

# Online Financing Platform for SMBs Market by Application (Equity Financing, Debt Financing), and Region 2023-2028

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## Abstracts

### Market Overview:

The global online financing platform for SMBs market size reached US\$ 2.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.2 Billion by 2028, exhibiting a growth rate (CAGR) of 16.74% during 2023-2028. The rise in unmet financing needs among SMBs, the escalating awareness about the benefits of online financing platforms, the increasing number of start-ups, and ongoing technological advancements in the industry represent some of the key factors driving the market.

Online financing platforms for SMBs, also known as online lending platforms or alternative lending platforms, are digital platforms that provide small and medium-sized businesses with access to financing options. They serve as intermediaries between borrowers (SMBs) and lenders (individuals or institutional investors). These platforms leverage technology, data analytics, and automated processes to streamline and simplify the lending process, offering a range of financial services tailored to support the growth and development of SMBs. This includes term loans, lines of credit, invoice financing, equipment financing, merchant cash advances, and more. Online financing platforms for SMBs promote faster loan approvals, simplify application procedures, and provide access to funds that may otherwise be challenging to obtain from traditional financial institutions. As a result, they are widely employed by small and medium-sized businesses to access the capital they need to grow, expand, and flourish in today's digital economy.

### Online Financing Platform for SMBs Market Trends:

With rapid digitalization across various industries, small and medium-sized businesses

are increasingly adopting digital solutions, including online financing platforms, to streamline their operations and access capital conveniently, which, in turn, represents the primary factor driving the market growth. Besides this, many SMBs struggle to secure financing from traditional lenders due to strict criteria or limited collateral. Online financing platforms fill this gap by offering alternative funding options to SMBs that traditional lenders overlook, thus favoring their adoption across organizations. Moreover, the rising awareness regarding the benefits of online financing platforms, such as streamlined application processes and automated underwriting algorithms that enable faster approvals and disbursements, is aiding market expansion. Concurrent with this, these platforms offer a variety of financing options tailored to the specific needs of SMBs, such as term loans, lines of credit, invoice financing, and equipment financing, which is contributing to the market growth. In addition to this, online financing platforms offer competitive interest rates and fees and global market reach as compared to traditional lenders, which is acting as a significant growth-inducing factor. Furthermore, innovative advancements, such as the integration of artificial intelligence (AI), machine learning (ML), and blockchain technologies to improve risk assessment, fraud detection, transaction security, and reliability of these platforms, are presenting remunerative growth opportunities for the market. Other factors, such as the increasing number of startups around the globe, the surging demand for micro-loans, and growing collaborations and partnerships with traditional financial institutions, are positively impacting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global online financing platform for SMBs market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on application.

#### Application Insights:

Equity Financing

Debt Financing

The report has provided a detailed breakup and analysis of the online financing platform for SMBs market based on the application. This includes equity and debt financing. According to the report, equity financing represented the largest segment.

#### Regional Insights:

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

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, Asia Pacific was the largest market for online financing platform for SMBs. Some of the factors driving the Asia Pacific online financing platform for SMBs market included an increase in financial lending to SMBs, rising awareness about the benefits of online financing platforms, and ongoing technological advancements.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global online financing platform for SMBs market. Detailed profiles of all major companies have been provided. Some of the companies covered include American

Express Company, Biz2Credit Inc., Circleback Lending LLC, Funding Circle Holdings Plc, Lendingclub Corporation, Niyogin Fintech Limited, Numerated Growth Technologies Inc., On Deck Capital Inc., Prosper Funding LLC, Sofi Technologies Inc., Versara Lending LLC. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global online financing platform for SMBs market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global online financing platform for SMBs market?

What is the impact of each driver, restraint, and opportunity on the global online financing platform for SMBs market?

What are the key regional markets?

Which countries represent the most attractive online financing platform for SMBs market?

What is the breakup of the market based on the application?

Which is the most attractive application in the online financing platform for SMBs market?

What is the competitive structure of the global online financing platform for SMBs market?

Who are the key players/companies in the global online financing platform for SMBs market?

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