

Global Identity Assessment and Assurance Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Identity Assessment and Assurance market size is predicted to grow from US\$ 15490 million in 2025 to US\$ 34181 million in 2032; it is expected to grow at a CAGR of 12.1% from 2026 to 2032.

Identity Assessment and Assurance refers to the technology and service system that systematically verifies, evaluates, and endorses the authenticity, validity, and continued credibility of an individual's or organization's identity in digital or offline interactions. Its goal is to provide business systems with quantifiable and auditable levels of identity credibility assurance.

Gross Profit Margin Levels

The gross profit margin for identity verification and assurance exhibits a structure of 'high for software/API platforms, relatively low for labor/data-intensive systems.' Vendors focusing on pure API/SaaS-based document and biometric verification typically achieve high gross profit margins (commonly in the **70%–85%** range) after scaling up. Their costs mainly consist of cloud computing power, model and data annotation/maintenance, and a small amount of manual review. Publicly disclosed data shows that representative vendors maintain non-GAAP gross profit margins of approximately 84%–85%, reflecting the 'software-based + scalable' attributes. On the other hand, if the solution heavily relies on human video verification (vKYC), offline branch collaboration, or large-scale third-party data purchases and credit/list searches, the gross profit margin will be lowered by labor and data sharing costs, resulting in a more 'service delivery-oriented' profit structure. Therefore, the industry will continue to evolve towards automation (AI verification) + orchestration (policy routing) + multi-signal fusion (device/behavioral/biometrics) to improve risk control effectiveness while

stabilizing gross profit.

Industry Drivers

The core driver of growth in identity verification and assurance is the amplification of fraud and compliance risks as digital businesses move all 'account opening/login/transaction' remotely. On one hand, account theft, identity theft, deepfakes, and injection attacks render the traditional 'document + selfie' approach unsustainable, necessitating platforms to introduce stronger liveness/adversarial capabilities and continuous monitoring. On the other hand, the increasing demands from finance, encryption, cross-border payments, platform economies, and government online services for KYC/KYB, anti-money laundering, and auditable traceability are driving the implementation of 'measurable assurance levels' in identity systems (e.g., NIST's IAL/AAL/FAL framework and EU remote identity verification technical specifications constraining high-assurance processes). Simultaneously, user experience is also driving product design: companies aim to dynamically switch between 'low-risk, low-friction' and 'high-risk, high-assurance' identity orchestration, focusing costs on the most crucial aspects. Coupled with the advancement of various electronic identity and wallet (eID/ID wallet) ecosystems, identity verification is shifting from 'one-time checks' to 'reusable, trusted identities + continuous assurance,' thereby expanding the market ceiling and monetization scenarios.

LPI (LP Information)' newest research report, the "Identity Assessment and Assurance Industry Forecast" looks at past sales and reviews total world Identity Assessment and Assurance sales in 2025, providing a comprehensive analysis by region and market sector of projected Identity Assessment and Assurance sales for 2026 through 2032. With Identity Assessment and Assurance sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Identity Assessment and Assurance industry.

This Insight Report provides a comprehensive analysis of the global Identity Assessment and Assurance landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Identity Assessment and Assurance portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Identity Assessment and Assurance market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Identity Assessment and Assurance and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Identity Assessment and Assurance.

This report presents a comprehensive overview, market shares, and growth opportunities of Identity Assessment and Assurance market by product type, application, key players and key regions and countries.

Segmentation by Type:

- Biometric Identification

- Data Comparison

- Others

Segmentation by Authentication Method:

- Single-Factor Assessment

- Multi-Factor Assessment (Mfa)

- Dynamic Risk Assessment

- Others

Segmentation by Deployment Method:

- Cloud-based

- On-premise

Segmentation by Application:

Financial Industry

Healthcare Industry

Government and Public Service Industry

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Entrust

Experian

GBG

IDEMIA

iDenfy

InfoCert

iProov

Jumio

LexisNexis Risk Solutions

Microsoft

Onfido

Ping Identity

SEON

Signicat

Socure

Subex

Thales

Trulioo

Veriff

1Kosmos

Daon

Transmit Security

Regula

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