

Global Identity Verification and Authentication Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Identity Verification and Authentication market size is predicted to grow from US\$ 13500 million in 2025 to US\$ 36111 million in 2032; it is expected to grow at a CAGR of 15.6% from 2026 to 2032.

Identity verification and authentication is a combined security capability designed to (1) establish a trusted identity for a user and (2) continuously confirm that the returning user is the legitimate account holder during access and high-risk actions. Identity verification (identity proofing) focuses on creating trust at onboarding or re-verification moments by validating identity evidence and signals—such as document authenticity checks, selfie-to-photo matching, liveness detection, device and environment consistency, database/blacklist cross-checks, and risk scoring—resulting in an auditable outcome with an associated assurance level. Authentication focuses on access-time and transaction-time confirmation, where the system dynamically selects the strength of verification (step-up challenges, additional factors, or manual review) based on real-time risk, especially during sensitive events like account recovery, credential changes, payment actions, remote signing, or privileged access.

Globally, digital onboarding, remote contracting, cross-border commerce, and platform-based services are pushing identity verification from a “nice-to-have control” into a foundational layer for business continuity. Regulatory and public-sector frameworks are also accelerating adoption of reusable, higher-assurance digital identity. In the EU, the European Digital Identity framework explicitly advances wallet-based digital identity availability, reinforcing the direction of interoperable, portable identity for both public and private services. At the same time, updated assurance frameworks—such as NIST SP 800-63-4—raise expectations around proofing, authenticators, and federation, which helps organizations convert “security intent” into engineering requirements and

auditable outcomes.

Market headwinds, however, are becoming more technical and more adversarial. AI-enabled forgery, deepfake-assisted spoofing, and synthetic identity creation are reducing the effectiveness of document-only checks and static rules, forcing the industry toward multi-signal verification, stronger liveness/biometric defenses, and risk-based orchestration with selective manual review. Meanwhile, privacy constraints, data retention rules, and cross-border compliance make it harder to centralize identity evidence—so vendors and buyers must architect for privacy-by-design, transparent consent, and tightly governed evidence lifecycles. Macro fraud indicators also keep the urgency high: U.S. consumer-reported fraud losses for 2024 exceeded \$12.5B, while identity fraud case volumes continue to be reported at significant scale in the UK—signals that reinforce upstream verification investment rather than downstream remediation. In payments, requirements like PSD2 Strong Customer Authentication have long embedded the logic of step-up controls for higher-risk electronic transactions, influencing broader identity programs beyond banking.

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

This Insight Report provides a comprehensive analysis of the global Identity Verification and Authentication 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 Verification and Authentication portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Identity Verification and Authentication market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Identity Verification and Authentication 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 Verification and Authentication.

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

Segmentation by Type:

Non-Biometrics

Biometrics

Segmentation by Deployment Mode:

Cloud Based

On-Premises

Segmentation by Authentication Factor:

Multi-Factor Authentication

Single-Factor Authentication

Segmentation by Organization Size:

Large Enterprises

Small and Medium-Sized Enterprises

Segmentation by Application:

Banking, Financial Services and Insurance

Technology and Telecommunications

Government and Public Sector

Healthcare

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.

Alibaba Cloud

Tencent Cloud Computing (Beijing) Co., Ltd.

Huawei Cloud Computing Technology Co., Ltd.

Beijing Megvii Technology Co., Ltd.

SenseTime Group Inc.

CloudWalk Technology Co., Ltd.

YITU Technology

Baidu, Inc.

Entrust Corporation

GBG plc

Jumio

Veriff

Trulioo

Sumsub

Persona

IDnow

Mitek Systems, Inc.

Experian plc

LexisNexis Risk Solutions

IDEMIA

Yoti

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