

Global Robo-Advisory Solutions Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Robo-Advisory Solutions market size is predicted to grow from US\$ 5234 million in 2025 to US\$ 10866 million in 2032; it is expected to grow at a CAGR of 11.0% from 2026 to 2032.

Robo-advisory solutions are digital wealth management platforms and services that use online questionnaires, investor profiling, risk-tolerance assessment, goal planning, asset-allocation models, ETF or fund portfolio construction, automated rebalancing, tax optimization, recurring investment plans, account monitoring and digital client workflows to deliver automated or semi-automated investment advice and portfolio management. This study focuses on solutions with real advisory, portfolio construction, automated management or white-label deployment capabilities. The market includes direct-to-consumer robo-advisors, bank- or broker-operated digital advice services, hybrid human-plus-digital advisory platforms, and B2B technology platforms that enable financial institutions to launch their own digital wealth propositions. The category's value lies in converting client goals, investment horizons, risk preferences, account types and constraints into executable and monitored portfolios, rather than merely displaying market data or selling funds. This definition is consistent with the SEC's explanation of robo-advisers as automated digital investment advisory programs that collect investor information through web or mobile interfaces and use it to create and manage investment portfolios.

From a supply-side perspective, the market has moved beyond the original wave of independent robo-advisor startups. Betterment and Wealthfront remain important examples of direct-to-consumer digital wealth platforms, while Vanguard, Charles Schwab, Fidelity, J.P. Morgan and other large financial institutions use existing client bases, asset-management capabilities and trusted brands to scale digital advice.

At the same time, B2B wealthtech providers such as FNZ, InvestCloud, additiv, Bambu, Quantifeed and Objectway supply white-label or modular technology that enables banks, brokers, insurers and asset managers to launch their own digital advice propositions. This distinction matters for market sizing: B2C robo-advisors generate advisory or platform fees directly from investors, while B2B providers monetize through software subscriptions, licensing, implementation and managed platform services. The broad supplier pool is therefore larger than the visible consumer robo-advisor market.

Demand is supported by long-term forces such as retirement savings, ETF adoption, lower account minimums, mobile-first investing, mass-affluent wealth accumulation and banks' need to digitize advisory services. However, the market is not a simple high-growth story. Pure digital robo-advice is fee-sensitive, customer acquisition can be expensive, and some banks have withdrawn from standalone robo-advisory offerings after failing to achieve sufficient scale. Recent industry moves show a shift toward consolidation, hybrid advice and enterprise wealth-technology platforms. Schwab has moved away from its premium hybrid robo service while retaining its core automated investing platform, and SigFig has rebranded as Tandems to focus more on AI-enabled wealth software for financial institutions. These developments indicate that automation remains valuable, but the winning business model increasingly depends on distribution scale, trusted brands, embedded banking relationships and advisor-productivity tools.

From a product-evolution perspective, robo-advisory solutions are expanding from basic ETF portfolio allocation into broader digital wealth operating systems. Early solutions centered on questionnaires, risk scoring, model portfolios and automatic rebalancing. Current offerings increasingly include tax-loss harvesting, direct indexing, cash management, automated bond portfolios, ESG options, goal-based planning, retirement projections, AI assistants, advisor workflow automation and multi-account wealth views. Wealthfront continues to publish automation-focused product updates such as tax-loss harvesting performance, while FNZ's AdvisorAI illustrates how AI is being embedded into wealth platforms to help advisors deliver more personalized advice at scale. The future market will likely be shaped by hybrid models rather than fully autonomous advice alone: automation will handle onboarding, portfolio monitoring and routine actions, while human advisors and AI-assisted workflows address complex planning and client relationship management.

LPI (LP Information)'s newest research report, the "Robo-Advisory Solutions Industry Forecast" looks at past sales and reviews total world Robo-Advisory Solutions sales in 2025, providing a comprehensive analysis by region and market sector of projected Robo-Advisory Solutions sales for 2026 through 2032. With Robo-Advisory Solutions

sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Robo-Advisory Solutions industry.

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

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

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

Segmentation by Type:

Direct-to-Consumer Robo-Advisors

Bank-owned Digital Advice Platforms

Broker-owned Robo-Advisory Services

White-label Robo-Advisory Platforms

Hybrid Human-Digital Advice Solutions

Embedded Wealth Management Solutions

Segmentation by Investment Product Scope:

ETF-based Portfolios

Mutual Fund Portfolios

Stock and Direct Indexing Portfolios

Bond and Fixed-income Portfolios

ESG and Sustainable Portfolios

Thematic Portfolios

Shariah-compliant Portfolios

Multi-asset Portfolios

Segmentation by Delivery Model:

Mobile-first App Platform

Web-based Investment Platform

API-based Wealth Infrastructure

SaaS Robo-Advisory Platform

On-premises or Private Cloud Deployment

Managed Platform Service

Segmentation by Application:

Manufacturing

Defense

Banking, Financial Services, and Insurance (BFSI)

Transportation and Logistics

Healthcare and Life Sciences

Retail

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.

Betterment LLC

Wealthfront Corporation

The Vanguard Group, Inc.

The Charles Schwab Corporation

Fidelity Investments

SoFi Technologies, Inc.

Acorns Grow Incorporated

M1 Holdings Inc.

Robinhood Markets, Inc.

Tandems, Inc.

Envestnet, Inc.

AdvisorEngine Inc.

Broadridge Financial Solutions, Inc.

JPMorgan Chase&Co.

Wealthsimple Technologies Inc.

Questrade Financial Group Inc.

Moneyfarm

Scalable Capital GmbH

Yomoni

Nalo

Finax, o.c.p., a.s.

Inyova AG

FNZ Group

InvestCloud, Inc.

additiv AG

Avaloq Group AG

Temenos AG

Objectway Group

Bambu

Quantifeed

Endowus

Syfe Pte. Ltd.

StashAway

Sarwa Digital Wealth Limited

Wahed Invest LLC

WealthNavi Inc.

Money Design Co., Ltd.

Rakuten Securities, Inc.

FOLIO Co., Ltd.

Fount Inc.

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