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Global Online Robo-Advisor Services Market Growth (Status and Outlook) 2026-2032

https://marketpublishers.com/r/G6427EC8A2BFEN.html
Date: October 2026
Pages: 137
Price: US$ 3,660.00 (Single User License)
ID: G6427EC8A2BFEN

Abstracts

The global Online Robo-Advisor Services market size is predicted to grow from US$ 3277 million in 2025 to US$ 5305 million in 2032; it is expected to grow at a CAGR of 7.3% from 2026 to 2032.

A robo-advisor is a digital platform that provides automated, algorithm-driven financial planning and investment services with little human intervention. The rapid development of robo-advisor services is primarily driven by rising investor demand for low-cost, efficient, and transparent wealth management, the prohibitively high barriers to entry and fees for traditional financial services, and the mature application of artificial intelligence and big data technologies. Furthermore, the gradual standardization of the regulatory environment and growing user trust in online finance have further accelerated the evolution of robo-advisor from a supplementary tool to a mainstream investment channel.

United States market for Online Robo-Advisor Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Online Robo-Advisor Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Online Robo-Advisor Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Online Robo-Advisor Services players cover Betterment, Ritholtz Wealth Management, Empower, Vanguard Personal Advisor, Wealthfront, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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Report Scope

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

This Insight Report provides a comprehensive analysis of the global Online Robo-Advisor Services 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 Online Robo-Advisor Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Online Robo-Advisor Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Online Robo-Advisor Services 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 Online Robo-Advisor Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Online Robo-Advisor Services market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Fully Automated Robo-Advisor

Hybrid Robo-Advisor

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Segmentation by Application:

- Individual Investors
- Enterprises

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

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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.

Betterment

Ritholtz Wealth Management

Empower

Vanguard Personal Advisor

Wealthfront

SigFig Wealth Management

Schwab Intelligent Portfolios

SoFi

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Wealthsimple

RBC

Acorns

Ellevest

Stash

Axos

Fidelity

Etrade

Ally

Justwealth

Questrade

Qtrade

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