

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

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Abstracts

The South Korea alternative data market size reached USD 229.1 Million in 2025 . Looking forward, IMARC Group expects the market to reach USD 3,716.2 Million by 2034 , exhibiting a growth rate (CAGR) of 34.11 % during 2026-2034 . Rapid digital transformation, widespread adoption of AI and big data analytics, government support for fintech innovation, and increasing demand for enhanced credit risk assessment and fraud prevention are key factors expanding the South Korea alternative data market share.

SOUTH KOREA ALTERNATIVE DATA MARKET TRENDS:

Integration of AI and Machine Learning in Data Analytics

The South Korea alternative data market growth is significantly propelled by the increasing integration of artificial intelligence (AI) and machine learning (ML) technologies. Financial institutions and fintech companies are leveraging these advanced analytics tools to extract valuable insights from unstructured and alternative data sources, such as social media activity, transaction logs, and mobile usage patterns. AI-driven models enable more accurate credit scoring, risk management, and fraud detection. Moreover, the adoption of ML algorithms enhances predictive analytics capabilities, facilitating real-time decision-making. This technological shift aligns with South Korea's broader digital innovation strategies and helps institutions better serve previously underserved or thin-file borrowers, contributing to more inclusive financial services. For instance, in June 2025, TradePulse Technologies was named runner-up at the BattleFin Alternative Data Discovery Day 2025 in New York, showcasing its AI-driven real-time order flow analytics. The firm's PowerMap platform analyzes large

Korean stock trades, while its U.S. platform covers 4,000+ tickers. The recognition highlights TradePulse's impact on market intelligence innovation.

Expansion of Data Sources and Types

The South Korea alternative data market growth is further fueled by the expansion of data sources beyond traditional financial records. Alternative data now includes utility payments, e-commerce activity, social media behavior, GPS location data, and mobile device usage. These diverse datasets provide a more holistic view of consumer behavior and creditworthiness. South Korean companies are increasingly adopting such multifaceted data streams to enhance risk assessment models and improve lending decisions. This expansion aligns with regulatory encouragement to innovate within the fintech sector while maintaining data privacy standards. The utilization of diverse alternative data sets enhances the granularity and accuracy of credit scoring, driving market growth and broadening financial inclusion across South Korea. For instance, in April 2025, South Korean fintech firm PFC Technologies Inc. acquired AIForesee, Investree's credit scoring arm, enhancing its capabilities in SME lending. AIForesee uses AI-driven scoring models to improve credit assessments for small and medium enterprises. The acquisition signals growing momentum in Asia's fintech space and underscores demand for advanced credit analytics platforms.

SOUTH KOREA 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/regional level 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

Others

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:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

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 South Korea alternative data market performed so far and how will it perform in the coming years?

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

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

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

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

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

What are the key driving factors and challenges in the South Korea alternative data market?

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

What is the degree of competition in the South Korea alternative data market?

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