offerings, and scale its services for software companies and merchants. Moreover, the investment aims to help Fortis grow faster and support more businesses with integrated, easy-to-use payment solutions.

The regulatory environment around as payment credentials are embedded into apps, websites, and software, sensitive financial data is handled, making adherence to PSD2, PCI DSS, AML/KYC, and GDPR essential. In addition, many platforms rely on licensed payment providers or orchestration platforms to meet regulatory requirements, creating a shared-responsibility model in which the providers manage settlement, fraud prevention, and reporting. Secure, scalable, and integrated payment solutions are encouraged to accelerate adoption and expand the embedded payments market across sectors.

Despite strong growth prospects, the market faces several constraints. Embedded payment transactions involve the transfer of financial data across multiple stakeholders, including apps, banks, and payment processors, increasing exposure to cybersecurity threats. Furthermore, non-financial platforms, such as e-commerce and ride-hailing applications, often operate with less robust security frameworks than traditional banks, making them more vulnerable to breaches. Such incidents can compromise sensitive financial information and create risks across the broader ecosystem of users and partners.

Global Embedded Payment Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global embedded

payment market report based on payment, deployment model, payment method, industry vertical, and region:

Payment Outlook (Revenue, USD Billion, 2021 - 2033)

In-app Payments

API-based Payments

Platform Integrated Payments

Software-as-a-Service (SaaS) Payments

Marketplace Payments

Deployment Model Outlook (Revenue, USD Billion, 2021 - 2033)

On-Premise

Cloud

Payment Method Outlook (Revenue, USD Billion, 2021 - 2033)

Digital Wallets

Credit/Debit Cards

Bank transfers

Mobile payments

Industry Vertical Outlook (Revenue, USD Billion, 2021 - 2033)

E-commerce

Healthcare

Financial Services

Retail

Hospitality

Transportation & Logistics

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Spain

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

KSA

UAE

South Africa

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