

Philippines Alternative Data Market Size, Share, Trends and Forecast by Data Type, Industry, End User, and Region, 2026-2034

<https://marketpublishers.com/r/PE81963191B3EN.html>

Date: August 2026

Pages: 115

Price: US\$ 2,999.00 (Single User License)

ID: PE81963191B3EN

Abstracts

The Philippines alternative data market size reached USD 53.5 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 961.6 Million by 2034, exhibiting a growth rate (CAGR) of 32.29% during 2026-2034. Rapid digitalization, fintech expansion, data-driven decision-making, and demand from financial and retail sectors propel Philippines alternative data market share.

PHILIPPINES ALTERNATIVE DATA MARKET TRENDS:

Technology Integration in Finance

Within the Philippines alternative data market, a prominent trend is the embedding of AI and geospatial analytics into financial services. Investment firms and fintechs are leveraging transaction data, web traffic, and mobile usage to enhance credit scoring and risk assessment. These methods supply insights beyond traditional financial metrics, reflecting evolving consumer data usage and contributing to enhanced market sophistication in the Philippines alternative data sector. For instance, in August 2025, Trusting Social, a fintech AI company, used anonymized telco data to provide alternative credit scoring in the Philippines, helping underbanked individuals access formal credit. Partnering with over 50 financial institutions, the platform supported over 1 million borrowers monthly. This innovation promoted financial inclusion by enabling loans for those without traditional banking histories, especially in remote areas.

Demand for Real-Time Insights

Another trend pushing the Philippines alternative data market growth concerns demand

for real-time, actionable intelligence. Companies increasingly rely on streaming data—such as social sentiment, satellite imagery, and email traffic—to inform operational decisions. This shift toward high-frequency, dynamic datasets supports agility in business strategies and strengthens the market's adaptability to volatile environments. For instance, in January 2025, HES FinTech announced a strategic partnership with Credolab to enhance AI-powered credit risk management. By integrating Credolab's behavioral analytics from mobile and web metadata, HES clients gain deeper insights into borrower creditworthiness. The collaboration supports financial inclusion by enabling lenders to assess underbanked populations using alternative data. Credolab's technology complements HES's AI decisioning tool, GiniMachine, improving scoring accuracy. Both companies aim to help lenders make better decisions and responsibly expand credit access, particularly in emerging markets like the Philippines.

PHILIPPINES ALTERNATIVE DATA MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on data type, industry, and end user.

Data Type Insights:

Credit and Debit Card Transactions

Email Receipts

Geo-location (Foot Traffic) Records

Mobile Application Usage

Satellite and Weather Data

Social and Sentiment Data

Web Scraped Data

Web Traffic

Others

The report has provided a detailed breakup and analysis of the market based on the data type. This includes credit and debit card transactions, email receipts, geo-location (foot traffic) records, mobile application usage, satellite and weather data, social and sentiment data, web scraped data, web traffic, and others.

Industry Insights:

Automotive

BFSI

Energy

Industrial

IT and Telecommunications

Media and Entertainment

Real Estate and Construction

Retail

Transportation and Logistics

Other

A detailed breakup and analysis of the market based on the industry have also been provided in the report. This includes automotive, BFSI, energy, industrial, IT and telecommunications, media and entertainment, real estate and construction, retail, transportation and logistics, and others.

End User Insights:

Hedge Fund Operators

Investment Institutions

Retail Companies

Others

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes hedge fund operators, investment institutions, retail companies, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major country markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Philippines alternative data market performed so far and how will it perform in the coming years?

What is the breakup of the Philippines alternative data market on the basis of data type?

What is the breakup of the Philippines alternative data market on the basis of industry?

What is the breakup of the Philippines alternative data market on the basis of end user?

What is the breakup of the Philippines alternative data market on the basis of region?

What are the various stages in the value chain of the Philippines alternative data market?

What are the key driving factors and challenges in the Philippines alternative data

market?

What is the structure of the Philippines alternative data market and who are the key players?

What is the degree of competition in the Philippines alternative data market?

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