

# **AI in Finance Market by Product (Algorithmic Trading, Virtual Assistants, Robo-Advisors, GRC, IDP, Underwriting Tools), Technology, Application (Fraud Detection, Risk Management, Trend Analysis, Financial Planning, Forecasting) - Global Forecast to 2030**

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## **Abstracts**

The AI in Finance market is projected to grow from USD 38.36 billion in 2024 to USD 190.33 billion by 2030, at a compound annual growth rate (CAGR) of 30.6% during the forecast period. Chatbots and virtual assistants are in demand in the AI-driven finance market due to the ability to automate customer service, enhance user experience, and reduce operational costs. The rising demand of AI-powered algorithms enhance risk identification and mitigation, fostering safer financial practices is shaping the AI in Finance market.

“By end user as business operation, Fintech segment registers the highest CAGR during the forecast period.”

Fintech companies are increasingly leveraging AI to automate financial services, enhance customer experiences, and improve operational efficiency. This technology enables real-time data analysis, which is crucial for personalized financial solutions and effective risk management. As consumers demand faster and more efficient services, fintech firms are utilizing AI for tasks such as fraud detection, credit scoring, and customer engagement through chatbots. The continuous innovation and competitive landscape in fintech drive the need for sophisticated AI solutions, positioning this segment for substantial growth in the coming years.

“By region, Asia Pacific to register the highest CAGR market during the forecast period.” Rapid digital transformation across economies and the rise of fintech startups are driving AI solutions in Asia Pacific. Countries like China and India are investing heavily in AI technologies to enhance financial services and improve customer experiences. The region's vast consumer base presents major opportunities of customized financial products and services. Regulatory bodies such as Monetary Authority of Singapore (MAS) and Cyberspace Administration of China (CAC) promote innovation and further boost market growth. The increasing focus on data-driven decision-making and the need for efficient risk management solutions also contribute to the rapid adoption of AI in finance, positioning Asia-Pacific as a leader in this sector.

### Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the AI in Finance market.

By Company: Tier I: 35%, Tier II: 45%, and Tier III: 20%

By Designation: C-Level: 35%, Director Level: 25%, and Others: 40%

By Region: North America: 40%, Europe: 25%, Asia Pacific: 20%, Middle East & Africa: 10%, and Latin America: 5%.

FIS (US), Fiserv (US), Google (US), Microsoft (US), Zoho (India), IBM (US), Socure (US), Workiva (US), Plaid (US), SAS (US), C3 AI (US); are some of the key players in the AI in Finance market.

The study includes an in-depth competitive analysis of these key players in the AI in Finance market, including their company profiles, recent developments, and key market strategies.

### Research Coverage

This research report categorizes the AI in Finance market by product type (ERP and financial services, chatbots and virtual assistants, automated reconciliation solutions, intelligent document processing, governance, risk and compliance (GRC) software, accounts payable/receivable automation software, robo-advisors, expense management

systems, compliance automation platforms, algorithmic trading platforms, underwriting engines/platforms), by deployment mode (cloud and on-premises), by technology (generative AI, NLP and predictive analytics), by application (Business operation (fraud detection and prevention, risk management, customer service & engagement, financial compliance & regulatory reporting, investment & portfolio management) Business function (financial planning & forecasting, automated bookkeeping & reconciliation, procurement & supply chain finance, revenue cycle management), by End user (Enterprise as business function (government & public sectors, retail & ecommerce, real estate, manufacturing, telecom & media, healthcare & pharma, utilities, technology & software) Enterprise as business operation (banking, insurance, investment & asset management, fintech, accounting & auditing firms, capital markets/regtech, payments & cards/payment processing) and by region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the AI in Finance market. A detailed analysis of the key industry players has been done to provide insights into their business overview, solutions and services, key strategies, Contracts, partnerships, and agreements. new product & service launches, mergers and acquisitions, and recent developments associated with the AI in Finance market. Competitive analysis of upcoming startups in the AI in Finance market ecosystem is covered in this report.

### Key Benefits of Buying the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall AI in Finance market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (AI-powered algorithms enhance risk identification and mitigation, fostering safer financial practices, AI-driven chatbots and virtual assistants enhance customer service experiences, making financial advice more accessible, machine learning models provide accurate forecasts which help in strategic planning and investment decisions), restraints (the possibility of bias and issues related to the ethical use of data), opportunities (rise in demand for

hyper-personalization of financial products and tailoring services to individual customer needs and preferences for long-term engagement), and challenges (Safeguarding data to prevent breaches and regulatory violations) influencing the growth of the AI in Finance market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AI in Finance market

**Market Development:** Comprehensive information about lucrative markets – the report analyses the AI in Finance market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AI in Finance market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players FIS (US), Fiserv (US), Google (US), Microsoft (US), Zoho (India), IBM (US), Socure (US), Workiva (US), Plaid (US), SAS (US), C3 AI (US) among others in AI in Finance market.

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