

# Digital Lending Platform Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global digital lending platform market size reached US\$ 10.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 23.4 Billion by 2028, exhibiting a growth rate (CAGR) of 15.22% during 2022-2028. The increasing number of collaborations with other fintech services that create a more comprehensive financial ecosystem, rising availability of the internet and smartphones, and the growing popularity of P2P lending, are some of the major factors propelling the market.

A digital lending platform is an online platform that facilitates the borrowing and lending of funds without the need for traditional brick-and-mortar institutions like banks. It enables individuals, businesses, or even institutions to connect and transact loans and credit through digital channels, often streamlining the application, approval, and disbursement processes. It can range from peer-to-peer lending to more complex financial technology solutions that involve automation, data analytics, and artificial intelligence to assess creditworthiness and manage risk.

The increasing number of collaborations with other fintech services and apps that create a more cohesive and comprehensive financial ecosystem, is strengthening the growth of the market around the world. Moreover, the widespread availability of the internet and smartphones, which make digital lending platforms more accessible to a broader audience, is favoring the growth of the market. In addition, the rising ability to personalize user interfaces and experiences to individual preferences enhances user engagement, is contributing to the market growth. Apart from this, the growing popularity of P2P lending, wherein individuals can lend to each other through online platforms, is influencing the market positively. Furthermore, the increasing number of small and medium sized enterprises (SMEs) seeking funding for business expansion is

propelling the growth of the market.

#### Digital Lending Platform Market Trends/Drivers:

##### Increase in financial inclusion

Digital lending platforms have opened the doors to financial services for previously underserved or unbanked populations. Using alternative data for credit assessment, these platforms provide access to loans for individuals without traditional credit histories. By breaking down geographical barriers and leveraging mobile technology, digital lending is reaching remote areas and contributing to broader financial inclusion. This has created a significant demand, particularly in emerging markets where conventional banking services may be limited.

##### Rise in expectation for convenience

In today's fast-paced world, people are increasingly seeking convenience and rapid access to financial services. The digital lending platform caters to this demand by offering swift and seamless loan applications and approvals through online channels. Digital lending platforms provide personalized services accessible 24/7, which enables borrowers to apply for loans at their convenience, thus driving demand for these platforms.

##### Growing regulatory support and compliance

Regulatory bodies around the world are increasingly recognizing the potential of digital lending platforms and offering support through conducive regulations. These policies are crafted to protect consumers, maintain the integrity of the financial system, and promote innovation. Moreover, the introduction of data privacy laws and guidelines for transparent lending practices ensures that the digital lending platforms operate within a trustworthy legal framework. This regulatory support has played a key role in establishing confidence in digital lending platforms, consequently driving their demand.

#### Digital Lending Platform Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global digital lending platform market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type, component, deployment model and industry vertical.

#### Breakup by Type:

Loan Origination  
Decision Automation  
Collections and Recovery  
Risk and Compliance Management  
Others

Loan origination dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes loan origination, decision automation, collections and recovery, risk and compliance management, and others. According to the report, loan origination represented the largest segment. It focuses on the initial stages of lending, which helps lenders and borrowers with the application and approval process. It streamlines the application submission, documentation verification, credit assessment, and approval processes. It ensures a smoother and faster experience for both borrowers and lenders through automation and digital interfaces.

Decision automation platforms leverage technology, such as data analytics and machine learning (ML) to assess a borrower's creditworthiness and determine the terms of the loan. These platforms use a variety of data sources to make more informed lending decisions, which can include traditional credit scores, and alternative data like social media activity, transaction history, and more.

Breakup by Component:

Solutions  
Services

Solutions hold the largest share in the market

A detailed breakup and analysis of the market based on the component has also been provided in the report. This includes solutions and services. According to the report, solutions accounted for the largest market share. In the context of a digital lending platform, solutions refer to the software and technology-based tools that facilitate various aspects of the lending process. These solutions can include software applications or platforms that enable loan origination, credit assessment, risk management, collections, and more. They are designed to automate and streamline the lending workflow, making it more efficient and user-friendly for both lenders and

borrowers. Solutions can also encompass features like online application forms, real-time data analysis, decision-making algorithms, and secure digital document storage.

Services of a digital lending platform involve the professional and technical support provided to users of the platform. This support can include consulting, training, customer service, technical assistance, and other forms of guidance. Services are essential to ensure that users understand how to effectively utilize the platform's solutions and to address any issues that may arise during the lending process. Additionally, services might involve ongoing maintenance, updates, and improvements to the platform to keep it aligned with changing industry trends and regulations.

#### Breakup by Deployment Model:

On-premises

Cloud-based

On-premises dominate the market

The report has provided a detailed breakup and analysis of the market based on the deployment model. This includes on-premises and cloud-based. According to the report, on-premises represented the largest segment. An on-premises deployment mode refers to the installation and operation of the digital lending platform software and infrastructure within the physical premises of the organization using it. In this setup, all hardware, servers, databases, and software components are managed and maintained by the IT team of an organization. On-premises deployment offers greater control over data security and customization, as well as the ability to meet specific regulatory requirements.

A cloud-based deployment mode involves hosting the digital lending platform software and infrastructure on remote servers managed by a third-party cloud service provider. This eliminates the need for organizations to invest in and manage their own hardware and data centers. Cloud-based deployment offers scalability, flexibility, and reduced upfront costs since resources can be scaled up or down based on demand. It also allows for easier remote access and updates.

#### Breakup by Industry Vertical:

Banks

Insurance Companies

Credit Unions  
Savings and Loan Associations  
Peer-to-Peer Lending  
Others

Banks dominate the market

A detailed breakup and analysis of the market based on the industry vertical has also been provided in the report. This includes banks, insurance companies, credit unions, savings and loan associations, peer-to-peer lending, and others. According to the report, banks represented the largest segment. They can leverage digital lending platforms to streamline their lending processes and offer a more convenient experience to customers. These platforms can enable online loan applications, automated credit assessments, and quick approval processes. Banks can enhance customer satisfaction and reduce the time it takes to disburse loans by integrating such platforms into their operations.

Insurance companies can use digital lending platforms to offer premium financing options to policyholders. This allows policyholders to spread out their insurance premium payments over time, which makes it more manageable for them. The platform can facilitate the loan application, credit evaluation, and repayment process, which enables policyholders to maintain their coverage without significant financial strain.

Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France

United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

North America exhibits a clear dominance, accounting for the largest digital lending platform market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The increasing adoption of online banking services represents one of the key factors driving the demand for digital lending platforms in the North America region. Moreover, the rising emphasis on digital automation is bolstering the market growth in the region. Besides this, the growing instances of cyber threats are influencing the market positively in the region.

Asia Pacific is estimated to witness stable growth, owing to the increasing number of small and medium-sized enterprises (SMEs), rising need for efficient credit assessment, integration of advanced technologies, etc.

#### Competitive Landscape:

Leading companies are incorporating advanced technologies, such as artificial intelligence (AI), machine learning (ML) to automate and improve various aspects of lending, including credit risk assessment, fraud detection, and customer service. These technologies can analyze vast amounts of data to make more accurate lending decisions and personalize loan offers based on individual profiles. They are also integrating blockchain technology that can enhance transparency, security, and efficiency in lending by providing a tamper-proof and shared digital ledger. It can be

used for verifying borrower identities, recording loan transactions, and streamlining cross-border lending processes. Moreover, key players are deploying big data analytics and robotic process automation (RPA) that allow lenders to analyze a broader range of data sources beyond traditional credit scores. Social media activity, transaction history, and other alternative data can provide a more comprehensive view of the creditworthiness of a borrower. These advancements also involve automating repetitive and rule-based tasks in the lending process.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Black Knight Inc.

Finastra

FIS

Fiserv Inc.

Intellect Design Arena Ltd

Intercontinental Exchange Inc.

Nucleus Software Exports Ltd.

Pegasystems Inc.

Roostify Inc.

Tavant Technologies

Wipro Limited.

Recent Developments:

In 2020 Roostify Inc. partnered with Google Cloud to utilize Google Cloud artificial intelligence (AI) and machine learning (ML) functionality to help lenders process mortgage applications more rapidly and easily.

In 2021, Nucleus Software Exports Ltd. partnered with TPBank to enhance its digital commerce. FinnOne Neo assisted TPBank in providing instant digital loans, increasing process efficiency, and improving credit evaluations.

Key Questions Answered in This Report

1. What was the size of the global digital lending platform market in 2022?
2. What is the expected growth rate of the global digital lending platform market during 2023-2028?
3. What are the key factors driving the global digital lending platform market?
4. What has been the impact of COVID-19 on the global digital lending platform market?

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6. What is the breakup of the global digital lending platform market based on the component?
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10. Who are the key players/companies in the global digital lending platform market?



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